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AN INTEGRATED MODEL FOR MEASURING COUNTRY IMAGE: PERSONALITY, COGNITION, EMOTION AND THEIR IMPACTS ON BEHAVIORAL INTENTIONS

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I dedicate this thesis to my children Joana and Guilherme.

Abstract

Having a theoretical basis in the literature on country of origin and destination branding, and supported in consumer behavior, this thesis proposes an integrative model for measuring country image and its impact on behavioral intentions. It hypothesizes that cognitive country image and country personality are antecedents of affective country image, which in turn affect consumer behavior towards a country. Cognitive country image is also hypothesized as having a direct influence on behavioral intentions.

Quota samples of 115 individuals in the pretest phase, and of 685 in the final empirical research, were analyzed, both using Brazilian respondents. Portugal was chosen as the scrutinized country and the questionnaire was delivered in Portuguese for Brazilians.

The analysis of the integrated model, using structural equation modeling, suggests that country personality has an indirect influence on behavioral intentions, revealing that the affective country image plays a perfect mediating effect on the relationship between country personality and behavioral intentions. The results also show that agreeableness, assiduousness and snobbism are the most significant dimensions of country personality in conducting emotional connections and, in turn, that emotions are the most significant aspect in driving behavioral intentions. There is also indication that cognitive country image has a direct and an indirect partial influence on behavioral intentions.

A five-dimensional country personality scale is proposed. Four dimensions (agreeableness, assiduousness, conformity and unobtrusiveness) maintained the original d' Astous & Boujbel (2007) structure and the other two (snobbism and wickedness) merged into one, in the fifth dimension (snobbism).

The confirmation that individuals easily attribute human characteristics to countries and the fact that can be expressed quantitatively reinforces and confirms the quality and relevance of having a specific scale to measure country personality. In addition, and as suggested by the country personality traits frequency analysis, Portugal is seen as a conformist country.

Keywords: Country personality; country image; behavioral intentions; Portugal; Brazil
JEL: F14; F23; F59 and M31

Resumo

Tendo por base teórica a literatura sobre país de origem, marca de um destino (marca-região), e comportamento do consumidor, esta tese propõe um modelo integrado para medição da imagem dum país e o seu impacto nas intenções comportamentais. O modelo postula a imagem cognitiva e a personalidade do país como antecedentes da imagem afetiva e que esta, por sua vez, afeta a intenção comportamental. A imagem cognitiva do país é ainda hipotetizada como tendo influência direta sobre as intenções comportamentais.

Foram analisadas amostras por quotas, de 115 indivíduos na fase de pré-teste e de 685 no estudo final, ambas de respondentes Brasileiros. Portugal foi escolhido para país estímulo, e o questionário foi distribuído em português para brasileiros.

A análise do modelo integrado, utilizando modelos de equações estruturais, sugere que a personalidade do país tem influência indireta sobre as intenções comportamentais, mostrando que a imagem afetiva do país desempenha um efeito mediador perfeito na relação entre a personalidade do país e as intenções comportamentais. Os resultados mostram ainda que a amabilidade, a assiduidade e o snobismo são as dimensões da personalidade do país mais significativas na condução de ligações emocionais e que, por sua vez, a imagem afetiva do país é relevante na condução das intenções comportamentais. Há ainda indicação de que a imagem cognitiva do país tem influência parcial direta e indireta nas intenções comportamentais.

Propõe-se uma escala de medição da personalidade do país com cinco dimensões. Quatro dimensões (amabilidade, assiduidade, conformidade e discrição) mantêm a estrutura original desenvolvida por d'Astous & Boujbel (2007), enquanto que as outras duas (snobismo e maldade) se fundem numa só, na quinta dimensão (snobismo).

Verificou-se que os indivíduos têm facilidade em atribuir características humanas a países, e facilidade de as expressarem na forma quantitativa, reforçando a qualidade e pertinência duma escala específica para medição da personalidade dum país. Para além disso, os resultados da análise estatística descritiva mostram haver predominância da perceção de um traço de personalidade conformista, para Portugal.

Palavras-chave: Personalidade do país; imagem do país; intenção comportamental; Portugal; Brasil

JEL: F14; F23; F59 e M31

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1. CHAPTER I - Introduction to the thesis

1.1 Overview

This thesis aims to build on the country image theory through research that combines knowledge of the country of origin, destination branding and consumer behavior core areas in marketing. In this research project it is explored how country personality, cognitive, and affective elements can be integrated into a framework to measure country image and therefore influence consumers' behavioral intentions. As a result of the investigation it is expected a real contribution to the country of origin literature, with a model that integrates the country personality scale (d' Astous & Boujbel, 2007) for measuring country image, in addition to the existing cognitive and affective components (Baloglu & McCleary, 1999).

The focus of the research is on the country personality construct. The idea was to use human-like characteristics to evaluate countries. This led the researcher to carry out an in-depth analysis of the construct, and to test its potential when applied to the broader country image concept, due to the distinctive characteristics attributable to personality.

The use of mass media, the influence of family members and relatives, travel experiences and branding have all become powerful ways of spreading information about countries. People are therefore more likely to form organized mental ideas of countries, as they do with other inanimate objects. Personality attributes are therefore applied in the creation of an identity and a personal approach to countries as defined by d'Astous & Boujbel (2007).

To date, there is no research that applies personality characteristics to a country, using affective and cognitive country image components and analyzing their influence on behavioral intentions in relation to a particular country. Thus, an in depth analysis of each key component is proposed.

This thesis is structured into seven chapters. It begins with a brief outline explaining the motivation, the context overview and theme that underlies the entire work. This first chapter also outlines the motivation for the study, epistemology, literature gaps, research questions, research goals and objectives, as well as the full research model and the thesis structure.

1.2 Motivation for the study

Globalization has become a natural way of life, both for individuals and organizations, thanks largely to developments in technology. However the highly substitutable international environments, concerning of today's countries attractiveness led people, particularly the decision-makers, to a new paradigm, as the country image looks to have a huge importance. The more a country is aware of its international image, the better it can tailor its own promotional strategy.

International marketing research on country branding suggests that countries, just like brands, can be characterized according to specific qualities and traits (Anholt, 2003). Indeed, associating a set of human characteristics with brands is referred to as brand personality (Aaker, 1997), and when tourists associate a set of human characteristics with the destination, it is called destination personality (Ekinci & Hosany, 2006).

Alain d'Astous and Lilia Boujbel (2007) associated, and included a personality perspective in the discussion. They provided evidence that this analysis was reasonable, with proof relating to country personality and the association of human traits to qualify and present countries in a human-like manner. Country personality (d' Astous & Boujbel, 2007) has been seen as a higher order concept, and has appeared in a context where countries instead of places, regions or cities act as a stimulus for evaluation. Thus, understanding country personality may be important also, because consumers may select countries with personalities that are acceptable to them.

Just as people are unique due to the characteristics that define their personality, so can countries be described using personality traits. Country X may be agreeable, country Y may be conservative and country Z may be snobbish. This analysis is quite straightforward to understand, and these elements may be symbolic components of a broader country image measurement. This is the main question: what role can the country personality play, and to what extent can it contribute to the measurement of country image?

The idea of the application context grew naturally over the course of the investigation. Tourism business and the country's attractiveness to tourists become the focus.

1.3   Epistemology

Within this thesis, the Denzin & Lincoln (1998) definitions of the constructs and the epistemic differences of positivist and post positivist research were adopted. They assert that "In the positivist (epistemology) it is contended that there is a reality out there to be studied, captured, and understood, whereas post positivists argue that reality can never be fully apprehended only approximated... Post positivism relies on multiple methods as a way of capturing as much reality as possible" (Denzin & Lincoln, 1998, p. 9).

From a philosophical point of view, the quantitative tradition is based on the positivist assumption that no such thing as an objective reality out there that can be observed, measured, analyzed and thus understood (Denzin & Lincoln, 1998; Newbold, Boyd-Barrett, & Van Den Bulck, 2002).

Phillimore & Goodson (2004) provide a succinct explanation of the epistemic differences of the constructs positivist, post positivist, and constructivist. The authors defined a qualitative approach to tourism investigation as the application of one or several qualitative techniques where the ontology, epistemology, and methodology of the research focus on the creation of knowledge. Constructivist researchers did not only examine how people build their realities, they also recognize that their contextualization impacts these realities along with their interpretation of the reality.

The marketing focus permeates both the conceptual and operational definitions. This is possibly due to the perceived predictive capabilities of the reductionist techniques used in positivist/post positivist research that permeate the field. The reductionist approach best serves the interest of tourism businesses by identifying only the most salient areas where investment is most likely to increase profits (Tribe, 2008; Canally, 2010). Most traditional studies delegate the political context within which country image is formed and focus the statistical significance of the constructs (Echtner & Ritchie, 1993).

Traditional research - borrowed from Denzin & Lincoln (1998) and Phillimore & Goodson (2004) - is conducted by tourism academics as a social scientific endeavor, which dominates

the body of literature and emanate from a positivist/post positivist epistemology and employ reductionist methodologies to acquire results.

The current research project is housed in a positivist approach. Consequently, the epistemology and methodology is reductionist. Thus, it can be referenced as a traditional country/destination image research (Denzin & Lincoln, 1998).

1.4   Empirical research context and focus

What are the determinants that may come into play when choosing a country to invest, to do business or to do tourism? Some of the latest studies used the host country´s infrastructure, economic activity, legal, political and business environments and infrastructure as foreign direct investment determinants (Groh & Wich, 2009). The Ernst & Young (2011) report results showed that infrastructure and stability, as well as the transparency of the political, legal and regulatory environments, are the main factors for choosing a country to invest in. Indeed, Europe's attractiveness as a business destination (Kalotay, 2004) remains solid (Ernst & Young, 2011) especially for countries that have a strong historical presence (Bevan & Estrin, 2004). This may confirm the advantages of cultural affinity (Cechela, 2010) in long-term economic relationships.

Country selection, however, can often be a reaction to external elements such as ethnicity, cultural similarity, geographic proximity (Murat & Pirotti, 2010; Head, Ries, & Swenson, 1995; Parameswaran & Pisharodi, 1994) or even other aspects that are not rational or systematic (Sheridan, 1988). There is also evidence that companies begin their internationalization in markets where they think they can be easily understood (Johanson & Vahlne, 1977). The role of a common language and cultural proximity has been referred to as being part of the important determinants in the early stages of internationalization (Cechela, 2010; Kalotay, 2004).

Countries worldwide are making concerted efforts to gain competitive advantages in tourism, investment, and business (Anholt, 2005). Academic research is also strongly focused on the role of brands and brand distinction (Aaker, 1997). In recent years, this global process is reflected by a growing number of investigations conducted in less known countries.

According to this approach brands need to show their stronger connections with a country of origin or place of origin to leverage for competitive advantage.

Bearing in mind that today's international environments are highly volatile, it can be assumed that a unique identity can be crucial to the differentiation and positioning of countries and their competitiveness. Thus, a distinctive and unique country personality appeal may clearly identify a country in the consumer's mind and therefore differentiate it from its competitors (Lee & Lijia, 2012). Individuals develop and enhance their social identity which represents a starting point for what may be described as the personality of the individual. This can be considered an antecedent in the decision-making process.

According to the 2013 world tourism barometer from UNWTO (Kester, 2014), Europe had 52% of the world's inbound tourism with 563 million arrivals in 2013. Europe is also ranked as the second most attractive investment region in the world, scoring at 35% (Ernst & Young, 2011) immediately after China (38%). Portugal belongs to the European Union and has over 10 million inhabitants and there are over 240 million Portuguese native speakers worldwide (PLC, 2013). On the other hand, Brazil is one of the major outbound markets in international tourism (Kester, 2014) and has an historical connection with Portugal of over five centuries. Both countries share the same mother tongue. Brazil has over than 200 million people (IBGE, 2013) and this is in itself a valid reason for empirical research to be conducted in Brazil and Portugal.

Every country has a scattered image with international consumers (Moya & Jain, 2013). As such, it can be said that people are therefore more likely to form organized mental representations of countries, as they do with other inanimate objects (ex. Brands). There are still a few studies focusing on the use of personality characteristics, although there is increasing research on the application of personality characteristics to places and destinations. Therefore, studying and understanding the key elements of country images and aggregating them to a wider framework can be helpful in the management of existing images.

1.5   Literature gaps

There is still a lack of consensus regarding the differentiation of country personality from its plausibly interchangeable concept of destination personality (Hosany, Ekinci, & Uysal, 2006; 2007; Lee & Lijia, 2012). Even the plausibility of country personality as an alternative measure of country image (Nebenzahl, Jaffe, & Usunier, 2003) or its usage as a complementary measure, in addition to the cognitive and affective elements (Roth & Diamantopoulos, 2008; 2009), are still being discussed.

Country personality is seen as an alternative concept of destination personality, specifically created to be applied in countries as destinations (d' Astous & Boujbel, 2007; Lee & Lijia, 2012; Geuens, Weijters, & De Wulf, 2009). Country personality, as well as destination personality began subsequent to brand personality, and were developed from it due to its uncertainty in cross-cultural contexts. However, Jennifer Aaker's (1997) five dimensions brand personality scale application is still being used for cross-cultural issues and the problem still happen according to earlier studies (Ekinci & Hosany, 2006; Murphy, Benckendorff, & Moscardo, 2007; d' Astous & Boujbel, 2007). Thus, more research focusing on countries can help academy and researchers.

There is a lack of academic research being carried out on the influence of destination personality on tourist's behavioral intentions, and the existing findings showed some inconsistencies: Ekinci and Hosany (2006) found that destination personality positively influences tourist's intentions to recommend. However, Murphy *et al.,* (2007) contend that destination personality failed to predict the intention to revisit. The results of d' Astous & Boujbel (2007) led to the possibility of the application of country personality scale in predicting people's travel attitudes (d' Astous & Boujbel, 2007, p. 238), however their results were unsuccessful. Both destination personality and country personality scales can predict consumer's behavioral intentions (Roth & Diamantopoulos, 2008; 2009); the first scale is applied to tourists and the second to local residents or even general consumers.

Country of origin effects are more extensive and have been confirmed (Bilkey & Nes, 1982; Da Silva, Davies, & Naudé, 2001; Han & Terpstra, 1988; Hinner, 2010; Brijs, 2006). However country of destination effects still requires more in-depth research (Baloglu &

McCleary, 1999; Baloglu, 2001; Beerli & Martin, 2004; Canally, 2010). There is a lack of academic research exploring the concept of destination personality (Ekinci & Hosany, 2006; Murphy, Benckendorff, & Moscardo, 2007; Chen & Phou, 2013) as well country personality, (d' Astous & Boujbel, 2007) which seems to be a possible alternative to apply the concept (Lee & Lijia, 2012).

There is also a lack of research in the analysis and identification of the dimensions of country personality that influence other variables (Lee & Lijia, 2012). There is a need to explore and examine the potential of the existing country personality scale (d' Astous & Boujbel, 2007) in order to predict behavioral intentions, such as travel. D' Astous and Boujbel (2007) evaluated travel attitudes and their findings showed some weaknesses. This research project thesis focus on a deeper analysis of the country personality dimensions as well as in their influence on other variables such as affective country image and behavioral intentions. This project adopted a slightly different method, by using structural equation modeling to evaluate the proposed model.

Previous studies have focused mostly on the applicability and validity of another scale – Aaker's (1997) brand personality scale (Azoulay & Kapferer, 2003; Caprara, Barbaranelli, & Guido, 2001; Chen & Phou, 2013; Moya & Jain, 2013; Murphy, Benckendorff, & Moscardo, 2007) – to consumer goods and across cultures, but very little research has attempted to test the relevance of country personality. Moreover, destination image, analogous to country image, is a multidimensional concept, consisting of a rational, and emotional understanding of consumers (Baloglu & McCleary, 1999), applying a holistic image approach.

Roth & Diamantopoulos (2008) wrote in their *future research section* that analyzing cognitive factors, particularly the ones which are relevant for the different outcome variables, such as visits to the country should be deeply studied. They also suggested investigating the cognitive influence on the affective component of the country image. Cognitive knowledge can induce affective responses (Roth & Diamantopoulos, 2009; Lee & Lijia, 2012). Thus, the cognitive country image may directly influence the affective country image.

On the other hand, Maher & Carter (2011) alluded in their *ideas for future research* (p. 559) that situations in which affective country image plays dominant roles in consumer decision-

making process should be identified, thus behavioral intentions to visit/travel can be stated as an outcome.

Despite the obvious importance of the concept of country image, there still are potential causes of country image perceptions that have not been investigated so far. Indeed, Roth & Diamantopoulos (2009), on their reference to earlier authors, pointed out that *"research into the antecedents and influences of national image formation remains virtually non-existent"* (p. 24). Thus, the current research project makes sense as it seeks to address the study of constructs concerning the country image concept.

The country image concept itself has been studied extensively; however, to date, no study has proposed an integration of the key variables of the construct, in the way adopted in this thesis. However, some studies have carried out in-depth analyses of the country image concept using variables such as the cognitive and the affective elements, (Laroche, Papadopoulos, Heslop, & Mourali, 2005; Maher & Carter, 2011) or the country personality (d' Astous & Boujbel, 2007) standalone as a substitutable construct.

1.6 Purpose of the thesis and research questions

Regarding behavioral intentions, which result from country image, research should not be limited to the evaluation of products and/or preferences (Heslop, Papadopoulos, Dowdles, Wall, & Compeau, 2004; Laroche, Papadopoulos, Heslop, & Mourali, 2005), therefore, an integrated model for country image is proposed, incorporating the most commonly used cognitive and affective components (Roth & Diamantopoulos, 2008; Chew & Jahari, 2014; Drolet & Aaker, 2002) and including the country personality (d' Astous & Boujbel, 2007) construct. The aim is to demonstrate the strength of their application to people's behavioral intentions to visit. A conceptual research model is proposed in the subjects of country of origin, destination branding and behavioral intentions.

This thesis aims to clarify the weaknesses described above, in terms of literature gaps, and to fill this knowledge-gap. It also aims to better understand the dimensions of the country personality, and their role along with other key variables of the country image concept, such as the cognitive and affective components and their influence on behavioral intentions.

Firstly, this thesis is designed to provide a better understanding of the perceived country personality construct and to expand the knowledge on the relationship between country personality dimensions and behavioral intentions to travel/visit.

Secondly, the research has been drawn out to enhance the understanding of the country image concept and particularly its cognitive and affective elements as well as examining the possibility of adding a personality element and creating a broader country image concept.

Third, the study is designed to verify the plausibility of using the affective country image as a mediating variable in the relationship between country personality and behavioral intentions, as well as between the cognitive country image and behavioral intentions.

Fourth, the research is drafted to empirically demonstrate the feasibility and applicability of the new broader model of country image, which is made up of personality, cognitive and affective elements, in the evaluation of country destinations for travel.

Thus, this thesis addresses the following questions:

- What are the perceived country personality traits that people associate to the country in question?
- How many country personality dimensions should be considered?
- Do country personality dimensions influence the behavioral intentions to visit?
- If so, which are the country personality dimensions perceived by people that best predict their behavioral intentions to visit a particular country?
- To what extent can country personality be an integral part of a broader concept of country image, in addition to the cognitive and affective elements?
- To what extent do cognitive country image and the country personality play a direct and/or indirect role on behavioral intentions, considering the affective country image as a mediator between the independent variables and the dependent variable?
- Does the new integrated model of country image explain an acceptable percentage of the total variance of behavioral intentions to travel?

1.7   The proposed research model

Based on the literature review presented in Chapter II, this thesis proposes an integrated research model that incorporates cognitive country image, country personality dimensions and affective country image as part of a broader country image measuring concept, and behavioral intentions particularly applied as intentions to visit a given country, as the dependent variable.

In line with the human personality literature, no direct effects of country personality traits on behavioral intentions are postulated for the integrated research model. Therefore, considering the fact that the country personality scale - originally developed by d' Astous & Boujbel (2007) according to the Big-Five model (Goldberg, 1990) of human personality scale - was adopted, it can be concluded that personality traits can be viewed as abstract instances and, as such, may not expected to directly predict specific behavioral patterns. Even though behavioral intentions are used as they are usually considered an antecedent of actual behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975).

In consumer behavior research, personality traits are most commonly linked to behavior through indirect variables. In country of origin literature the cognitive country image construct has been treated as having direct and/or indirect influence on the dependent variables, as well as the affective component that appears also as a mediator.

The proposed research model (see Figure 1.1) is the baseline for the empirical research. The aim is to test the relationship between the independent variables – (a) represented by the six country personality dimensions (d' Astous & Boujbel, 2007), where three of them (*agreeableness*, *assiduousness* and *conformity*) were hypothesized to have a positive influence on the mediating variable, and the other three (*snobbism*, *wickedness* and *unobtrusiveness*) were hypothesized to have a negative impact; and (b) using the two cognitive country image dimensions (*environment*, and *people*) that were hypothesized as having a positive influence on the outcomes (mediating variable and dependent variable) – the mediating variable, represented by the *affective country image* and the dependent variable, represented by the *behavioral intentions to visit*.

As "intention" appears to be at a lower level of abstraction, and therefore closer to the observable behavior than "cognition" or "affect" it can be considered a dependent variable (Bagozzi & Burnkrant, 1979, p. 914). The main references come from studies that applied similar constructs on behavioral intentions in tourism (e.g. (Um & Crompton, 1990; d' Astous & Boujbel, 2007; Heslop, *et al.*, 2004; Brijs, 2006; Lee & Lijia, 2012; Nebenzahl, Jaffe, & Usunier, 2003; Knight & Calantone, 2000; Roth & Diamantopoulos, 2008; Roth & Diamantopoulos, 2009).
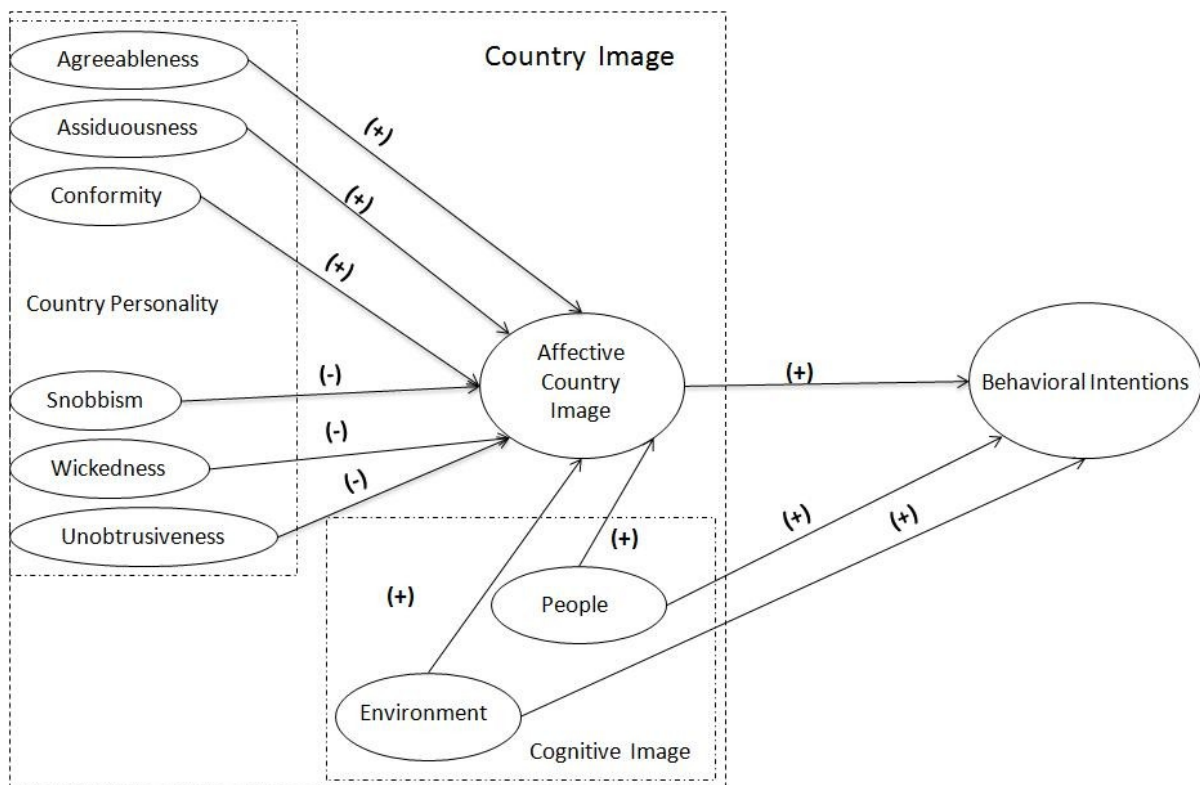
Figure 1.1 Proposed integrated research model

1.8 Methodology

1.8.1 Empirical research prerequisites and procedure

Three criteria guided the choice of both the country of origin of the sample and the stimulus country:

(1) Historical affinity and common language

(2) Geographic distance, and

(3) Economic and demographic diversity.

As mentioned before, there are over 240 million native Portuguese speakers in the world (PLC, 2013), and this in itself offers ample justification for research to be conducted in this area and for a Portuguese version of the country personality scale to be worthy of scrutiny. In this context, it appears that what needs to be done is to adapt an existing scale to a different market and culture (Azoulay & Kapferer, 2003). Accordingly, the study was conducted in two Brazilian states.

The research project was conducted in two states in Brazil - São Paulo (SP) and Bahia (BA). The economic powerhouse and multicultural state of SP, and the state of BA with a powerful historical link to Portugal were chosen. São Paulo, in the south-western part of the country, has the highest average income per capita of R$ 25.988 (around 8.150€). The average monthly household wage income equals R$ 2.267 (around 710€), according to Brazil State-SP, (BrazilState-SP, 2009). Bahia, in the northern region has the lowest average income per capita of R$ 12.701(around 4.000€). The average monthly household wage income totals R$ 1.163 (around 365€), according to Brazil State-BA, (BrazilState-BA, 2009). According to the Brazilian Institute of Geography and Statistics (IBGE, 2013) the population of Brazil is in the ballpark region of 200 million. The São Paulo state has a population of approximately 43 million inhabitants (CityPopulation-SP, 2013) and Bahia has a population of approximately 15 million inhabitants (CityPopulation-BA, 2013).

What follows is the overall detailed methodology, including samples, questionnaire description and procedures and data analysis process.

1.8.2   Sample description

The target population was defined as Portuguese-speaking males and females over the age of 18, with a regular monthly income, internet access and a registered email address, living in the surveyed states of São Paulo and Bahia.

A quota sample of 115 valid respondents from Brazil was analyzed in the pretest, and 685 valid respondents from São Paulo and Bahia states, also in Brazil were obtained for the main empirical research. Portugal was chosen as the country for scrutiny and the questionnaire was delivered in Portuguese for Brazilians. Pretest data were collected from August 9th, 2013 to September 9th, 2013. The respondents were invited by email to fill in the questionnaire via an

online platform. The main survey data collection took place from November 9th, 2013 to February 9th, 2014.

1.8.3 Questionnaire

The questionnaire was planned in Portuguese for Brazilian. In order to ensure accuracy, the researcher was aided by native academics. The clarity of the questions and the use of specific terms and vocabulary were evaluated (Prebensen, 2007; Ryan & Cave, 2005; Aiello, *et al.,* 2009; Salant & Dillman, 1994; Gould, 2002). Some minor (expected) modifications were made, in accordance with the rules of conclusive research, using nominal and ordinal scales as required by its nature (Kinnear, Taylor, & Ahmed, 1974; Kinnear & Taylor, 1996).

In order to identify any potential shortcomings and inconsistencies and to test the feasibility of the proposed questionnaire, a pilot study was conducted with a sample of 115 Brazilians living in Brazil (see Chapter IX, Appendix A – the template of the pretest questionnaire). The average response time taken to complete the questionnaire was around 5 minutes, and the responses showed no particular problems with the wording of the questions and the format of the pilot study. Subsequently the researcher and an expert in linguistics ensured the quality and consistency of the final version (see Chapter IX, Appendix B – the template of the delivered questionnaire (main survey research), in Portuguese for Brazilians).

From the pretest version to the final version of the questionnaire some minor changes were made: a) the extension of the range of the population age – defined from 25 until 65 years old at the pretest phase and applied to over 18 years old until over 75 years old due to the comments of some respondents that referred the retirement as a potential age to travel, as well as the younger age due to the higher interchange of students; b) homogenizing the scales, by using the negative or less important power in the leftmost part and the positive or powerful statement at the rightmost part; c) including more items (questions) to evaluate the behavioral intentions variable. Initially, the questions at the pretest phase were mainly related to intentions to recommend, however a deep literature review suggested the inclusion of other items to have a better measure of behavioral intentions to travel; and d) adjust some of the cognitive country image statements to achieve a better Brazilians understanding (use "grade level" instead of "level of education"). The evaluation of the pretest results revealed some inconsistencies, therefore some questions and sentences were rewritten.

The questionnaire was mostly close-ended with multi-item scales in order to enable the collection of the required quantitative data. The questionnaire consists of five main sections: (I) assessment of the cognitive country image and beliefs about the stimulus country (II) consumers' perceived country personality traits, (III) assessment of the emotional links with the stimulus country (IV) assessment of behavioral intentions to visit, and (V) socio demographic information section.

The first section comprises eight sentences for the cognitive country image evaluation. Eight bipolar statements were presented and the respondent had to indicate what he/she felt by choosing the left or the rightmost of his/her preference. The scale and the items were adopted, translated and adapted from Parameswaran & Pisharodi (1994), Heslop, Lu, & Cray (2008) and Lee & Lijia (2012) studies.

The measurement of the cognitive country image was carried out on a bipolar scale (rightmost and leftmost pole). The respondent was asked "How would you describe Portugal and the Portuguese people?" followed by a request "……please mark your answer on the scale below, selecting the left or right options according to your perception". The statements / items are:"

"*a little history, culture and art : lots of history, culture and art* ";
"*low quality attractions : high quality attractions*";
"*it is a very expensive country for what it offers : it is a country that has good prices for what it offers*";
"*unattractive landscapes : attractive landscapes*";
"*low quality of life : high quality of life*";
"*poor : rich*";
"*people with low level of education : people with high level of education*";
"*not technologically advanced : technologically advanced*".

The second section consisted of twenty four adjectives (items) to assess country personality image. Respondents were asked to think of the country as if it was a person and to ascribe human personality traits to it (Davies, Chun, Da Silva, & Roper, 2001). The 24 items are: *bon vivant, reveler, amusing, agreeable, immoral, vulgar, decadent, offensive, haughty*

(arrogant), snobbish, mannered, chauvinistic, organized, rigorous, flourishing, hard at work (diligent), religious, spiritual, traditional, mysterious (ceremonious), cowardly, wimpy, dependent, neutral (d' Astous & Boujbel, 2007).

The introductory sentence is as follows: "Sometimes, people think about countries as if they were people, and associate characteristics typically used to describe humans". "On a scale of 1-5, where <1> *does not describe this country at all,* and <5> *describes this country perfectly*, evaluate to what extent the characteristics listed below describes Portugal. In your opinion, Portugal could be described as being someone who is ...""

The third section consisted of five sentences for affective evaluation adopted from Knight & Calantone, (2000); Roth & Diamantopoulos, (2008); Nebenzahl, Jaffe, & Usunier, (2003). The respondents had to indicate the extent to which they felt these specific emotions (items) toward Portugal on the 5-point scale.

The affective image of the country was measured by the following items: *I admire Portugal*; *I like Portugal*; *Portugal is a safe country*; *Portugal is a pleasant country*; *Portugal is a trustworthy country*; and the question "what do you feel about Portugal?" and as an introductory sentence… "Based on a scale of 1-5, where <1> means *strongly disagree* and <5> means *strongly agree*, please select according to your perception."

The fourth section captured the behavioral intentions to visit the country. Behavioral intentions to visit were measured using six items adopted from Um & Crompton (1990) and from behavioral intentions factor one of Lee & Lijia (2012). The behavioral intentions to visit include six sentences:

(1) A *visit to Portugal would be lovely*;

(2) *I would recommend going to Portugal*;

(3) *I will say positive things about Portugal*;

(4) *Portugal is a very popular destination among Brazilian travelers*;

(5) *I have plans to visit Portugal within the next couple of years*;

(6) *I will encourage friends and relatives to visit Portugal*

The introductory sentence and question were: "Portugal as a travel destination, based on a scale of 1-5, where <1> means *strongly disagree* and <5> means *strongly agree*, please select according to your perception."

The last section of the questionnaire consisted of social-demographic questions, including gender, age, and level (grade) of education, occupation, average monthly income, and native language, residence, attending to Brazilian specifications on the questions of education, income and occupation. The questions were based on Brazil´s "Census 2010" – a country specific federal government statistical inquiry (IBGE, 2013). The average duration of response time to complete a questionnaire was estimated at about 5 minutes.

1.8.4   Data analysis

The Statistical Package for Social Sciences (SPSS® 20.0) was used to generate descriptive and inferential statistics. The Analysis of Moments Structure (AMOS® 20.0) software was used for carrying out the structural equation modeling (SEM) procedures to test the hypothesized relationships. Firstly the data were cleaned up (Hair *et al.,* 2005, p. 75). Secondly, the descriptive statistics focusing in the frequency results associated to the personality traits were analyzed in order to define the specific personality trait that the sample ascribes to the stimulus country. Thirdly, separate exploratory analyses were conducted on each of the scales. Construct reliabilities were assessed using Cronbach's alpha values. Fourth, confirmatory factor analysis (CFA) was used to validate the suggested research models, and the proposed research model and the research hypotheses were tested using SEM.

The pretest sample (N=115) was used to perform exploratory factor analyses and the main survey sample (N=685) was used to conduct confirmatory factor analysis. In the first stage, the analysis involved the validity testing of the scales, mainly for country personality.

1.9   Thesis organization

This thesis is structured into seven chapters. It begins with a brief outline explaining the motivation, the context overview and theme that underlies the entire work. Chapter I also

outlines literature gaps, research questions, research goals and objectives, as well as the full research model.

Chapter II presents the literature review fundamentals. Chapters three to six relate to the four separate studies. Indeed, and to help the research presentation it is proposed a subdivision of research in a four block model. These blocks are appointed as studies that have already been submitted for publication in international academic journals. The Figure 1.2 shows the overall proposed research model and its division into four studies.
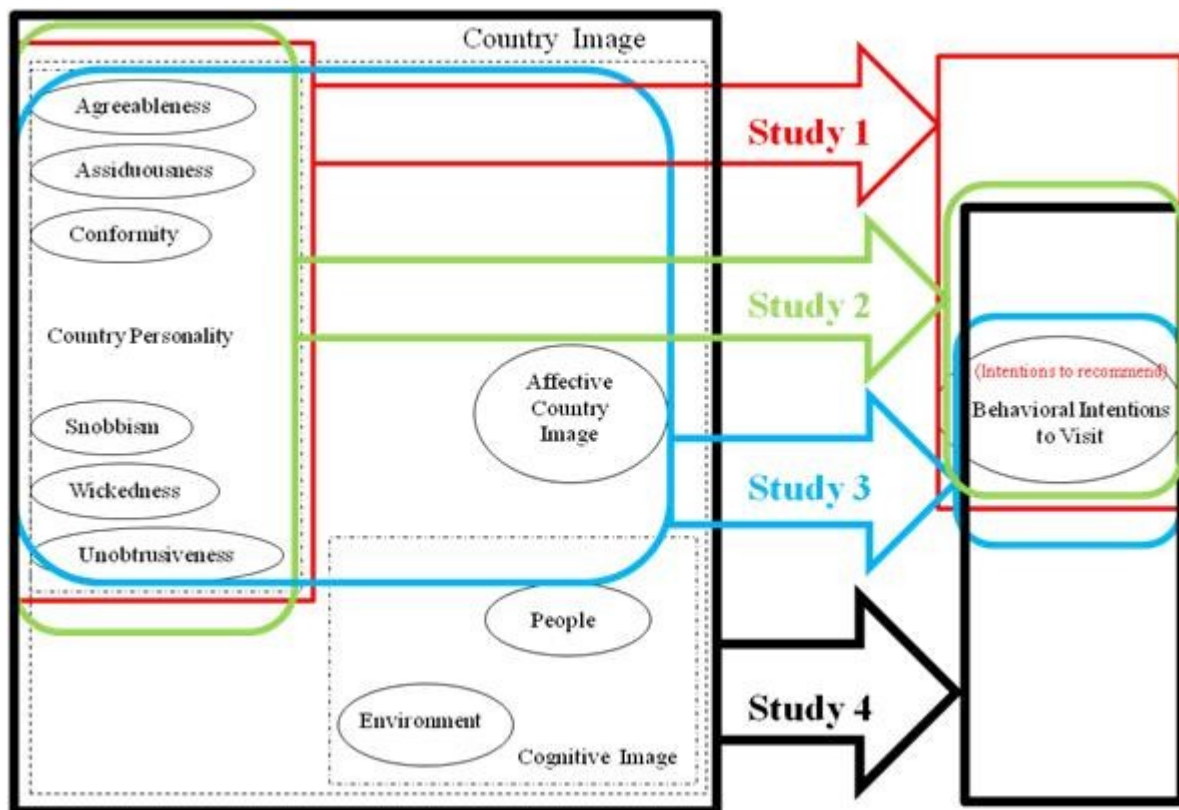
Figure 1.2 Proposed research model divided into studies

In study 1, presented in Chapter III, the main objective is to determine the extent to which the country personality dimensions influence behavioral intentions, by using pretest data.

Study 2 (Chapter IV) investigates the country personality scale and explores a five-dimensional scale instead of the six dimensions (originally proposed by d' Astous & Boujbel (2007)), as well as its application to consumer's behavioral intentions to visit (pretest/main survey data).

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Study 3 (Chapter V) investigates the direct and indirect influence of country personality dimensions on consumer behavioral intentions to visit/travel to a specific country, considering the affective country image as a mediator (main survey data).

Study 4 (Chapter VI) investigates the integrated research model proposed for measuring country image and its impact on behavioral intentions. Study 4 aims to evaluate the dimensions of the country personality and their role in conjunction with other key variables of country image such as the cognitive and affective components (main survey data).

Chapter VII presents the conclusion and the academic and managerial contributions of the thesis, as well as its limitations and future research suggestions.

2   CHAPTER II - Literature review

2.1   Overview

Country image, similarly to the destination image construct is seen as a multidimensional concept just like any other image-types, consisting of the rational and emotional understanding of consumers (Baloglu & McCleary, 1999) but also of a holistic image component referred to as global image (Beerli & Martin, 2004). The cognitive country's image can be seen as the complete set of descriptive, inferential and informational beliefs about the country (Martin & Eroglu, 1993, p. 193). The affective country image captures the consumers' emotional connections to the country (Verlegh, Benedict, & Steenkamp, 1999). The country personality captures the human-like characteristics of a country (d' Astous & Boujbel, 2007). The behavioral intentions symbolize the attitudinal possibility of a consequent behavior (Ajzen & Fishbein, 1980) and behavioral intentions to visit are associated with an individual's future-oriented desired act (Soderlund & Ohman, 2003).

Country of origin encompasses perceptions of a country's economic, political, and cultural characteristics, as well as product specific image perceptions (Parameswaran & Pisharodi, 1994; Hinner, 2010) and country of origin image is part of a product's overall image which is based on where the product comes from (Elliot, 2004).

From now on and for further guidelines on literature foundations, it is proposed the literature review. Additionally, each individual study includes a brief survey of literature, however and as much as is possible this will be avoided.

2.2   Country of origin

Robert Schooler (1965) in the mid-sixties was a pioneer writer on country of origin. From there, many other researchers developed theories and models having a common prediction about the country of origin influence on consumer's product intention to purchase (Bilkey & Nes, 1982; Liefeld, 1993; 2004; Pharr, 2005; Johansson, Douglas, & Nonaka, 1985) and consumption behavior multinational markets (Bearden & Netemeyer, 1999). The construct country of origin encompasses perceptions of a country's economic, political, and cultural

characteristics, as well as product specific image perceptions (Parameswaran & Pisharodi, 1994; Han & Terpstra, 1988; Hinner, 2010).

However the globalization of production systems, with manufacturing in different parts of the world and product assembly in another, led to the emergence of the product country image concept (Papadopoulos & Heslop, 1993). From there, designers and brands breeders have started appealing to designer's or brand of origin, and this reinforced the country of origin concept. As an example, Nike is seen as a U.S. brand but their products are mostly produced in countries with cheaper production costs.

Considering country of origin as a stereotype of the product, it seems acceptable that some characteristics of the country of the brand be likely to be integrated as extrinsic dimensions in product as they allow bringing meanings and experiences with similar products and avoiding the overhead of memory (Hinner, 2010), serving as heuristics (shortcuts). The research of Han (1989) identified that country of origin can be used as a halo or summary construct. The halo effect is useful when consumers are not familiar with the product (Han, 1989; Nebenzahl, Jaffe, & Lampert, 1997) and thereby influences consumers´ opinion. Alternatively, the country of origin construct can act as a summary construct for consumers who are familiar with the product. In this case the consumer's opinion of the product is affected by previous information about the country of origin and it is adjusted (Nebenzahl, Jaffe, & Lampert, 1997; Lampert & Jaffe, 1998).

Other authors reveal that, in terms of product quality perception, country of origin has a higher importance than the brand itself (Aiello, *et al.*, 2009) and there are inferences about product quality that consumers, industrial buyers and foreign investors (Loo & Davies, 2006) tend to associate to country of origin, also in industry (Papadopoulos & Heslop, 1993; Loo & Davies, 2006). Country of manufacturing can be seen as a foreign direct investment related to the country of the original branding, and refers to the country of origin cue, therefore, can have an impact on brand equity (Kim, 1995; Jun & Choi, 2007).

Attitudes towards product country of origin also seem to be relevant apart from perceived quality (Josiassen & Harzing, 2008) in a context of globalization (Levitt, 1983; Papadopoulos, 1992), even though there is no evidence of country animosity influences on every product categories (Urbonavicius & Gineikienè, 2009).

Some authors have argued that branding could be applied to places to increase exports, attract investments (Kotler & Gertner, 2002; Anholt, 2005), and even increase tourism development (Gnoth, 2002; Campelo, Aitken, Gnoth, & Thyne, 2014). The geopolitical dimension concerns were associated with country of origin and after that, Chisik (2002; 2003) focused on country of origin reputational comparative advantages, moving the research toward the nation branding and to the brand image concept, both associated with the brand geographic origin perception (Thakor & Kohli, 1996).

Thus country of origin effects has been studied in depth by: Schooler (1965); Bilkey & Nes (1982); Brijs (2006); Chao & Rajendran (1993); Da Silva, Davies, & Naudé (2001); Johansson, Douglas, & Nonaka (1985); Jun & Choi (2007); Lampert & Jaffe (1998); Knight & Calantone (2000); Parameswaran & Pisharodi (1994) which shows its importance.

2.3   Country of origin image

Nagashima (1970) associated country of origin image with products characteristics such as price, quality, design, technology and reputation. Narayana (1981) related it with all the perceptions that consumers may link to the products of the country; and later, industrial development, industrial guidance, affection and closer ties with a country, were regarded as well as relevant dimensions of the country of origin image (Papadopoulos, Heslop, & Beracs, 1990; Papadopoulos & Heslop, 1993).

Roth & Romeo (1992) extended the association and referred to the country's image as a global perception, not only referenced in the perception of the products of the country, but also compatible with the strengths and weaknesses in marketing (p. 480). Martin & Eroglu (1993) defined it as the complete set of descriptive, inferential and informational beliefs about a given country (p. 193); Kotler, Haider, & Rein (1993) have argued that the country's image is the sum of beliefs, ideas and impressions people hold about this one country; and Kotler & Gertner (2002) stated that a country's image is the result of the country's geography, history, public statement, art and music, celebrities and other features/resources.

The confusion about the concepts (country of origin image / country image) partly resulted from several authors considering the country of origin image to be the same as the country image (Elliot, 2004). However, a higher number of studies refer country of origin image to be that part of a product's overall image, resulting of stereotypes linked to a certain product, simply because it originates from a given country. In this perspective, the country of origin image relays the bias between the product/service and the consumer perception, caused by its country of origin. According to different researchers, both country of origin image or country image can have the same or different meanings. Thus, the current research project take for granted that country of origin image is linked to the product's overall image associated to their originate country of origin stereotype.

2.4   Country image

The concept of image is powerful and influent and it seems that human behavior effectively depends upon perceived image rather than objective reality as stated/posed by Boulding (1956). Consumer behavior theory states that people act on their images and perceptions rather than on facts (Boulding, 1956). According to Boulding (1988; 1956) people' decision *"involves images in the mind of alternative futures with varying degrees of probability, related to certain acts or behaviors…"* (Boulding, 1956, p. 175; Boulding, 1988, p. 20). The author, referred to behavior as acting in a way that the image of the most preferred future is expected to be realized/performed; considering the image not as a product of a particular stimulus, but as a whole image of the world (overall image) in the mind of the behaving person (Boulding, 1988).

From the destination image literature, Lawson & Baud-Bovy (1977, p. 17) define an image as "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place". The meaning of image proposed by Lawson & Baud-Bovy (1977) comes closest to fitting the way that it is visualized in this thesis.

According to the audio English (AudioEnglish.org, 2014) dictionary, the term *image* is most commonly used as a noun and it includes eight sense of meaning: (1) *an iconic mental representation – denoting cognitive processes and contents*; (2) a visual representation of an

object, scene, person, or an abstraction produced on a surface – *denoting man-made objects*; (3) a personal frontage that a person presents to the world – *denoting attributes of people and objects*; (4) *a typical example – denoting cognitive processes and contents*; (5) *language used in figurative and non literal sense – denoting communicative processes and contents*; (6) *someone who resembles a famous person – denoting people*; (7) a general impression that something (person, organization, product..) presents to the public – *denoting attributes of people and objects*; and (8) a representation of a person, usually in the form of a sculpture – *denoting man-made objects*.

More than from the factual attributes of the products, the consumer behavior motivation seems to be driven by the mental images perceived by consumers' (Jaffe & Nebenzahl, 2006). Baloglu & Mcleary (1999) found that, individual's perception about a tourist destination tend to be more relevant for the travel decision-making process than the realism. It is a matter of simplification by creating symbolic representations of the major meanings (Han & Terpstra, 1988; Han, 1989). Crompton (1979) states that "beliefs, ideas, and impressions" (p. 18) make up an image.

According to Obermiller & Spangenberg (1989), the individuals (consumers) use information about country image because it resembles the process by which most decision attitudes are built (Solomon, Bamossy, Askegaard, & Hogg, 2009), and they found that most relevant dependent variables for an investigation into country's image are ties with a country, future visits, and purchasing products. These authors confirmed that the use of the country´s image relates to high involvement decisions.

Country's image, similarly to the destination image construct is seen as a multidimensional concept, consisting of the rational and emotional understanding of consumers (Baloglu & McCleary, 1999) but also of a holistic image component referred to as global image (Beerli & Martin, 2004). The rational component is related to the beliefs and knowledge and is usually called cognitive image, whereas the emotional component associated with emotions, or affective links people have to countries (Chew & Jahari, 2014) and is known as affective image. This is the approach of the current research project.

According to Roth & Diamantopoulos (2009) notwithstanding a large body of literature focusing on country of origin, the number of studies that have in fact, included country image

measures remains limited (Ittersum, Candel, & Meulenberg, 2003). According to Martin & Eroglu (1993), the country image is a three-dimensional construct with a political, an economic and a technological dimension and reflects consumers' cognitive perceptions about a country. However, according to Verlegh & Steenkamp (1999) *"country of origin is not merely a cognitive cue for product quality, but also relates to emotions, identity, pride and autobiographical memories"* (p. 523).

Gartner (1993) extrapolates that tourists may possess a cognitive image of a destination alluding that cognitive image is all the solid factual information one has about a destination. Other studies explored the feelings and meanings attached to the known attributes as affective image (Gartner, 1993). It is also accepted that emotions and symbolic aspects (Verlegh, Benedict, & Steenkamp, 1999) are part of the image construct of a country (Papadopoulos & Heslop, 1993), although these may depend on intangible or non-functional aspects. This vein of thinking about country image is followed.

2.5   Cognitive country image

According to the most cited literature, the cognitive country image is related to beliefs about a country (Roth & Diamantopoulos, 2008) and it is assumed that the cognitive components are directly observable, descriptive and measurable (Lee & Lijia, 2012). The cognitive country image provides concrete and interpretative meanings in characterizing countries. The cognitive components of either country or people influence became part of several studies about country-of-origin effects (Heslop, Lu, & Cray, 2008).

Regarding the operationalization of the cognitive component, according to Roth & Diamantopoulos (2008), country beliefs may be based on the dimensions usually cited in the literature, which include a facet of the country itself (i.e. Economy, politics , culture, technology, landscape / environment and climate) and a facet more related to the country's people (usually based on factors / items such as competence, creativity, quality of life, education and work). The current research project uses a similar approach. Two factors are proposed: the *people* dimension and the *environment* dimension to express the cognitive country image.

Various cognitive factors can be critical to the analysis. For example, the weather and the nature of the soil, while the climate and the landscape can be important antecedents for the assessment of food (Ittersum, Candel, & Meulenberg, 2003; Verlegh, Benedict, & Steenkamp, 1999) or future visits to a country (Um & Crompton, 1990), it is likely to be irrelevant to the evaluation of industrial products. In this case – for industrial products – perhaps factors such as the competence of people or political development may be more important (Verlegh, Benedict, & Steenkamp, 1999).

An alternative to the established conceptualization of the beliefs about a country is country personality as indicated by d' Astous & Boujbel (2007). The country personality construct is supposed to be stable for the countries and by product categories (Roth & Diamantopoulos, 2008, p. 20). Thus, using cognitive country image and country personality as independent variables as part of a wider view of the country image concept can contribute to the advance research into the country´s image. Cognitive country image has been found as a reliable construct on country product evaluations and preferences (Ittersum, Candel, & Meulenberg, 2003) and that may explain its frequent usage also in other country evaluation related studies. That is also the adopted assumption.

Roth & Diamantopoulos (2008) wrote in the *future research section* that analyzing cognitive factors, particularly the ones which are relevant for the different outcome variables, such as visits to the country, should be deeply studied. They also suggested investigating the cognitive influence on the affective component of the country image. Cognitive knowledge can induce affective responses (Roth & Diamantopoulos, 2009; Lee & Lijia, 2012). Thus, the cognitive country image may directly influence the affective country image. Indeed, the recognition by these researchers, increased the motivation to move forward with the current research project.

The standard learning hierarchy models (Solomon, Bamossy, Askegaard, & Hogg, 2009), also identified as the high-involvement hierarchy models (consumer's conduct extensive research and establish beliefs, thus, the cognition – affect – behavior approach prevail) state that the country image results from the influence of cognitive image on affective image, and that follows the theory of reasoned action (Fishbein & Ajzen, 1975).

Thus, an individual first form a set of beliefs about a particular country by accumulating knowledge about the relevant attributes, such as the political system of the country or the landscape environment then, the individual takes it as the basis of his/her beliefs to develop feelings about that country - for example, the individual starts to like the country or the people of that country - then the person becomes involved in a relevant behavior, such as visiting the country or buying products from that country. The standard learning hierarchy assumes that the consumer is highly involved in making decisions (i.e., the person is motivated to seek a lot of information, considering the various alternatives, and at the end of the process, he/she search out a carefully measured decision (Solomon, Bamossy, Askegaard, & Hogg, 2009). This vein of thinking was adopted in the current research project, thus cognition is proposed as an antecedent of affection.

Even though, there still are scarce studies modeling beliefs and country's affections separately (Brijs, 2006; Heslop L. A., Papadopoulos, Dowdles, Wall, & Compeau, 2004; Verlegh, Benedict, & Steenkamp, 1999) as well as evaluating their impact on individuals' behavioral intentions. Roth & Diamantopoulos (2008, p. 45) illustrated these kind of models (standard learning hierarchy) and wrote that they still representing earlier steps of showing a country's image formation. The current research project follows the reasoning behind those as the baseline for the research (p. 45).

2.6   Affective country image

The affective component of the country image represents consumers' feelings toward a country and becomes operational during the evaluation stage of the selection process (Wang & Hsu, 2010; Gartner, 1993). According to Brijs (2006), Heslop *et al*. (2008), and Orbaiz & Papadopoulos (2003) the affective component of a country's image has the largest and fastest effects on consumers' purchase intentions when compared to cognitive elements (Maher & Carter, 2011). Affection is more effective for persuasive appeals than cognition (Drolet & Aaker, 2002).

On the other hand, Verlegh *et al*. (1999) found that the affect might be associated to a future action, toward hedonist products while cognitions could determine trends of action toward functional objects. The satisfaction of emotional needs is also mentioned as a goal in tourism

marketing (Chen & Phou, 2013). According to the affects theory, the formation of individual's prior knowledge such as expectations and personality factors partially determine their affective reactions (Chen & Phou, 2013; Besser & Shackelford, 2007). Besser & Shackelford (2007, p. 1334) linked affections to the affective expectations, and found that emotions are associated to the individual's prediction of how he/she will feel in a given context.

Still, according Roth & Diamantopoulos (2009), some studies showed basic limitations – for example, have measured the affective component of country image with two items only, therefore suggesting the cognitive prevalence (Heslop, Papadopoulos, & Bamossy, 1993; Laroche M. , Papadopoulos, Heslop, & Mourali, 2005). In addition, items such as *"people are friendly..."* or *"people are trustworthy"* were used to measure affection. The current research project use five items to measure affection and eight items to measure cognition.

Some studies showed that the outcomes of the country image concept were mainly redirected to product beliefs (Roth & Diamantopoulos, 2009) and purchase intentions (Han & Terpstra, 1988; Knight & Calantone, 2000; Heslop, *et al.,* 2004). Only a small amount focused on exploring the direct and indirect impacts on consumers' behavioral intentions, especially in connection with country image perceptions, focusing on its cognitive and affective components. Also the mediating role of affective country image on the outcome variable has not yet been investigated in the way, and in the context, that the current research project proposes.

According to Fournier (1998) the stronger the emotional relationships between consumers and brands, the greater the trust and loyalty on them, and it may happen in the context of countries. Thus the purpose is to include emotional links, an important antecedent for behavioral intentions as well as being a component of the country image concept. In line with the major references, the current research project treats the affective country image as a mediator variable (Roth & Diamantopoulos, 2008; Knight & Calantone, 2000; Lampert & Jaffe, 1998; Maher & Carter, 2011).

2.7   Country personality

Personality is most commonly defined as the character of an individual or the individual qualities and that can include virtually everything about a person. McCrae & Costa (1996) defined personality as the traits that differentiate individuals. The Big-Five personality model (Goldberg, 1990; 1992) is the most widely applied personality theory that is based on trait psychology, but the application of brand personality to tourism destinations is relatively new (Ekinci & Hosany, 2006; Hosany, Ekinci, & Uysal, 2006; 2007). Brand personality has been known to contribute to brand differentiation (Aaker, 1996; Aaker, 1997) and to enhance brand equity (Keller, 1993) by increasing brand preference and usage (Aaker, 1999; Malhotra, 1988; Sirgy, 1982).

Brands may be conceived as intangible objects; however consumers often view them as beholding human characteristics. Aaker (1997) defined brand personality as "*the set of human characteristics associated with a brand*" (p. 347). Using the word cool to describe Coca-Cola, or the word young to refer to Pepsi (Aaker, 1997), and masculine to allude to Marlboro cigarettes (Ekinci & Hosany, 2006) is something widely accepted and which has been transferred over to the colloquial lexicon across languages and cultural contexts. Similarly, brand personality can also be easily applicable to the study of tourism destinations. The word romantic, for example, is widely used to describe Paris (Ekinci & Hosany, 2006), as people accept it and normally react positively to it.

Aaker (1997) and Plummer (1985) are proponents of the notion that a brand personality can be formed, influenced or associated with, directly and indirectly by way, of any prior contact that the consumer may have had with the brand. This is at the root of brand personality formation and perception. Personality traits may be associated with a brand: directly, through the association that people make with a brand, including the use of metaphors, defined as the set of human characteristics associated with a brand´s typical user; and indirectly through the use of product-related attributes, that is to say brand names, logos, advertisements, etc. (Aaker, 1997).

Personality traits can in the same way be associated with a destination place through the link between personality traits and destination places by using images and photos, and that

corresponds to the direct way. Personality traits can, on the other hand, be associated with a destination through marketing practices such as value pricing, cooperative advertising, logos, symbols or slogans (Ekinci & Hosany, 2006) and that is the indirect way. In this context, Aaker (1997) developed a reliable, valid and generalizable brand personality scale, consisting of five generic dimensions: sincerity, excitement, competence, sophistication and ruggedness.

Many researchers have since used Aaker's (1997) original brand personality scale, in the context of various product categories and across different cultures. Still on the subject, Ekinci & Hosany (2006) have suggested that tourism destination consists of tangible and intangible components, and includes many symbolic values due to the hedonistic nature of the tourism experience, and hence it can also be seen as brand based. Ekinci & Hosany (2006) defined destination personality as *"the set of human characteristics associated with a destination by tourists"* (p. 127), thus adapting Aaker's (1997) brand personality terminology, in the context of tourism destination realities. Ekinci & Hosany (2006) showed three salient dimensions for destination personality (sincerity, excitement, and conviviality) rather than the original five dimensions of brand personality. The authors found sincerity and excitement to be the two main factors. Conviviality was a new addition and was specific to destinations. Their study revealed that destination personality has positive impacts on tourists' intention to recommend behavior.

Ekinci, Sirakaya-Turk, and Baloglu (2007) also studied the relationships between tourists' perceptions of host image, destination personality and behavioral intentions. The results of their study supported the external validity of Ekinci & Hosany's (2006) findings. Ekinci *et al.* (2007) found evidence that host image is one of the antecedents of destination personality by finding a positive and statistically significant impact of host image on destination personality. Sheng Ye (2012, p. 398) has contributed to the literature by alluding to destination personality concepts and ideas, bringing more emotional links into the frame and allowing for the formation of a living and intimate identity in the tourists' mind. Thus destination personality as well country branding literature suggests that countries just like brands are described by consumers according to specific qualities and traits (Anholt, 2003).

The conceptual roots of the country personality construct refer to the individual's tendency to associate humanoid characteristics to animals and to nonhuman entities (Kiesler, 2006, p.

149). In this context, individuals need to anthropomorphize objects in order to facilitate their interactions with the non-material world (Fournier, 1998).

Some research studies in tourism and country of origin, have paid attention to a personified approach towards countries (Chao & Rajendran, 1993; Nebenzahl, Jaffe, & Usunier, 2003). Recently, d'Austos & Boujbel (2007) went one step further to develop a scale to capture the personality traits of countries. The scale shows that human personality traits include universal representations, naturally activated due to prior knowledge, particularly their use in humans, to predict people' behavior.

D' Astous & Boujbel (2007) proposed a scale personification of countries to qualify and to measure country image as a symbolic component. They defined country personality as *"the mental representation of a country on dimensions that typically capture an individual's personality"* (p. 233), and their studies demonstrated that people can easily think of adjectives they would use to classify people. The current research project proposes to go deeper and explore the dimensions and their influence on other key variables of country image. The original scale of d' Astous & Boujbel (2007) was originally developed in French and then translated into English. They presented a feasible and understandable scale list of personality traits, with 24-items divided into six dimensions. They utilized different numbers of countries as a stimulus and a convenience sampling method was employed.

The country personality captures both the positive and the negative perceived traits of a country. The main dimensions of positive traits are agreeableness, assiduousness and conformity. In detail: *Agreeableness* - which is similar to the "agreeableness" dimension of the Big-Five human personality model (Goldberg, 1992; 1990), focusing on the quality of life and interpersonal relationships. *Agreeableness* represents the predisposition to be interpersonally amusing and fun (Besser & Shackelford, 2007). In the human personality scale it measures the tendency for an individual to be altruistic, warm, generous, trusting, and cooperative (Goldberg, 1992; Costa & McCrae, 1992). Although, for country personality (d' Astous & Boujbel, 2007) it is measured by items such as "bon-vivant", "reveler", "amusing", and "agreeable" and it is related to people' affect (Heslop *et al.*, 2004) accordingly to country of origin research - *"…people like and trust those whom they see as of agreeable culture …"* (Heslop, Papadopoulos, & Bamossy, 1993, p. 199)

Assiduousness – is comparable to "conscientiousness" in the Big-Five model - which is associated with efficacy and rule conscious (Goldberg, 1990). According to Goldberg (1992) in the human personality scale, "conscientiousness" is related to the degree to which an individual is efficient, punctual, well organized, and dependable (Costa & McCrae, 1992). "Conscientiousness" is positively linked to the positive thinking and positive judgment (Besser & Shackelford, 2007). People who get high scores in "conscientiousness" have task-oriented characteristics, such as being responsible and orderly/disciplined (Besser & Shackelford, 2007). For country personality, this dimension includes items such as "organized", "rigorous", "flourishing" and "hard at work", and it is related to people' competence (Heslop *et al.,* 2004).

Conformity – comparable to "openness to experience" in the Big-Five model - which captures agreement with established rules and customs (Goldberg, 1990). In the human personality scale, "openness to experience" is associated with the individual's openness to feelings and to new ideas; flexibility of thought and readiness to indulgence in fantasy (Costa & McCrae, 1992; Goldberg, 1992). For country personality, the *conformity* dimension includes the items "religious", "spiritual", "traditionalist" (conservative) and "ceremonious". Geuens *et al*. (2009) have interpreted *conformity* from the perspective of the traditions of industrialization (e.g. Germany, Switzerland).

The negative or unfavorable dimensions and specific personality traits are snobbism, wickedness and unobtrusiveness. In detail: *Snobbism* – which has no direct similarity to any of the Big-Five model of human personality, where the "neuroticism" (Goldberg, 1990) is the only dimension that captures negative affections. According to the original developers of the country personality scale (d' Astous & Boujbel, 2007) it is expected that *snobbism* has a negative influence on the country evaluation. The scale includes items such as "snobbish", "haughty" (arrogant), "chauvinist" and "mannered", and once a country has a high score on this dimension, is likely to be perceived as arrogant or snob - resulting in unfavorable perceptions (Nebenzahl, Jaffe, & Usunier, 2003).

Wickedness - also has no direct resemblance to any dimension of the Big-Five model. Indeed the "neuroticism" (Goldberg, 1990) is the only negative dimension. According to Goldberg (1992), "neuroticism" is interchangeable with the dimension "emotional stability" and the people who have traits of "neuroticism" tend to be anxious, to feel sorry for themselves, to be

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strained, unkind, unstable and worrying (Costa & McCrae, 1992). Indeed, individuals with high scores on the dimension "neuroticism" are more likely to experience negative emotions (Besser & Shackelford, 2007).

Wickedness as much as *snobbism* results in negative attractiveness (Verlegh, Benedict, & Steenkamp, 1999). According to Geuens *et al.* (2009), negativity encourages evasion. The *wickedness* dimension includes items such as "immoral", "vulgar", "decadent" and "offender"; meaning a concentration of negative behavioral traits in the *wickedness* and *snobbism* dimensions together and that is similar in size to the dimensions proposed of "neuroticism" in the Big-Five model (Goldberg, 1990).

Finaly, *unobtrusiveness* – it is comparable to the "extraversion" dimension of the Big-Five human personality model (Goldberg, 1990). According to Goldberg (1992) "extraversion" refers to a pattern of interconnected elements such as behaviors, feelings, and cognition (Costa & McCrae, 1992). A person scoring high on "extraversion" can be described as sociable, assertive, active, energetic, and talkative. However, for country personality, the unobtrusiveness dimension includes items such as "cowardly", "wimpy" or "dependent" and "neutral". *Unobtrusiveness* is related to the perceived ability of a country to self protect (guard, defend, protect itself), contrasting with *snobbism* and *wickedness* which evoke more negative associations due to their unpleasant features/characteristics (Geuens, Weijters, & De Wulf, 2009).

The understanding of country's personality becomes important in the sense that consumers may select countries with more or less acceptable personality from their perspective (Sirgy, 1982). According to Echtner & Richie (1993, p. 37), an entity must be favorably differentiated from its competition (competitors), or be positively positioned in the minds of consumers.

Summarizing, the six dimensions of country personality were labeled by d' Astous & Boujbel (2007) as: *agreeableness* (measured by items: bon vivant, reveler, amusing, agreeable); *wickedness* (immoral, vulgar, decadent, offender); *snobbism* (haughty, snobbish, mannered, chauvinist); *assiduousness* (organized, rigorous, flourishing, hard at work); *conformity* (religious, spiritual, traditionalist, mysterious), and *unobtrusiveness* (cowardly, wimpy, dependent, neutral).

D' Astous & Boujbel (2007) also investigated the impact of the six dimensions on general attitude, on product-country attitude, and on travel destination attitude. They found that the snobbism, assiduousness and unobtrusiveness were not significant dimensions for travel destination attitude prediction. Based on their specific results, they argued that the scale might be less useful for predicting people's evaluation of countries as travel destinations. The author's explanations for this were associated to the limitations of their research, including the use of convenience sampling, and the limited geographical coverage of the survey (one city in Canada), but also the questionnaire's original language and its subsequent translation. The scale was developed originally in French, thus its translation to (into) English may not fully represent the original scale.

However, the country personality scale application during its development procedure has revealed interesting results about people's perceptions of countries. The findings of d' Astous & Boujbel (2007) indicated Mexico and Australia as the most agreeable countries; the United States were perceived as a wicked country; France was found to be the snobbiest country; Japan got the highest ratings for assiduousness; China was the most conformist and Canada was perceived as the most unobtrusive. Hence country personality still is an interesting scale. When a person thinks of Japan as an assiduous country he/she believes it should be an organized, rigorous, flourish, and hard at work country and this may influence one's behavioral intentions to visit the country. Likewise, a typical exclusive and attractive country personality can effectively leverage the perceived image of a country and thus influence consumer behavior.

While the concept of brand personality is well documented in the marketing literature, the country personality construct is relatively new and, according to recent developments, both the destination personality scale (brand associated with a destination / place) and the country personality scale can be used to predict behavioral intentions of consumers (Roth & Diamantopoulos, 2008). Usually, the first (destination personality) is applied to tourists whereas the second (country personality) is applied to local residents or consumers in general (Roth & Diamantopoulos, 2008). The current research project followed the second approach. Until now, few studies have focused and used personality scales (Chao & Rajendran, 1993; Nebenzahl, Jaffe, & Usunier, 2003; d' Astous & Boujbel, 2007).

The country personality concept can also be treated as an affective construct, such as the destination personality from the perspective of Lee & Lijia (2012). In fact, these researchers supported their research by assuming a consistency between destination personality and the meaning of emotional attachments to the destination. However, in the current research project the focus is on country personality, a more specific and particular construct created from the theoretical baseline of the Big-Five human personality scale (Goldberg, 1990).

Ekinci & Hosany's (2006) found a significant relationship between destination personality, emotions and cognitions: they argue that a distinctive and emotionally attractive destination personality may derive from the perceived cognitive image of a destination. Assuming the close ties between destination personality and country personality, one may refer to a direct relationship between country personality and the affective country image as well, considering the affective link as a consequence of the perceived country personality.

According to the consumer behavior and personality literatures, an established personality influences consumer preferences (Sirgy, 1982; Ekinci & Hosany, 2006; d' Astous & Boujbel, 2007). Consumer behavior theory also states that people act upon their images and perceptions rather than on the whole story (Boulding, 1956). In addition, the tourism and country of origin literature use outcomes such as consumer's behavioral intentions to purchase/buy (Knight & Calantone, 2000) or intentions to visit (Um & Crompton, 1990). Similarly, using behavioral intentions to visit a specific country as a setting, this piece of writing (research project) aims to contribute to the growth of the debate on country personality, country's image, and to strengthen the study of behavioral intentions, and contribute to the study of the relationship between all of these constructs, by analyzing them in detail and evaluate their impacts.

2.8   Behavioral intentions

An intention becomes visible when an individual makes a proposition that connects him/her with a future behavior act (Soderlund & Ohman, 2003). Intentions can be recognized as links to future acts and are usually conceived as evaluation-free, and this may be the key difference between intention and attitude (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Soderlund & Ohman (2003, p. 54), defined intentions as basic units that emerge/arise when individuals assign future-oriented cognitive activities such as mental simulation, planning, imagination and thoughts.

The marketing literature is prolific on propositions about the future and this approach is reflected in the explicit usage of intentions classification to cover several acts in the marketplace. In this context, intentions are usually part of satisfaction models and are treated as dependent variables; generally the researcher assumes that satisfaction affects customer behavior and designs/draws empirical studies focusing on behavioral intentions. That is why intentions are often used as proxies for behavior.

In fact intentions are often labeled as expectations and refer to the individual assessment of the subjective possibility to perform a particular behavior in the future. Researchers usually measure it using questions such as *"the likelihood that I would do A is…"* (Soderlund & Ohman, 2003, p. 54).

In the past, behavioral expectations have been labeled as self predictions (Gollwitzer, 1993). Brady, Cronin, & Brand (2002), and Mittal & Kamakura (2001) also investigated consumer behavior and used intentions as expectations constructs. On the other hand, intentions to recommend may be seen as an intention associated with the act of recommending something assuming a positive satisfactory condition. Soderlund & Ohman (2003) alluded that intention to recommend belongs to the intentions as expectations construct because it does not refer to plans neither to wants.

Behavioral intentions symbolize a high attitudinal possibility of consequent behaviors and are expected to reproduce consumer loyalty as truthful predictors (Ajzen & Fishbein, 1980). Following from that, an act has to be possible and true (should exist) to be evaluated and to predict intentions (Soderlund & Ohman, 2003). Hence, Soderlund & Ohman (2003) introduced the sense of ownership/property in order to explore and explain the link between evaluative judgments and intentions. According to Lee & Lijia (2012) the achievement of loyalty is often estimated by the actual behavior, whereas behavioral intentions are straight forward predictors of social behaviors. The current research project applies this concept in the context of behavioral intentions to visit (travel) a given country.

Boulding (1988; 1956) defined behavior as acting in a way that the image of the most preferred future is expected to be realized and considered image, not as a product of a

particular stimulus but as a whole image of the world in the mind of the behaving person (Boulding, 1988).

There are many studies about the formation and conceptualization of a tourist destination image (Ekinci & Hosany, 2006; Elliot, 2007). Those studies are closer to the current research project and employed behavioral intentions – which include the preference for a destination, the intention of visiting, the current choice, satisfaction, and the repetition of the visit – and are usually seen as the result of a positive relationship with the destination. In short, there is more work to grant assistance to the intrinsic study of the image concept and less to the behavioral effects of the concept of tourism destination image (Elliot, 2007). Other fields of research such as the destination image (Kleppe & Mossberg, 2005a; 2005b) and country branding (Kotler & Gertner, 2002; Papadopoulos, 1992) included similar outcomes.

However, in a real world scenario, the country image construct is not the only proposition available for investigation, and many other intrinsic factors (e.g. quality), extrinsic factors (e.g. price, warranty) and contextual factors (e.g. layout of the site) can influence the consumer decision-making choice. However, these factors go beyond the scope of the current work. The current research project adopted country image as a broader construct to be its focus.

The next four chapters present the research project segments. Next chapter presents study 1. The chapters are interdependent of themselves; they have a structure very similar to an academic paper. Therefore, it is avoided as much as possible redundancy mainly with regard to the literature review and methodology, but at times this is difficult to achieve.

3 CHAPTER III – The influence of country personality dimensions on behavioral intentions (Study 1)

3.1 Abstract

The purpose of the current study is to investigate the relationships between country personality dimensions and consumer behavioral intentions, and to examine in detail the perceived personality of a stimulus-country. It is the first block of the research project and is based on the pretest data. A convenience sample of 130 individuals from Brazil was surveyed and 115 usable questionnaires were analyzed. Portugal was chosen as the country for scrutiny and the questionnaire was delivered in Portuguese.

Country personality was measured using the 24 items of personality traits six dimensions scale of d'Astous & Boujbel (2007). The research findings suggest that consumers ascribe personality characteristics to countries. All the items show high factorial weights, and in the proposed model the percentage of the variance of the intention to recommend explained by the perceived country personality dimensions equals 17%. Assiduousness showed a positive significant influence on intention to recommend, whereas wickedness showed a significant negative influence. Complementarily, and as suggested by the personality traits frequency analysis, Portugal is seen as a religious and traditionalist country.

3.2 Introduction

In an increasingly competitive world, marketers face the daunting tasks of reaching out to consumers. In doing that, modern branding techniques and positioning strategies are applied. The use of mass media, the influence of family members and relatives, travel experiences and branding have all become powerful ways of spreading information about countries.

People are therefore likely to form organized mental representations of countries, as they do with other inanimate objects. In this context country personality is a metaphor for building a unique identity and a personified approach toward countries (d'Astous & Boujbel, 2007) – the organized mental representations of a country – capturing human characteristics associated to a specific country has become prominent in the study of these phenomena. In effect, recent studies suggest that both destination personality and country personality scales

are capable of predicting consumer's behavioral intentions (Roth & Diamantopoulos, 2008) with the former scale applied to tourists and the latter to local residents or even general consumers (Roth & Diamantopoulos, 2008). The current study has followed the latter approach.

According to the consumer behavior and personality literature, an established personality influences consumer preferences (Sirgy, 1982; d' Astous & Boujbel, 2007; Ekinci & Hosany, 2006) whilst in the tourism and country of origin literature, outcomes such as consumer´s behavioral intentions to purchase (Knight & Calantone, 2000) and intentions to visit (Um & Crompton, 1990) are extensively used.

However whilst brand personality is well documented in the marketing literature, the country personality it is not. Brand personality (Aaker, 1997) has been found to be important in earlier studies. Aaker (1997) has argued that consumers select brands with personalities that are acceptable to them. Thus, understanding country personality can be important as well because consumers may select countries with personalities that are acceptable to them (Sirgy, 1982; d'Astous & Boujbel, 2007).

This study focuses on the country personality (d' Astous & Boujbel, 2007), and its application to countries. Firstly, the perceived country personality of the stimuli country and its underlying dimensions are investigated and then the study proceeds to investigate the effects of country personality dimensions on consumers' intention to recommend behaviors. The study uses for empirical instrumentation d'Astous & Boujbel's (2007) country personality scale, and aims to identify whether Brazilian consumers ascribe personality traits to Portugal that will lead them to travel to this country; to identify the most salient country personality dimensions; and the personality traits that they ascribe to Portugal.

3.3 Literature review

3.3.1 Country image / brand personality / country personality

According to the country of origin literature, country of origin image can include country of origin cues (elements) (Da Silva, Davies, & Naudé, 2001; Thomas & Grosse, 2001) and role effects (Bevan & Estrin, 2004; Disdier & Mayer, 2004; Loo & Davies, 2006; John, 2002;

Han & Terpstra, 1988), as well as country reputation – defined as a combination of stakeholder's images of a country over time (Passow, Fehlmann, & Grahlow, 2005), and have been widely studied by many researchers.

Roth & Diamantopoulos, (2009) have argued that country of origin image is still a not very enlightened construct (a rather vague), and therefore, they proposed to divide it into three groups, focusing on different image objects: country image – generic and generalized image of the country (p. 3); country of origin - the effects of the image of the country on its products (pp. 3-4); and "made in" – image of the products/brands of a country (p. 4). Most of the multidimensional studies on country of origin image have focused on the functional benefits of the products such as quality, design, service, etc. and most of them have used high-tech and high involvement products (Roth & Romeo, 1992; Jaffe & Nebenzahl, 2006).

However, there are many low-tech and low involvement products which may equally affect the country's image (Tigli, Pirtini, & Erdem, 2010). It is also accepted that emotions and symbolic aspects (Verlegh, Benedict, & Steenkamp, 1999) are part of the image construct of a country (Papadopoulos & Heslop, 1993) although this may depend on other non-functional aspects. Country of origin image as a concept has been analyzed by many, as it is referred before in the text, but only a few have focused on personality scales (Nebenzahl, Jaffe, & Usunier, 2003; d' Astous & Boujbel, 2007; Chao & Rajendran, 1993) when measuring attitude towards products from a certain country. In the context of the current research, however, it is proposed the intention to recommend as an outcome.

The conceptual roots of the country personality construct refer to *"the tendency of people to make attributions of human-like characteristics to animals and nonhuman entities"* (Kiesler, 2006, p. 149). In this context, individuals need to anthropomorphize objects in order to smooth the progress of their interactions with the non-material (inanimate) world (Fournier, 1998). Research in tourism and country of origin has used a personified approach towards countries (Chao & Rajendran, 1993; Nebenzahl, Jaffe, & Usunier, 2003).

Recently, d'Astous & Boujbel (2007) went one step further to develop a scale to capture the personality traits of countries. In country of origin research, country personality is a concept defined as *"the mental representation of a country on dimensions that typically capture an individual's personality"* (d' Astous & Boujbel, 2007, p. 233). The authors also investigated

the impact of the six dimensions on general attitude, on product-country attitude and on the travel destination attitude. Their models were found to be statistically important, however the snobbism, assiduousness, unobtrusiveness dimensions were found not to be significant in the travel destination attitude prediction.

Based on their specific results, they have argued that the scale might be less useful for predicting people's perceptions of countries as travel destinations. However, the scale development procedure has revealed interesting results about people's perceptions of countries. Their findings indicated Mexico and Australia as the most agreeable countries; United States were perceived as a wicked country; France was found to be the snobbiest country; Japan got the highest ratings for assiduousness; China was the most conformist and Canada was perceived as the most unobtrusive (d' Astous & Boujbel, 2007). Hence the scale still is shown as an interesting instrument. Likewise, a typical and attractive country personality can effectively leverage the perceived image of a country and thus influence consumer behavior.

3.3.2 Behavioral intentions / intentions to recommend

Intentions may be recognized as connections with future acts (Soderlund & Ohman, 2003) and are usually conceived as evaluation-free, and this may be the key difference between intention and attitude (Ajzen & Fishbein, 1980). The marketing literature is prolific on propositions about the future, reflected in the explicit usage of intentions labeling to cover several acts in the marketplace. Hence, intentions are often used as proxies for behavior.

Intentions to recommend behavior may be seen as an intention associated with the act of recommending something assuming a positive satisfactory condition. Intention to recommend belongs to the intentions as expectations construct, because it does neither refer to plans nor to wants (Soderlund & Ohman, 2003).

3.3.3   Research questions and hypotheses

The present study was designed to provide a better understanding of the perceived country personality construct and to expand the relationship between country personality dimensions and behavioral intentions. Accordingly, this study will address the following research questions:

1. What are the most relevant perceived country personality traits that consumers ascribe to the stimulus country?

2. Do country personality dimensions influence intentions to recommend behavior?

3. If so, which are the country personality dimensions perceived by consumers that best predict their intentions to recommend a stimuli country for travel?

The research proposal (Figure 3.1) tests the relationship between the independent variables represented by the six country personality dimensions developed by d' Astous & Boujbel (2007): three of them (agreeableness, assiduousness and conformity) hypothesized as having a positive influence on the behavioral intention to recommend visiting (dependent variable), and the other three (snobbism, wickedness and unobtrusiveness) hypothesized as having a negative impact on the outcome variable. The theoretical bearing as per the original scale developers (d' Astous & Boujbel, 2007) was followed. The model was adapted from Nebenzahl, Jaffe, & Usunier (2003) and Sheng Ye (2012) (Figure 3.1).

The empirical research used a Brazilian sample and defined Portugal to be the stimuli country. The research analyzed the perceived country personality of Portugal, as evaluated by Brazilians, and its relationship with intention to recommend Portugal for travel/to visit.

H1.1a; H1.1b; and H1.1c: (a) Agreeableness; (b) Assiduousness; (c) Conformity has a positive impact on intention to recommend visiting.
H1.2a; H1.2b; and H1.2c: (a) Snobbism; (b) Unobtrusiveness; (c) Wickedness has a negative impact on intention to recommend visiting.
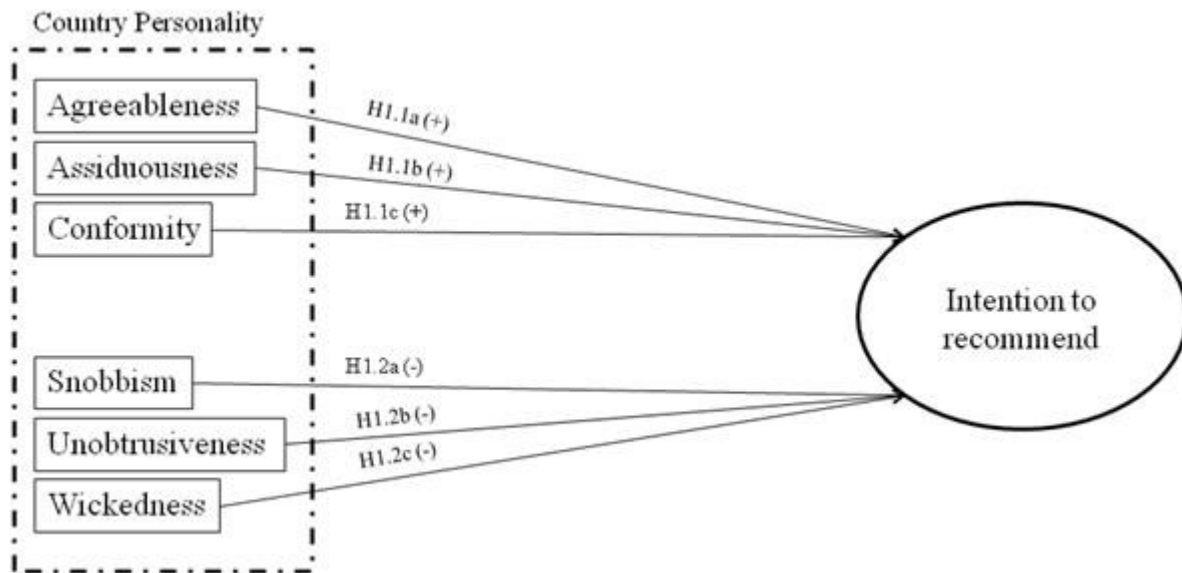
Figure 3.1 Hypothesized research model - adapted from Nebenzahl, Jaffe and Usunier (2003) and Ye (2012)

3.4 Methodology

The empirical pretest data were drawn from a sample of Brazilian individuals older than 25, with internet access, speaking Portuguese, and having an income. 115 valid answers were obtained and it was assumed that there exists an historical affinity between Brazilian consumers and the stimulus country, and hence a high familiarity with Portugal. The data collection was conducted in Brazil.

A self-administered questionnaire was used. The questions used in the questionnaire were mostly close-ended in order to collect the required quantitative data for the study. The respondents were asked to think of the country as if it was a person and to ascribe human personality traits to it (Davies, Chun, Da Silva, & Roper, 2001). The stimuli country (Portugal) had to be evaluated using the 24 personality traits with the help of a 5-point scale, with anchors (1) *does not describe this country at al*l and (5) *describe this country perfectly* (d' Astous & Boujbel, 2007, p. 239).

The scales were borrowed from the original d' Astous & Boujbel (2007) scales, and translated into Portuguese, and previously tested by three experts on the Portuguese language with the aim of ensuring adequate understanding by Brazilian readers before delivery. Three criteria guided the choice of stimuli country: (1) historical affinity, familiarity and common language, (2) geographic distance, and (3) economic and demographic diversity.

Intentions to recommend visiting are measured using four items (e.g., "I would recommend going to [country] to others") adopted from Um & Crompton (1990), with anchors (1) *totally disagree* and (5) *totally agree*.

The last section of the questionnaire consisted of the socio-demographic questions (gender, age, level of education, occupation, monthly individual income, mother language, and residential location). To reveal any potential shortcomings and to test the feasibility of the proposed questionnaire, a pilot study was conducted with a sample of 10 people. There were no special concerns with the question wording and format based on the pilot study results. The average response time to complete a questionnaire was around 5 minutes.

Pretest data were collected from August 9, 2013 to September 9, 2013. The survey participants were invited via email to fill in the questionnaire. Two emailing lists with a total of around 250.000 emails were used and sent using the *Qualtrics®* platform specific tools. The quality of the emailing list database was questionable due to the substantial error returns and delivery errors, but there was not a chance to test its quality (e.g. using standard e-mailing platforms such as *google®* or similar).

There were also too many rejected emails that were considered spam due to the existence of a link in the body of the email. Fortunately, some replies from people were asking about the true intention of the email and the clarification helped to have a reasonable amount of completed questionnaires. Hence, because of the email errors the current study does not refer to a response rate. However, overall the respondents exhibited a high level of interest, according to the observations made on the open question at the end of the survey, which asked for their comments (available upon request, in Portuguese).

Sample description (pretest)

The survey had more males (62.6%) than females (37.4%) respondents. The sample age varied from 25 to 66 years of age with a mean value of 26.2 years. The level of education was high as 11% of the respondents had high school, 35% had some college, and 54% had university masters or doctorate level. The level of individual monthly income was also high

as 59% of the respondents receive more than 10 times the minimum salary (baseline R$ 510.00 (around 160 €)), and 18% receive between five and ten minimum salaries of income.

Overall, the participants had internet access, a registered email, and were employed. São Paulo state residents were more numerous (53%) than residents from Bahia (12.2%) and from other states (34.8%). Almost all participants referred to Portuguese as their mother tongue (98%). From the sample surveyed, 59.1% of the respondents (68) visited Portugal in the last five years, and from those, 52.9% (36) have visited Portugal once. From the respondents who visited Portugal, 54% travelled for tourism, 23% travelled for work, 7% traveled for studying, and 16% referred other reasons.

The participants demonstrated having an affinity with Portugal: the main sources of participants' country personality traits inferences were: the media (mean of 3.41 in a scale of 1 (*totally disagree*) to 5 (*totally agree*)); knowing the country (mean of 3.33); and traveling experiences (mean of 3.18). Family and relatives (mean of 2.55); products and brands (mean of 2.61), and formal school instruction (mean of 2.71). The latter didn't have the expected weight, as it is assumed, based on preliminary interviews to the 10 people, that Brazilians learn more about Portugal via scholar curricula then they referred in fact.

From the sample surveyed, 74% have travelled outside Brazil in the last five years, and 91% of the respondents have visited a Brazilian state other than his/her residential state in the same last five years. France was referred to as the foreign country most visited by Brazilians. Inside Brazil, Rio de Janeiro was the Brazilian state that received the higher number of visitors.

3.5 Data analysis

SPSS® 20.0 and AMOS® 20.0 were used to analyze the data. Firstly, the data was explored for any outliers (Hair, Black, Babin, Anderson, & Tatham, 2005, p. 75). Exploratory factor analysis was used to identify the underlying personality dimensions using the Principal Component Analysis (PCA) method. Using PCA also helped us on multi-collinearity verification (Hair, Black, Babin, Anderson, & Tatham, 2005, p. 75). Construct reliabilities were assessed using Cronbach's alpha values. Secondly, the distribution frequency of

personality traits was analyzed to reach the specific personality trait that the sample ascribes to stimulus country.

Thirdly, the proposed research model was estimated within the structural equation modeling framework using AMOS® 20.0 and the research hypotheses were tested. Model-data fit was assessed using various goodness of fit indices and measures, namely the chi-square and corresponding degrees of freedom (X^2/df), the root mean square error of approximation (RMSEA - and corresponding 90% confidence interval), the goodness of fit index (GFI), the comparative fit index (CFI) and the root mean square residual (RMR) - see Hu & Bentler, 1999; Hair *et al.*, 2005; Nunnally & Bernstein, 1994; Bryman & Cramer, 2009. Finally, the relationship between the six country personality dimensions and the intentions to recommend the stimulus country for travel is tested.

3.5.1 Personality traits associated with Portugal (pretest sample)

The 115 respondents were asked to think Portugal as if it were a person - The introductory sentence "Sometimes, people think about countries as if they were people, and associate them with characteristics typically used to describe humans" and then asked "evaluate to what extent the properties listed below describe Portugal. In your opinion, Portugal can be reported as someone who is ..." to rate each of the 24-items (bon vivant, reveler, amusing , agreeable , immoral, vulgar, decadent, offender, haughty, snobbish, mannered, chauvinistic, organized, rigorous, flourishing, hard at work, religious, spiritual, traditionalist, ceremonious (mysterious), cowardly (timid), wimpy, dependent, neutral (discrete)) of the country personality scale on a 5-point scale (1) *does not describe this country at all; (5) describes this country perfectly* (d' Astous & Boujbel, 2007, p. 239).

Considering the distribution of the responses to the various items, the two individual personality traits with highest frequencies were "religious", with a mean value of 4.28 (std deviation=0.894), and "traditionalist" with a mean value of 4.22 (std deviation=0.925). Table 3.1 shows the distribution of the responses to the various items.

Description	Mean	Median	Mode	Std.Deviation
Q1_1 Bon-vivant	2.72	3	3	1.13
Q1_2 Reveler	2.77	3	3	1.16
Q1_3 Amusing	2.83	3	3	1.09
Q1_4 Agreeable	3.77	4	5	1.18
Q1_5 Immoral	1.40	1	1	0.67
Q1_6 Vulgar	1.54	1	1	0.95
Q1_7 Decadent	2.21	2	1	1.21
Q1_8 Offender	1.73	1	1	0.97
Q1_9 Haughty	2.05	2	1	1.21
Q1_10 Snobbish	2.08	2	1	1.22
Q1_11 Mannered	2.38	2	1	1.14
Q1_12 Chauvinistic	2.14	2	1	1.15
Q1_13 Organized	2.96	3	3	1.03
Q1_14 Rigorous	2.77	3	3	1.09
Q1_15 Flourishing	2.64	3	3	0.97
Q1_16 Hard at work	3.63	4	4	1.14
Q1_17 Religious	4.28	4	5	0.89
Q1_18 Spiritual	3.46	3	3	1.14
Q1_19 Traditionalist	4.22	4	5	0.93
Q1_20 Cerimonious	3.70	4	5	1.19
Q1_21 Cowardly	2.26	2	1	1.11
Q1_22 Wimpy	2.02	2	1	1.16
Q1_23 Dependent	2.56	3	3	1.21
Q1_24 Neutral	3.36	3	3	1.09

N=115

Table 3.1 Descriptive statistics of the country personality traits (pretest sample)

According to the respondents' evaluation, it is possible to conclude that Portugal is seen by Brazilians from São Paulo and Bahia as having a symbolic image of a religious and traditionalist country. The conformity personality dimension (measured by the items religious, spiritual, traditionalist and mysterious) showed the highest frequency, with a mean value of 4.28 (traditionalist). From another perspective the item "immoral" received the lowest frequency with a mean value of 1.40 and a std. deviation of 0.67. One should be careful when interpreting these results, as the sample size used in the computation of the personality means is quite low. Nevertheless, in general the symbolic country image makes sense.

There are five items with a median value of 4 (agreeable, hard at work, religious, traditionalist and ceremonious), and that can help people to better understand the findings. The Portuguese went to Brazil as emigrants in the middle of the last century (around 1950) and they were known as hard workers. That perception still is valid nowadays, as well as being religious and conservative (or traditionalist). On the other hand the Portuguese are agreeable in the sense of their interpersonal relationships – easy to deal with them "they are good people" is often heard.

An earlier study conducted by Santos (2004) found that US newspapers (New York Times, Washington Post, Los Angeles Times and USA Today) travel sections (travel media) (articles from 1996 and 2002) represented Portugal with personality dimensions (traits) such as contemporary, modern, sophisticated, and traditional. The author used newspaper articles, perhaps written by travel agents, by experts or by specialized journalists. Thus, it may be argued that different countries and different inputs can result in varying evaluations and therefore different outputs.

In fact Brazilian people may be seen as a closer culture for Portuguese people, mainly due to the historical links, and common language. Nowadays the image that the Portuguese have of themselves seems to be close to Santos´ (2004) findings. Anholt´s (2003) view may thus be corroborated, when he referred to culture as the unique feature of a country that communicates a country's true spirit and essence, and that can potentially influence country personality.

Anholt (2003) referred to the culture as the unique feature of a country that communicates a country's true spirit and essence, and one may add that it can potentially influence country personality. The historical affinity between Brazil and Portugal and the sharing of a mother tongue has implied an acculturation. Anholt's (2003) view is thus corroborated.

3.5.2 Exploratory factor analysis and reliability analysis
3.5.2.1 Country personality dimensions

An exploratory factor analysis (EFA) was performed on the 24 personality items to identify the underlying dimensions of perceived country personality. An exploratory approach was used instead of a confirmatory approach because a new translated Portuguese version of the scale was adopted, and also due to the small size of the sample. As recommended by Hair et al*., (2005), factor loadings greater than 0.50 were considered necessary for practical significance, and *communalities* of 0.50 were used for item inclusion.

A Kaiser-Mayer-Olkin (KMO) value of 0.784 was obtained, suggesting a medium adequacy of the sample for the analysis. In line with the results of the original scale by d'Astous & Boujbel (2007), six eigenvalues were greater than one and the six factors explained 68.3% of the total variance, thus suggesting six dimensions of personality traits should be considered.

However, three items had to be eliminated due to factor loadings < 0.50, communalities below 0.5 and cross-loaded items. After removing the items "agreeable", "hard-at-work", and "neutral" the analysis was repeated with just 21 items and the six extracted factors accounted for 71.624% of the variance of the initial variables (in the original study by d'Astous & Boujbel (2007, p. 236) the corresponding value is 62.5%).

The factorial structure of the six country personality dimensions that was obtained is presented in Table 3.2. On the basis of the 21 items, the six factors are as follows: agreeableness (3 items), wickedness (2 items), snobbism (6 items), assiduousness (3 items), conformity (4 items), and unobtrusiveness (3 items).

The reliability of each of the six dimensions was assessed using Cronbach's alpha (which is a measure of the internal consistency of a summated scale) ranged from 0.640 to 0.908, showing satisfactory reliability values (see Table 3.2). The least reliable dimension is the wickedness personality factor (Cronbach's alpha = 0.640) even though acceptable in exploratory research (Hair, Black, Babin, Anderson, & Tatham, 2005, p. 137).

	Component						Communalities
	Snobbism	Assiduousness	Conformity	Agreeableness	Unobtrusiveness	Wickedness	Extraction
Bon-vivant				0.577			0.654
Reveler				0.926			0.861
Amusing				0.870			0.824
Immoral						0.779	0.699
Vulgar						0.757	0.720
Decadent	0.538						0.696
Offender	0.768						0.687
Haughty	0.860						0.890
Snobbish	0.849						0.859
Mannered	0.758						0.707
Chauvinist	0.808						0.774
Organized		0.837					0.724
Rigorous		0.755					0.777
Flourishing		0.737					0.672
Religious			0.847				0.752
Spiritual			0.535				0.567
Traditionalist			0.811				0.715
Mysterious			0.646				0.550
Cowardly					0.673		0.587
Wimpy					0.574		0.538
Dependent					0.844		0.788
Eigenvalues	5.860	3.185	2.354	1.451	1.147	1.044	
Explained variance	20.026	11.992	10.971	10.608	9.429	8.598	
Cronbach's alpha	0.908	0.752	0.725	0.801	0.720	0.640	

% Variance explained: 71.624
Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): 0.770
Bartlett's test of sphericity: Approx. Chi-Square: 1279.916
Significance < 0.001
Cronbach's alpha based on standardized items (items = 21): 0.770

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a.   Rotation converged in 7 iterations.

Table 3.2 Factorial structure of the country personality construct

3.5.2.2 Intention to recommend

The four scale items proposed to measure the intention to recommend a country for travel/to visit were also subject to a PCA. The resulting one-factor structure (Table 3.3) was consistent with the one-item factor expected pattern for the intention to recommend visiting. A KMO value of 0.713 shows a medium sample adequacy, and the extracted factor explains 71.848% of the total variance of the four original variables. The reliability of the intention to recommend scale is confirmed with a Cronbach's alpha of 0.866 (see Table 3.3).

Component Matrix[a]

	Component	Communalities
	1	
itm_1 - A trip to to [country] will be a lot of fun	0.915	0.838
itm_2 - I would recommend going to [country] to others	0.930	0.866
itm_3 - [Country] is a place one has dreamed of visiting	0.725	0.526
itm_4 - [Country] is a place popular with travelers	0.803	0.645

% Variance explained: 71.848

Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): 0.713

Bartlett's test of sphericity: Approx. Chi-Square: 356.069

Significance < 0.001

Cronbach's alpha based on standardized items (items = 24): 0.866

Extraction Method: Principal Component Analysis.

a.   1 components extracted.

Table 3.3 Factorial structure of the intention to recommend construct

3.6 Hypothesized research model validation

The scores of the six country personality dimensions (assiduousness, conformity, agreeableness, wickedness, snobbism, and unobtrusiveness) obtained using PCA were saved as new variables and used to position the stimuli country (Portugal) and to measure the influence of the Brazilians' perceived personality dimensions on the intention to recommend Portugal as a country to visit/for travel. Figure 3.2 displays the path diagram of the proposed research model, with the estimates that were obtained in a standardized solution (with critical ratio values computed by AMOS in brackets).
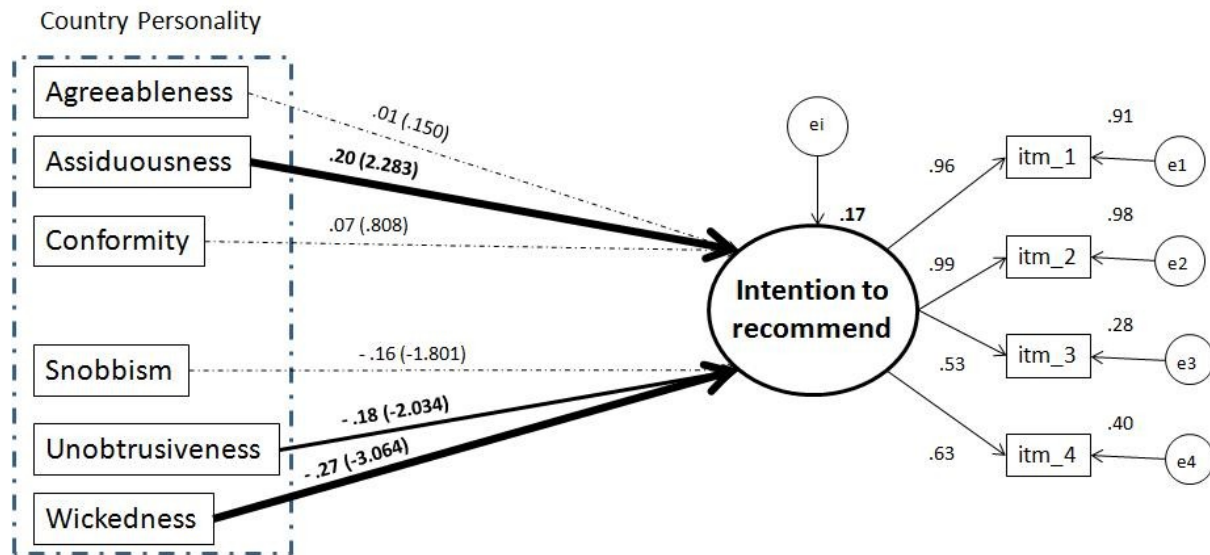
Figure 3.2 Diagram of the research model with estimates in a standardized solution

The obtained Goodness of fit values suggest an acceptable model-data fit: X^2 = 54.829; df=35; CFI=0.948 and GFI=0.919 (both above 0.9); RMSEA=0.07 (lower than 0.08); 90% CI for RMSEA=]0.03; 0.10[(with an upper bound limit around 0.1); RMR=0.082 (around 0.08).

The percentage of the variance of the construct *intention to recommend* explained by the model equals 17%. Regarding the impacts of the six country personality dimensions on the intention to recommend Portugal as a country to visit, assiduousness showed a significant positive influence (estimate=0.197; p=0.022), whereas agreeableness and conformity showed non-significant positive impacts. Thus, research hypothesis H1.1b is supported and hypotheses H1.1a and H1.1c are not supported. From Figure 3.2 it is also possible to conclude that unobtrusiveness (estimate=-0.176; p=0.042) and wickedness (estimate=-0.265; p=0.002) exert a significant negative influence on intention to recommend. Snobbism did not show a significant effect on the outcome. Hence, research hypotheses H1.2b and H1.2c are supported, and hypothesis H1.2a is not supported.

3.7 Discussion

Similar to the d' Astous & Boujbel (2007) findings, six dimensions of country personality emerged in the current study. In general, the six-factors appear to replicate the original

dimensions of the country personality framework. It is possible to estimate the relative importance of a personality dimension in explaining people's intentional behavior to recommend. Thus, findings of this study indicate that d' Astous & Boujbel's (2007) country personality framework is applicable to behavioral intentions.

From the estimated regression coefficients it is possible to conclude that the most important personality dimensions for predicting travel destination intentional behavior were assiduousness (positive), wickedness (negative), and unobtrusiveness (negative). As expected, the wickedness dimension (measured by the items immoral and vulgar) had a negative effect on intentions behavior prediction. The results were similar to those of d'Astous and Boujbel (2007) regarding wickedness. Unobtrusiveness was not expected to be a significant predictor according to early studies (d' Astous & Boujbel, 2007, p. 238). However, it showed a significant negative effect on intentions behavior prediction in the current study.

With regards to the positive dimensions, the current study showed different findings when compared to the original scale (d' Astous & Boujbel, 2007). These authors concluded that agreeableness was the most important predictor of general attitudes. In fact it may be worthy of reference that they used attitudes as outcomes, whilst the current paper indeed proposes intentions to recommend behavior.

Behavioral intentions may be seen as antecedents to attitudes (Fishbein & Ajzen, 1975) and that may explain the differences. In the same paper, those authors (d' Astous & Boujbel, 2007) have referred to assiduousness as the most important personality dimension in predicting product-country attitudes (p. 238). This being the case, both findings can therefore be linked and thus confirm the similarities between both studies.

These results are quite different from those postulated by d'Astous & Boujbel (2007, p. 238) when their outcomes (evaluation of travel destinations attitude) are compared with those resulting from the current study. In effect the current research has shown assiduousness and wickedness to be significant predictors, whilst these authors showed no significant results for assiduousness. The same goes for snobbism and unobtrusiveness. The current research thus demonstrates that people are easily capable of thinking of personality traits and associate

them with countries, thus communicating a country personality perception. Thus, confirming the importance of the scale.

3.8   Contributions and limitations of study 1

3.8.1   Academic contributions

By understanding how individuals perceive a country´s symbolic image and its effects on intention to recommend, marketers may be more effective in using personality traits and behavioral intention relationships, particularly intentions to recommend behavior. The present study thus makes important theoretical and practical contributions. From a theoretical standpoint, the study has indicated that consumers do attribute personality characteristics to countries. This is in line with previous research on destination personality (e.g. Ekinci & Hosany (2006), and country personality research (d' Astous & Boujbel, 2007; Nebenzahl, Jaffe, & Usunier, 2003).

Similarly to the d'Astous & Boujbel (2007) country personality framework, in this study, six dimensions of country personality have emerged. However, this study partially replicates d'Astous & Boujbel (2007) original six personality dimensions in that four of the six dimensions originate in d'Astous & Boujbel´s (2007) study. In four out of the six factors (agreeableness, assiduousness, conformity, unobtrusiveness), the personality items located under the original dimensions of d'Astous & Boujbel (2007) were the same.

In one dimension (wickedness), only two of the four personality traits loaded in the same way as those in d'Astous & Boujbel's (2007) study. The third and the fourth, instead loaded onto the "snobbism" dimension in this study. Lastly the snobbism dimension included six country specific personality traits (items); four of them were the same as the original scale, plus two traits that loaded onto the snobbism dimension and not onto the wickedness dimension as proposed by d'Astous & Boujbel (2007) scale. These two traits, "decadent" and "offender", shifted from the wickedness dimension of d'Astous & Boujbel's (2007) study and became a part of the snobbism dimension in this study.

The shifting of the personality traits from one dimension to another can be explained by the argument that personality traits designed for consumer general attitudes tend to change when

applied to behavioral intentions. This may also be attributable to sample size issues or to the relationship between country of origin and the stimuli country in question.

The relationship between the snobbism, the wickedness and the "neuroticism" dimension of the Big-Five model (Goldberg, 1990) – the only negative dimension in the human being scale – can be another explanation assuming the fact that people´s perception about negative traits may tend to be evaluated with similar weights.

The current study may complement and confirm the conclusions that earlier studies had advanced on scale usage when assessing country personality. The study confirmed the quality of this tool as a measure of country image perception in a symbolic way, and its importance as a complementary instrument to measure country image. However, the low variance of outcome explanation seems to be relevant for future research.

3.8.2   Managerial contributions

According to the pretest sample personality traits evaluation, it may be concluded that Brazilians perceive Portugal as a religious and traditionalist country. That is an addition to d'Astous & Boujbel's (2007) study. Portugal may be added to the list of countries already scrutinized for its country personality, and therefore be seen as conformist. Thus, marketers can potentially use these characteristics to make their communication proposals to attract more Brazilians to Portugal. In applying the results of the current study to the drafting of marketing strategies, marketers should put an emphasis on the traditionalist/conformist aspects of Portugal, namely culture, traditions, religiosity (associated with Fatima's sanctuary, for example), and other historical elements.

Since behavioral intentions can be treated as an attitudinal antecedent, and countries to visit/for travel become more substitutable, country personality may be seen as a viable metaphor for building a unique country identity.

Finally, assiduousness and wickedness were seen as the most relevant personality dimensions, believed to be predictors of intention to recommend behavior. In using the insights from the current study, marketers need to take into consideration that assiduousness (measured by the items organized, rigorous, flourish) is a positive predictor of intentions to

recommend behavior, and that wickedness (measured by the items immoral and vulgar) is a negative predictor of intentions to recommend Portugal for visiting.

3.8.3 Research limitations

Akin to any other study of this nature and scope, the present study has some limitations which have to be taken into account when considering a discussion on the merits of its findings. The results are limited to the sample size. Also, the current research was conducted using an online method of inquiry with respondents being invited to complete a questionnaire online.

Finally, the study was conducted considering only one stimuli country, and the questionnaire was handed out only in Portuguese to Brazilian respondents. This study also seems to complement the one conducted by d'Astous & Boujbel (2007) in particular with regards to the following details: the current study used a larger sample for a unique country evaluation; in addition, a new translation of the scale and its validation was performed, and a Portuguese version of the original language adjectives (French, and English afterwards by the scale authors) became available.

3.8.4 Future research

Future research includes replicating this study with a larger sample size, which can increase the understanding of this research area, implying an important contribution to the country personality literature. Since travel choice, and in particular intentions behavior is not only affected by personal factors, future research may add the effects of cognitive and affective image factors within the context of behavioral intentions to visit/travel. The inclusion of an emotionally related construct as a mediator seems to make sense in the near future.

4   CHAPTER IV – On the country personality scale: Is a five-dimension model, not a better methodological instrument than the original six dimensions? (Study 2)

The previous chapter, Study 1, analysed the extent to which country personality dimensions influence behavioral intentions, particularly intentions to recommend visiting a certain country, using the pretest sample data.

The findings of Study 1 showed that consumers ascribe personality characteristics to countries. The items to measure country personality, as well as, intention to recommend showed high factorial weights, and in the proposed model the percentage of the variance of intention to recommend explained by the perceived country personality dimensions equals 17%. Assiduousness showed a positive significant influence on intention to recommend, whereas wickedness showed a significant negative influence. Also, and as suggested by the personality trait frequency analysis, Portugal is perceived as a religious and traditionalist country.

4.1   Abstract

The current study investigates the country personality scale and explores the use of a five-dimension scale instead of the six dimensions originally proposed by d' Astous & Boujbel (2007), and its application on consumer's behavioral intentions to visit. Pretest and main survey data were considered. Moreover, the aim of this Study is to evaluate the country personality scale and adapt it to the Portuguese context, thus proposing a model anchored on a reduced country personality scale. There is a perception of this scale being an instrument for a quantitative approach for measuring the country personality construct, and its impact on behavioral intentions to visit, thus, helping researchers and marketers on international and cross-cultural marketing issues.

Country personality is defined as a mental representation of a country that typically captures human-like characteristics, and the measurement scale was borrowed from the original country personality scale (d' Astous & Boujbel, 2007), and translated into Brazilian Portuguese.

A quota sample of 821 individuals from São Paulo and Bahia states in Brazil were surveyed and 685 valid responses were analyzed. Preliminary analysis were conducted with a pretest sample of 115 Brazilian consumers. Portugal was chosen as the country for scrutiny (as the stimulus country). At a first stage, the analysis involved the validity testing of the country personality and behavioral intentions to visit scales. The resulting country personality model (pretest data based) was taken as the baseline for the confirmatory factor analysis conducted in AMOS 20.0 using the data of the main study (N=685).

The results suggest five-dimensions (agreeableness, assiduousness, conformity, snobbism, and unobtrusiveness) should be considered when measuring country personality. The proposed research model relating the five-dimensions of country personality to the behavioral intentions to visit was estimated within the structural equation model framework, and the research hypotheses were tested. The percentage of the variance of the behavioral intentions explained by its predictors equals 24.3%. Assiduousness showed a positive significant impact on behavioral intentions to visit, whereas snobbism showed a negative significant influence. Also, and based on the main survey data as suggested by the personality traits frequency analysis, Portugal is seen as a conformist country.

4.2 Introduction

The increasing competitiveness of countries for the attraction of business investment and tourist income has led researchers to develop instruments that may help consumers worldwide to objectively evaluate a particular market. In recent years, this global process is reflected by a growing number of researches conducted in less known countries. As a researcher, and knowing that today's international environments are highly volatile and erratic with regards to country competitiveness, it is postulated here that a unique identity can be crucial to the differentiation and positioning of countries. Thus, a distinctive country personality appeal may clearly identify a country in the consumer's mind and therefore differentiate it from its competitors (Lee & Lijia, 2012).

Recent studies suggest that both destination personality and country personality scales are capable of predicting consumer's behavioral intentions (Roth & Diamantopoulos, 2008) with

the former scale applied to tourists and the latter to local residents or even general consumers (Roth & Diamantopoulos, 2008). The current study followed the latter approach, as early studies including those of d' Astous & Boujbel (2007) have demonstrated that people can easily think of adjectives that they are capable of using to qualify the personality of countries.

Context for the empirical research and focus

Countries are undergoing enormous efforts to gain competitive advantages in tourism, investment, and business (Anholt, 2005), and similarly academic researchers are still required to enhance their efforts in eliciting knowledge on the role of brands and brand distinction (Aaker, 1997). Some authors have referred to successful and distinct personalities attached to the brand identities of certain countries, such as: South Africa - modern and friendly (before the football world cup in 2010) (Stokburger-Sauer, 2011); Ireland - the "Celtic Tiger" metaphor (Murphy, 2000); Spain - a fresher, free and competitive image of the country (Gilmore, 2002).

According to Moya & Jain (2013) every country has a scattered image of itself that it projects to international consumers, although this image may be more or less clear, stronger or weaker, and personal experience can be seen as a support for country image (Moya & Jain, 2013). People are therefore more likely to form organized mental representations of countries, as they do with other inanimate objects. Thus, country personality may be seen as a metaphor for building a unique identity (Caprara, Barbaranelli, & Guido, 2001).

Researchers such as Alain d'Astous and Lilia Boujbel (2007) associated, and included a personality perspective in the discussion, providing evidence to the effect of being reasonable to talk about a country personality perspective and considering appropriate the association of human traits to qualify and present countries in a human like manner. International marketing research on country branding suggests that countries, just like brands, are described by consumers, according to specific qualities and traits (Anholt, 2003).

This study focuses on country personality (d' Astous & Boujbel, 2007), and its application to countries. Firstly, the perceived country personality of the stimuli country and its underlying dimensions are investigated. Construct validity is subsequently tested, following which, the

study proceeds to investigate the effects of country personality dimensions on consumer behavioral intentions to visit/travel.

According to recent developments, both destination personality (Ekinci & Hosany, 2006) and country personality scales (d' Astous & Boujbel, 2007) are capable of predicting consumer behavioral intentions (Roth & Diamantopoulos, 2008).

There are around 240 million Portuguese-speaking people in the world (PLC, 2013), and this in itself offers ample justification for research to be conducted in this area and for a Portuguese version of the country personality scale to be worthy of scrutiny. In this context, it appears that what needs to be done is to adapt an existing scale to a different market and culture (Azoulay & Kapferer, 2003).

A brief survey of literature ensues in the areas of country image, country personality, and behavioral intentions. A conceptual model is derived and the methodology is detailed, including sample description, results on needed scales adjustments and discuss relevant construct validity issues. An empirical validation of the model is suggested. A discussion of research findings and academic contribution, as well as practitioner relevance of the study, follows. Finally, the limitations of the study are highlighted and suggestions for future research are proposed.

4.3   Literature review

4.3.1   Country personality

Personality traits can in the same way be associated with a destination place through the link between personality traits and destination places by recourse to user imagery. Aaker (1997) developed a reliable, valid and generalizable brand personality scale, consisting of five generic dimensions: sincerity, excitement, competence, sophistication and ruggedness. Many researchers have since replicated Aaker's (1997) original brand personality framework, applying it in the context of different product categories and across different cultures and geographies.

Authors, such as Plummer (1985) and Keller (1993) argued that brand personality is one of the non-product attributes. Still on the subject, Ekinci & Hosany (2006) have suggested that tourism destination consists of tangible and intangible elements, and includes many symbolic values due to the hedonistic nature of the tourism experience, and hence it can also be seen as a brand-based.

Ekinci & Hosany (2006) defined destination personality as *"the set of human characteristics associated with a destination by tourists"* (p. 127), thus adapting Aaker's (1997) brand personality terminology, in the context of tourism destination realities. Ekinci & Hosany (2006) showed three salient dimensions of destination personality (sincerity, excitement, and conviviality) rather than the original five dimensions of brand personality. The authors found sincerity and excitement to be the two main factors. Conviviality was a new addition and was specific to destinations. Their study revealed that destination personality has positive impacts on tourists' intentions to recommend.

Accordingly, Caprara, Barbaranelli, & Guido (2001) still on personality issues, agree that the symbolic association can be considered a metaphor that is considered stable. Aaker's (1997) brand personality scale developments included non-personality items, accordingly the Big Five and psychology literature, and have been criticized by authors such as Azoulay & Kapferer (2003) and Geuens, Weijters, & De Wulf (2009).

D'Astous & Boujbel (2007) developed empirical studies to reduce the list of personality traits to a feasible and easily manageable scale of six dimensional country personalities with 24-items. They utilized different numbers of countries as stimulus. A convenience sampling method was employed. The dimensions were labeled by them as: *agreeableness* (measured by items: bon vivant, reveler, amusing, agreeable); *wickedness* (immoral, vulgar, decadent, offender); *snobbism* (haughty, snobbish, mannered, chauvinist); *assiduousness* (organized, rigorous, flourishing, hard at work); *conformity* (religious, spiritual, traditionalist, mysterious), and *unobtrusiveness* (cowardly, wimpy, dependent, neutral).

The country personality construct captures both the positive and negative perceived traits of a country. The positive traits are: i) *agreeableness* – similar with the "agreeableness" dimension of the Big Five – focusing on quality of life and interpersonal relationships

(Goldberg, 1990). Agreeableness is measured by the items "bon-vivant", "reveler", "amusing", and "agreeable" (d' Astous & Boujbel, 2007), and is related to the "people affect" (Heslop *et al.,* 2004) from country of origin research - "…people like and trust those whom they see as of agreeable culture …" (Heslop, Papadopoulos, & Bamossy, 1993, p. 199); ii) a*ssiduousness* - comparable to "conscientiousness" of the Big Five - which is associated with efficacy and rule conscious (Goldberg, 1990). This dimension includes the items "organized", "rigorous", "flourishing", and "hard to work" (d' Astous & Boujbel, 2007). Assiduousness is related to the "people competence" (Heslop *et al.,* 2004); and iii) *conformity* – comparable to "openness to experience" of the Big Five - which captures agreement with established rules and customs (Goldberg, 1990). Conformity includes such items as "religious", "spiritual" or "traditional" (d' Astous & Boujbel, 2007). Conformity seemed to be interpreted from the perspective of industrialization traditions rather than lack of originality (Geuens, Weijters, & De Wulf, 2009) (e.g. Germany or Switzerland).

The negative or unfavorable personality dimensions are: i) *wickedness* - similar to "neuroticism" on the Big Five – focuses on negative emotional and behavioral traits (Goldberg, 1990). Wickedness includes the "immoral", "vulgar", "decadent" and "offender" traits (d' Astous & Boujbel, 2007). Being negative encourage avoidance (Geuens, Weijters, & De Wulf, 2009), which means that wickedness is likely to result in a negative attractiveness (Verlegh, Benedict, & Steenkamp, 1999); ii) *snobbism* – has no direct similarities to any of the Big Five human personality traits, where neuroticism (Goldberg, 1990) is the only dimension that captures negative affects. According the country personality scale developers, it is expected that snobbism has a negative influence on country evaluation. It includes items such as "snobbish", "haughty" or "chauvinist" (d' Astous & Boujbel, 2007). Since a country scoring high on snobbism is likely to be perceived as arrogant or snobbish – thus resulting in unfavorable perceptions (Nebenzahl, Jaffe, & Usunier, 2003); iii) *unobtrusiveness* – compared to the extraversion dimension of the Big Five human personality (Goldberg, 1990) - includes items such as "cowardly", "wimpy" or "dependent" and also the item "neutral" (d' Astous & Boujbel, 2007) which could be perceived as a positive trait – being a neutral country can mean that it does not get in the way. However, being "neutral" could have negative connotations as well (as in unresponsive or uninterested). Unobtrusiveness is more related to the perceived inability of a country to protect (guard, defend) itself, contrasting to

wickedness and snobbism which evoked negative associations due to their unpleasant characteristics (Geuens, Weijters, & De Wulf, 2009).

In fact, the scale of d'Astous & Boujbel (2007) has been specifically developed to operationalize the country personality construct, making it conceptually more appropriate for the purposes of this study. Alain d'Astous and Lilia Boujbel (2007) used regression models and investigated the impact of country personality dimensions on general, product-country, and travel destination attitudes. However, the travel destination attitude model in particular, showed a low R^2, and the snobbism, assiduousness, and unobtrusiveness dimensions were found to be non-significant predictors of the travel destination attitude. Based on their specific results, authors have argued that the scale might be less useful for predicting people's perceptions of countries as travel destinations.

However, when a person thinks of Japan as an assiduous or diligent country (d' Astous & Boujbel, 2007) he/she believes it should be an organized, rigorous, flourish, and a hardworking country and it may have an influence on his/her behavioral intentions to visit/travel to it. Consumer behavior motivation seems to be driven by the mental images perceived by the consumers' more than from truthful attributes (Jaffe & Nebenzahl, 2006). It is a matter of simplification by creating symbolic representations of the major meanings. Likewise, a typical and attractive country personality can effectively leverage the perceived image of a country and thus influence consumer behavior.

4.3.2   Behavioral intentions

Behavioral intentions can be seen as a result of anticipated satisfaction with an object and therefore very useful for marketing purposes. In the light of that, it can be assumed that an act should be real to be evaluated and to predict intentions (Soderlund & Ohman, 2003). Hence, the same researchers introduced the sense of ownership to explore and explain the link between evaluative judgments and intentions (p. 54).

Other researchers have explored behavioral intentions at various stages, including Baloglu (2001) who argued for actual behavior being an effective measure of loyalty, and Fishbein & Manfredo (1992) that referred to behavioral intentions as very precise predictors of social behaviors, when correctly measured. Baker & Crompton (2000) argued that behavioral

intentions are truthful predictors of consumer loyalty because they represent the high attitudinal likelihood of consequent behaviors (Ajzen & Fishbein, 1980).

Earlier studies of country of origin showed that people's perceptions of a country influence consumers' perceptions of the overall products and services emanating from that country (Roth & Romeo, 1992). For the purposes of the current study, it specifically focus on general consumers' country personality perceptions and their likely impact on behavioral intentions to visit.

4.3.3   Research questions and hypotheses

The present study was designed to provide a better understanding of the perceived country personality construct and to expand the relationship between country personality dimensions and behavioral intention. Accordingly, this study addresses the following four research questions:

1. What is the perceived country personality trait that consumers ascribe to the stimulus country?
2. How many country personality dimensions should be considered?
3. Do country personality dimensions influence the behavioral intentions to travel/visit?
4. If so, which are the country personality dimensions perceived by consumers that best predict their behavioral intentions to visit/travel a stimuli country?

The research model defined in Figure 4.1 is proposed to be the baseline of the empirical research, supported by the literature review, to test the relationship between the six country personality dimensions (independent variables) - three of them were hypothesized to have a positive influence on the outcome, and the other three were hypothesized to have a negative impact on the dependent variable behavioral intention to visit.

In Study 1, it was used a behavioral intentions scale that focused on intentions to recommend specific issues. However, an in-depth literature review was instrumented in introducing other items for the measurement of behavioral intentions. The model exhibited in figure 4.1 was adapted from Nebenzahl, *et al*., (2003) and Sheng Ye (2012). The empirical research was

founded on a Brazilian sample and Portugal was taken to be the stimuli country. More specifically, the current study investigates the perceived country personality of Portugal, as evaluated by Brazilians from São Paulo and Bahia states, and its influence on behavioral intentions to visit/travel to Portugal.

To answer research questions 2, 3 and 4 it has been proposed the following research hypotheses have been proposed:

H2.1a; H2.1b; and H2.1c: (a) Agreeableness; (b) Assiduousness; (c) Conformity has a positive impact on behavioral intentions to visit.

H2.2a; H2.2b; and H2.2c: (a) Snobbism; (b) Wickedness; (c) Unobtrusiveness has a negative impact on behavioral intentions to visit.
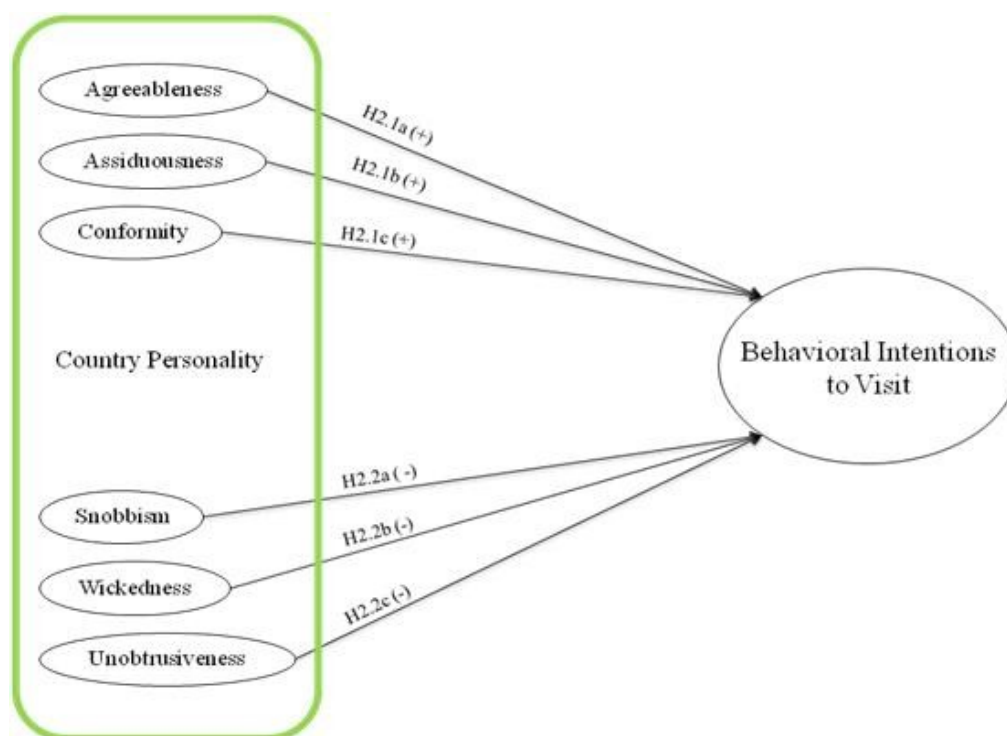

Figure 4.1 Hypothesized research model - adapted from Nebenzahl, Jaffe, & Usunier (2003) and Ye (2012).

4.4 Methodology

The study was conducted in two states in Brazil - São Paulo (SP) and Bahia (BA). A self-administered questionnaire was used. The questions used in the questionnaire were mostly

close-ended. The respondents were asked to think of a country (Portugal) as if it were a person and to ascribe human personality traits to it.

The scale was borrowed from the original d' Astous & Boujbel (2007) scale and translated into Portuguese. It was subsequently evaluated by experts in the Portuguese language with the aim of ensuring adequate understanding by Brazilian readers before delivery. Three criteria guided the choice of Portugal as the stimulus country: (1) cultural/historical affinity, familiarity and common language, (2) geographic distance, and (3) economic and demographic diversity.

Behavioral Intention to visit/travel was measured using six items (e.g., "I would recommend going to [Portugal] to others"; "I have plans to visit [Portugal] in the next two years"), adopted from Um & Crompton (1990), with options ranging from (1) *totally disagree* to (5) *totally agree*. These are slightly different (see Appendices A (pretest questionnaire) and B (main survey questionnaire)) from the items used at the pretest phase (Study 1). The last section of the questionnaire included socio-demographic information.

Pretest data were collected from August 9, 2013 to September 9, 2013. The respondents were invited via e-mail to fill in a questionnaire located in an online platform. The main survey data collection took place from November 9, 2013 to February 9, 2014.

For the main survey, a quota sample of the population of SP and BA was employed. A target sample of 600 observations (400 from SP and 200 from BA) was agreed and data were professionally collected by a local (Brazilian) research agency. Permanent contact was maintained throughout. The respondents were assured for privacy and confidentiality. In general, the respondents exhibited a high level of interest, according to the observations made on the optional open question at the end of the survey, which asked for their comments (around 180 comments were left by the respondents). The questionnaire was delivered in Brazilian Portuguese only, and using Brazilian specifics. The baselines for the demographics specific questions (education, income and occupation) were taken from Brazil´s "Census 2010" – a country specific federal government statistical inquiry (IBGE, 2013).

Sample description

The target population for the main survey was defined as males and females over the age of 18, Portuguese-speaking, with internet access and a registered email, living in the surveyed states of São Paulo and Bahia and earners of a monthly wage. In total, 821 questionnaires were obtained for the main survey, and from those, 136 were deemed unusable due to the excessive missing or incomplete data. Thus, a total of 685 questionnaires with valid responses were retained for analyses.

The main survey had more male (59%) than female (41%) respondents. The majority of individuals in the sample fell between the ages of 36-55, and they accounted for 54.2% of the total number of respondents. The level of education was high, with 72.2% of the respondents holding a graduate (27.7%), masters (16.5%), or a PhD degree (28.0%). Individual monthly incomes were considered to be high, as 47.9% of the respondents stated earning more than 10 times the minimum salary (baseline R$ 510.00 (around 160€)), and 20.7% claimed earning between five and ten minimum salaries. SP state residents were more numerous (65%) than residents from BA (29.8%) and 5.3% of the respondents mentioned another state as the one which they referred as their home state. Almost all the participants referred to Portuguese as their mother tongue (96.8%).

From the sample surveyed (overall sample N=685), 58.8% (403 people) had visited Portugal in the previous five years, and from those, 43.7% had visited Portugal once, 21.3% traveled twice, and 18.1% visited Portugal at least three times. From the respondents who visited Portugal (403), 52.6% travelled for tourism, 17.6% for work, 11.2% for studying, 8.2% to visit their family, and 10.4% mentioned other reasons.

Overall the participants demonstrated having an affinity with Portugal. According to the answers to the questionnaire, the main sources and contributors to the way in which participants inferred country personality traits were: *the media* (mean of 3.69 on a scale of 1 (totally disagree) to 5 (totally agree)); *knowing the country* (mean of 3.29); and *traveler experiences* (mean of 2.48); *family and relatives* (mean of 2.31); *products and brands* (mean of 2.66); and the *knowledge acquired at school* (mean of 2.96). The latter factor did not have the weight that was expected, as based on preliminary interviews it was assumed that

Brazilians get to know more about Portugal through the school system and academic curricula, than was actually the case.

4.5   Data analysis

SPSS® 20.0 (Statistical Package for Social Sciences) and AMOS® 20.0 (Analysis of Moments Structure) are the software used to analyze the data. The pretest sample (N=115) was used to perform exploratory factor analysis and the main survey sample (N=685) was used to conduct confirmatory factor analysis and test the proposed research hypotheses. In the first stage, the analysis involved the validity testing of the country personality and behavioral intentions to visit scales.

4.5.1   Personality traits associated with Portugal (main sample)

The 685 respondents were asked to think about Portugal as if it was a person, and then asked to rate each of the 24-items of the country personality scale (d' Astous & Boujbel, 2007) on a 5-point scale (1=*does not describe this country at all; 5= describes this country perfectly*). Considering the distribution of the answers, the two personality traits with highest frequencies (above 4.0) were "religious", with a mean value of 4.33 (std deviation=0.866), and "traditionalist", with a mean value of 4.15 (std deviation=0.937) (see Table 4.1). According to the respondents' evaluation, it is possible to be noted that Portugal is mostly seen by the Brazilians from São Paulo and Bahia as a religious and traditionalist country.

The conformity personality dimension (measured by the items religious, spiritual, traditionalist and mysterious) achieved the highest mean values (see Table 4.1). Thus it may be said that Portugal is seen as a conformist country by the São Paulo and Bahia population. The items "immoral" and "vulgar" received the lowest frequency rate, with a mean value of 1.51. However, one should be careful when interpreting these results, as the sample used just includes two of the 27 states of Brazil and should be limited to São Paulo and Bahia states. Thus it is not a general limitation of the study because it was previously defined for the current research project.

Description	Mean	Median	Mode	Std.Deviation
Q2_1 Bon-vivant	2.85	3	3	1.05
Q2_2 Reveler	2.63	3	3	1.07
Q2_3 Amusing	2.83	3	3	1.06
Q2_4 Agreeable	3.58	4	4	1.09
Q2_5 Immoral	1.51	1	1	0.85
Q2_6 Vulgar	1.51	1	1	0.87
Q2_7 Decadent	2.21	2	1	1.20
Q2_8 Offender	1.72	1	1	0.97
Q2_9 Haughty	2.05	2	1	1.16
Q2_10 Snobbish	2.02	2	1	1.14
Q2_11 Mannered	2.42	2	1	1.19
Q2_12 Chauvinistic	2.13	2	1	1.09
Q2_13 Organized	3.19	3	3	0.97
Q2_14 Rigorous	3.16	3	3	1.01
Q2_15 Flourishing	2.90	3	3	1.03
Q2_16 Hard at work	3.82	4	4	1.05
Q2_17 Religious	4.33	5	5	0.87
Q2_18 Spiritual	3.67	4	4	1.07
Q2_19 Traditionalist	4.15	4	5	0.94
Q2_20 Cerimonious	3.77	4	4	1.03
Q2_21 Cowardly	2.51	3	3	1.12
Q2_22 Wimpy	2.08	2	1	1.12
Q2_23 Dependent	2.63	3	3	1.22
Q2_24 Neutral	3.19	3	3	1.05

N=685

Table 4.1 Descriptive statistics of the country personality traits (main survey sample)

An earlier study conducted by Santos (2004) found Portugal with personality dimensions (traits) such as contemporary, modern, sophisticated, and traditional. Santos (2004) focused on the analysis of a collection of American newspaper travel section articles (Santos, 2004, p. 128) about Portugal. Anholt´s (2003) view may thus be corroborated, when he refers to culture as the unique feature of a country that communicates a country's true spirit and essence, and that can potentially influence country personality.

4.5.2 Exploratory factor analysis and reliability analysis

This stage of the analysis involved testing the validity of the country personality and behavioral intentions to visit scales. To this end, two separate exploratory factor analyses were conducted for each of the scales. Exploratory factor analysis (EFA) was used to identify the underlying personality dimensions using the Principal Components Analysis (PCA) method. Using PCA also helped us on multi-collinearity verification (Hair *et al*., (2005)). Construct reliabilities were assessed using Cronbach alpha values.

4.5.2.1 Country personality

The scale of d'Astous & Boujbel (2007) used in this Study has been specifically developed to measure the country personality construct, which makes it conceptually appropriate (Geuens, Weijters, & De Wulf, 2009). However, since a translated version of the scale was used, the methodological option of conducting both exploratory and confirmatory factor analysis was taken in the current study.

Exploratory factor analysis was performed on the 24 personality items using the pretest sample (N=115) to identify the underlying personality dimensions, using the principal components analysis method. As recommended by Hair *et al.* (2005), factor loadings greater than 0.50 were considered necessary for practical significance, and communalities of at least 0.50 were used for item inclusion. A Kaiser-Mayer-Olkin (KMO) value of 0.784 was obtained, suggesting a medium adequacy of the sample for the analysis, and Bartlett's test had a significance level of 0.00 (see Table 3.2, Study 1) suggesting items are correlated. In line with the original scale, six dimensions were obtained, accounting for 68.3% of the variance of the initial variables.

However, three items were not deemed to be suitable due to low factor loadings. After removing the items "agreeable", "hard-at-work", and "neutral", the analysis was repeated with the remaining 21 items and the six-factor solution accounted for approximately 71.6% of the total variance of the initial variables (in the original study by d'Astous & Boujbel (2007, p. 236) the corresponding value is 62.5%), with all communalities ranging from 0.538 to 0.890.

The factorial structure of the six country personality dimensions that was obtained is presented in Table 3.2 (study 1). On the basis of the 21 items, the six dimensions are as follows: agreeableness (3 items), wickedness (2 items), snobbism (6 items), assiduousness (3 items), conformity (4 items), and unobtrusiveness (3 items).

The reliability of each of the six dimensions was assessed using Cronbach's alpha, which is a measure of the internal consistency of an instrument. These findings provided evidence for the construct validity of the scale (Churchill, 1979). Furthermore, all factors had relatively

high alpha reliability coefficients, ranging from 0.640 to 0.908 (see Table 3.2, Study 1). The least reliable dimension was the wickedness personality factor (Cronbach's alpha = 0.640) even though acceptable in exploratory research (Hair *et al.,* 2005, p. 137) – d' Astous & Boujbel (2007) also reported a Cronbach's alpha of 0.64 for the wickedness dimension.

4.5.2.2   Behavioral intentions to visit

The six scale items proposed to measure behavioral intentions, particularly the intention to visit/travel to a specific country was also subject to a PCA. The resulting one-factor structure is consistent with the item-factor expected pattern for the behavioral intentions to visit. A KMO value of 0.772 shows a medium adequacy, and Bartlett's test had a significance level of 0.00. The extracted factor explained 60.363% of the total variance of the six original variables, and had a relatively high alpha reliability coefficient (0.852). However, one item (Q5_4) had to be eliminated due to communalities below 0.5. After removing the item "Q5_4" the analysis was repeated with just 5 items. The KMO value was 0.738. The one-factor solution accounted for 66.58 percent of the total variance, with all communalities ranging from 0.553 to 0.766, and had a relatively high alpha reliability coefficient (0.858) (See Table 4.2).

Component Matrix[a]		
Question: [Country] as a travel destination	Component	Communalities
	1	
Q5_1 - A trip to to [country] will be a lot of fun	0.758	0.574
Q5_2 - I would recommend going to [country] to others	0.856	0.733
Q5_3 – I will say positive things about [Country] for others	0.838	0.703
~~Q5_4 – [Country] is a very popular destiny among Brazilian travelers~~		
Q5_5 – I have plans to visit [Country] in the next two years	0.744	0.553
Q5_6 – I will encourage friends and relatives to visit [Country]	0.875	0.766
% Variance explained: 66.582		
Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): 0.738		
Bartlett's test of sphericity: Approx. Chi-Square: (10) 2202.411		
Significance < 0.001		
Cronbach's alpha based on standardized items (items = 5): 0.858		
Extraction Method: Principal Component Analysis. a. 1 components extracted.		

Table 4.2 Factorial structure of the behavioral intentions construct

The unexpected factorial distribution of the items on the country personality scale obtained with the pretest data implied to dig deeper into the construct specification (scale) and explore its potential.

4.5.3   Confirmatory factor analysis

The proposed pretest based model for measuring the country personality construct was validated within the structural equation modeling framework using AMOS® 20.0 and data from the main sample (N=685). Model-data fit was assessed using various goodness of fit indices and measures, namely the chi-square and corresponding degrees of freedom (X^2/df), the root mean square error of approximation (RMSEA - and corresponding 90% confidence interval), the goodness of fit index (GFI), and the comparative fit index (CFI) - see Hu & Bentler (1999); Hair *et al*. (2005); Nunnally & Bernstein (1994); Bryman & Cramer (2009).

4.5.3.1   CFA MODEL 1 (pretest based)

The model has six factors measured by 21 items. Maximum likelihood estimation was used. The first CFA model shows an acceptable model-data fit: X^2 (164) =816.827, p < .001, X^2/df (CMIN/DF)=4.981, CFI=0.903, GFI=0.899, RMSEA=0.076 (see Table 4.4). However, the model shows two items with low loadings (see Table 4.3). The X^2/df showed a value close to the high limit (5) of what is considered acceptable. According to Marsh & Hocevar (1985), values from 2 to 5 indicate a reasonable fit.

4.5.3.2   CFA MODEL 2 (original scale based)

The model has six factors measured by 24 items. An acceptable model-data fit is obtained when a CFA with the structure of the original scale by d' Astous & Boujbel (2007) is considered: X^2 (227) =1148.562, p < .001, X^2/df=5.060, CFI=0.880, GFI=0.865, RMSEA=0.077 (see Table 4.4). However, the model shows two items with low loadings (see Table 4.3). Shared variances ranged from a minimum of almost 0 % to a maximum of over 83 % (snobbism and wickedness), whereas the AVEs from 39.51% to 63.71 % (AVE snobbism= 63.71%, AVE wickedness= 42.12%), thus not providing support for discriminant

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validity neither for nomological validity of the dimensions, specifically due to the inter dimension correlations between snobbism and wickedness.

Additionally, Model 2 showed a quite high correlation value between the snobbism and wickedness factors (0.833), suggesting a different configuration should be considered. Indeed, discriminant validity was not achieved for these two factors.

Wickedness, as well as snobbism, is a negative dimension and thus can be treated as an unfavorable dimension. Wickedness is comparable to the neuroticism dimension of the Big Five human personality traits (Goldberg, 1990) scale and can be compared to negative affections. Snobbism is also considered a negative affect related dimension and can be associated with something many people don't like. Snobbism was proposed by the original researchers (d' Astous & Boujbel, 2007) in the context of country of origin literature, where some authors used personality traits such as "chauvinist" to establish a relationship between a certain country personality and buying products (Nebenzahl, Jaffe, & Usunier, 2003). Thus, snobbism appears as a second unfavorable dimension in the country personality scale. However, snobbism, similarly to wickedness is therefore expected to have a negative impact on country evaluation. Thus scoring high on both dimensions is likely to be perceived as snobbish, arrogant or even immoral or offensive, resulting in unfavorable perceptions.

The high correlation values between the snobbism and wickedness dimensions can be understood on the basis of that negative assumption. Looking at it from another perspective, one may consider that the neuroticism dimension of the Big Five (Goldberg, 1990) – which in many aspects is comparable to negative affect - seems to be split into two distinct negative dimensions, namely wickedness and snobbism in the original country personality scale of d' Astous & Boujbel (2007). That difference was not reflected (or understood) in the current study main research empirical data (N=685).

One may also refer to earlier studies on brand personality (Aaker, 1997) or even allude to destination personality scales (Hosany, Ekinci, & Uysal, 2006) that have used mainly positive personality traits rather than negative and unfavorable traits. As Big Five human personality scale (Goldberg, 1990) only had "neuroticism" that captures the negative traits, it may be argued that the unfavorable traits can be perceived as having similar weights when applied to

a country. Therefore, following these results it has been decided to combine both dimensions, snobbism and wickedness in a single factor and propose CFA model 3.

4.5.3.3   CFA MODEL 3 (reduced final proposed model)

The final proposed CFA model has five dimensions measured by 15 items as displayed in Table 4.4. the CFA model showed a good model-data fit: $X^2(76) = 204.317$, p < .001, $X^2/df = 2.688$, CFI=0.972, GFI=0.962, RMSEA=0.050. Table 4.3 displays the factor loadings in each dimension, as well as the composite reliability (CR) and the average variance extracted (AVE) values (Fornell & Larcker, 1981).

The results shows a reliable model in terms of composite reliability values (all over 0.70, except for assiduousness (0.682)) and average variance extracted all over 50%, in line with Fornell & Larcker (1981) and Hair *et al.* (2005). Likewise, the global adjustment of the CFA models also achieved good (acceptable) indicators, accordingly to Hair *et al.* (2005).

Description	CFA Model 1 (Pretest based)				CFA Model 2 (Original scale based)				CFA Model 3 (Reduced final model)			
Factor	Items	Loadings	CR	AVE	Items	Loadings	CR	AVE	Items	Loadings	CR	AVE
Agreeableness	Bon-vivant	0.53	0.830	62.87	Bon-vivant	0.65	0.839	57.67	Bon-vivant	0.52	0.825	62.46
	Reveler	0.84			Reveler	0.82			Reveler	0.81		
	Amusing	0.94			Amusing	0.96			Amusing	0.97		
	Agreeable	-			Agreeable	0.55			Agreeable	-		
Wickedness	Immoral	0.77	0.806	67.54	Immoral	0.55	0.741	42.12	-	-	-	-
	Vulgar	0.87			Vulgar	0.62			-	-		
	-	-			Decadent	0.65			-	-		
	-	-			Offender	0.77			-	-		
Snobbism	-	-	0.873	54.44	-	-	0.872	63.71	Immoral	-	0.877	59.49
	-	-			-	-			Vulgar	-		
	Decadent	0.53			-	-			Decadent	-		
	Offender	0.67			-	-			Offender	0.66		
	Haughty	0.93			Haughty	0.93			Haughty	0.92		
	Snobbish	0.92			Snobbish	0.92			Snobbish	0.93		
	Mannered	0.62			Mannered	0.62			Mannered	0.63		
	Chauvinist	0.66			Chauvinist	0.67			Chauvinist	0.66		
Assiduousness	Organized	0.63	0.688	44.04	Organized	0.70	0.783	47.67	Organized	0.54	0.682	52.89
	Rigorous	0.44			Rigorous	0.61			Rigorous	-		
	Flourishing	0.85			Flourishing	0.67			Flourishing	-		
	Hard at work	-			Hard at work	0.78			Hard at work	0.82		
Conformity	Religious	0.53	0.788	39.68	Religious	0.75	0.714	39.51	Religious	-	0.742	59.08
	Spiritual	0.26			Spiritual	0.71			Spiritual	-		
	Tradicionalist	0.89			Tradicionalist	0.59			Tradicionalist	0.78		
	Mysterious	0.67			Mysterious	0.41			Mysterious	0.77		
Unobtrusiveness	Cowardly	0.64	0.767	52.51	Cowardly	0.63	0.688	39.86	Cowardly	0.63	0.767	52.59
	Wimpy	0.79			Wimpy	0.80			Wimpy	0.81		
	Dependent	0.73			Dependent	0.73			Dependent	0.73		
	Neutral	-			Neutral	0.14			Neutral	-		

CR – Composite/Construct Reliability); AVE – Average Variance Extracted in Percentage (%)

Table 4.3 Country personality scale dimensions comparing the three CFA models

Table 4.4 shows the desirable and the obtained values for the goodness of fit indices. CFI and GFI indices are higher than the 0.90 suggested threshold. The RMSEA index of 0.05 can also be considered a good adjustment. The relationship of X^2, divided by the number of degrees of

freedom had low values (under 5). Thus the convergent validity of the scale was confirmed, accordingly to Fornell & Larcker (1981) and Hair, *et al.* (2005).

Fit Index	Desirable Value	CFA Model 1 (Pretest based)	CFA Model 2 (Original scale based)	CFA Model 3 (Reduced final)
CMIN/DF	<3	4.981	5.060	2.688
CFI	>0.90	0.903	0.880	0.972
GFI	>0.90	0.899	0.865	0.962
AGFI	>0.80	0.858	0.821	0.940
RMSEA	<0.08	0.076	0.077	0.050

Table 4.4 Goodness of fit indices

Discriminant validity helps to understand if the constructs are measuring distinctly different concepts – and for that the average shared variance (AVE) must be larger than inter construct correlations.

To confirm the discriminant validity, the correlations between variables were evaluated. The first finding is that none of the correlations were very high, except in model 2 (original scale based) where the correlation between the snobbism and wickedness dimension was quite high (0.833). However those values suggested a new redistribution of the items, resulting in a new reduced model with five-dimensions (model_3) and the latter adjusted model did not show any high correlations among the dimensions. Fornell & Lacker (1981) suggested that the AVE in each dimension cannot be lower than the variance shared with others (squared correlation between them). That confirms the discriminant validity on the dimensions.

The nomological validity examines whether the correlations between the constructs in the measurement theory make sense. Shared variances ranged from a minimum of almost 0 % (agreeableness and conformity) to a maximum of 48.3 % (snobbism and unobtrusiveness), whereas the AVE ranges from 52.59% to 62.46%, thus providing support for discriminant validity and nomological validity of the dimensions.

The face validity was confirmed as the items were grouped into the 6 factors initially, according to the original scale of d' Astous & Boujbel (2007) and thereafter in 5 factors directly, based on the present research collected data and supported by literature, namely the Big Five human personality factor structure (Goldberg, 1990). The preliminary tests also

confirmed the quality of the scales and the definition of the models. However, the current Study proposes a structure using fifteen items instead of the twenty four initially proposed.

4.6   Hypothesized research model validation

The proposed research conceptual model that relates the country personality dimensions to the behavioral intentions to visit was estimated within the SEM framework and the research hypotheses were tested.   The main results that were obtained are now presented.

The five-dimension country personality scale (assiduousness, conformity, agreeableness, unobtrusiveness, and snobbism) was used to measure the influence of the Brazilians (from São Paulo and Bahia states) perceived personality traits of Portugal on the behavioral intentions to visit/travel to Portugal. Figure 4.2 displays the path diagram of the proposed research model, with the estimates that were obtained in a standardized solution (with critical ratio values computed by AMOS in parenthesis).
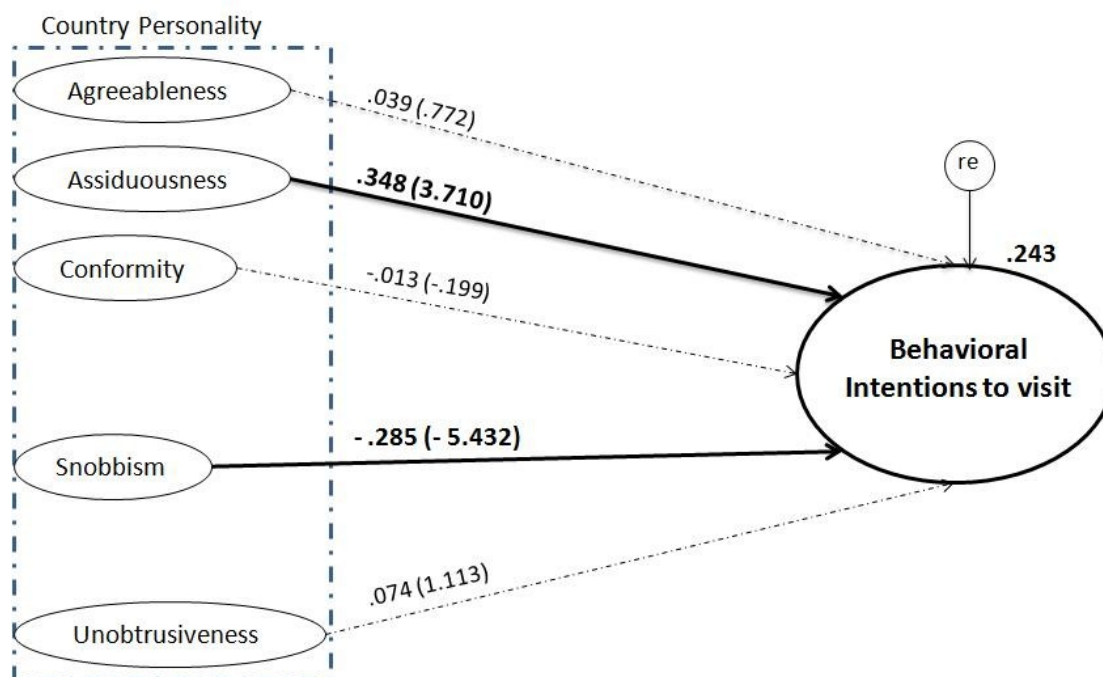
Figure 4.2 Research model with estimates in a standardized solution

The obtained goodness of fit values suggests a very good model-data fit: X^2 (149)= 308.132; X^2/df=2.068; CFI=0.977; GFI=0.957; RMSEA=0.040; 90% CI for RMSEA=]0.033; 0.046[; RMR=0.053. The obtained coefficient of determination (R^2) is 0.243, indicating that

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approximately 24.3% of the total variation in behavioral intentions to visit is explained by the five country personality factors.

Regarding the impacts of the five country personality dimensions on behavioral intentions to visit/travel to Portugal, assiduousness showed a significant positive influence (estimate=0.348; p=0.000), whereas agreeableness and conformity showed non-significant impacts. Thus, research hypothesis H2.1b is supported and hypotheses H2.1a and H2.1c are not supported.

From Figure 4.2 it is also possible to conclude that snobbism exerts a significant negative influence on behavioral intentions to visit (estimate= - 0.285; p=0.000). Unobtrusiveness shows a non-significant effect on the outcome variable. Hence, research hypothesis H2.2a is supported, and hypothesis H2.2c is not supported (H2.2b is no longer applicable since the initially proposed wickedness factor was removed).

4.7 Discussion

There is a relevant difference concerning the findings in d' Astous & Boujbel (2007), as they propose six dimensions of country personality, whereas five dimensions emerged in the current study. In general, four of the five factors appear to replicate the original dimensions of the country personality framework. However the fifth dimension aggregated two of the original factors in just one factor, and that seems particularly relevant and worthy of further scrutiny, as it was achieved using the 24 personality items proposed by the original scale developers. Although the validation and confirmation process of the final reduced scale (5 factors) led to a scale supported in 15 items instead of keeping the 24 items initially presented.

It is possible to assess the relative importance of a personality dimension in explaining people's intentional behavior. The findings of this study indicate that d' Astous & Boujbel (2003), 24 country personality traits (items) are applicable to behavioral intentions studies, however a reduced set of five dimensions with only 15 items can be utilized rather than the original six dimensions. On the basis of the estimated regression coefficients the current

study showed that the most important personality dimensions for predicting travel destination intentional behavior were assiduousness (positive impact) and snobbism (negative impact).

This study provides an insight into the use of country personality in the context of the country of origin, country image, and consumer behavior literature applied to cross-cultural subjects. The evidence of a five-factor rather than a six-factor is something novel for country personality studies, however, something similar had already occurred in the branding literature (brand personality), and the results can compare with those of Caprara, Barbaranelli, & Guido´s (2001) and Lee & Lijia´s (2012) arguments. Their findings, in a tourism destination studies that showed that Aaker's (1997) brand personality scale could not be fully replicated. Instead, they allude to the need to some adaptation, as some dimensions may be less relevant in certain contexts and others may be evidenced for specific destinations.

Caprara, Barbaranelli, & Guido (2001) argued that brands can be described using a small number of dimensions, such as described by Hosany & Ekinci (2006). They start with the five-factor brand personality scale (Aaker, 1997) and end up with three dimensional structures, which they call destination personality (Hosany, Ekinci, & Uysal, 2006). The current study findings of a five-dimension rather than a six dimensional model are in line with both arguments.

Similarly, the current study findings are consistent with existing theories in the consumer behavior literature which indicate that the creation of certain meanings relative to brand personality are culturally specific (McCrae & Costa, 1996), and the symbolism associated with a brand tends to vary to some degree due to varying needs of individuals and socialization processes and phenomena (Fishbein & Manfredo, 1992).

However, the words of Anholt (2003) are corroborated when he referred to culture as a unique feature of a country that communicates a country's true spirit and essence and that can potentially influence country personality. This findings also support the application of d'Astous & Boujbel (2007)'s country personality scale to countries as travel destinations. Previous studies have focused mostly on the applicability and validity of another scale (brand personality scale from Aaker (1997), (Caprara, Barbaranelli, & Guido, 2001; Ekinci &

Hosany, 2006)) to consumer goods and across cultures, but very little research has attempted to test the relevance of country personality (Ekinci, Sirakaya-Turk, & Baloglu, 2007; Chen & Phou, 2013; Geuens, Weijters, & De Wulf, 2009; d' Astous & Boujbel, 2007)

A five-dimension model seems to be closer to the Big Five human personality scale than the six-dimensional model of d' Astous & Boujbel's (2007), by aggregating the negative and unfavorable personality traits into one dimension. The negative affect association falls within the snobbism dimension and this appears to make good sense.

Together with the works of Aaker (1997) and Geuens *et al*. (2009), the current study shares the idea that a five-factor model is able to reflect all the relevant country personality dimensions, as other brand personality studies did before in other contexts. The proposed model keeps most of the proposed analogies to the Big Five human personality scale and its original purpose of being an instrument to operationalize the country personality construct (Geuens, Weijters, & De Wulf, 2009; Nebenzahl, Jaffe, & Usunier, 2003; d' Astous & Boujbel, 2007). As for the relationship between country personality and research on country of origin, the current study results show that country personality has an impact on behavioral intentions to travel/visit.

Although previous studies have shown the importance of country personality on product country image, and its relationship with psychosocial constructs (Geuens, Weijters, & De Wulf, 2009), the current study went further and explored the relative importance of each country personality dimension and their differences. The present study highlights the perceived role of country personality characteristics and their influence on consumer behavior intentions. Of particular interest – and relevance for related research streams such as tourism research – is the revealed impact on behavioral intentions to visit. Country personality can be seen as a summary cue which may affect non-product related decisions.

On the methodological front, this study's main contribution lies in an independent rationale of d' Astous & Boujbel's (2007) country personality scale. While the original country personality scale of d'Astous & Boujbel (2007) was originally developed in the context of a single country (Canada) the current study replicated the scale in a different national context and also assessed its psychometric properties. A new translated version was produced. The

current research results revealed a valid and reliable scale as expected. Thus, the merit of the five-dimension 15 items scale will lead to a faithful applicability in future research.

4.8   Contributions and limitations of study 2

The aim of this study was to evaluate the country personality scale and apply it in the Portuguese context, thus deriving a useful and practical model anchored on a reduced country personality scale. There was a clear perception of this scale as an instrument for a quantitative approach for measuring the country personality construct, as well as its influence on behavioral intentions to visit, helping researchers and marketers in the management of international and cross-cultural marketing issues.

Using a confirmatory approach, this study made it possible to achieve a better understanding concerning the perceptions that Brazilian consumers from São Paulo and Bahia have of a specific country (Portugal), enabling the identification of its personality traits. The reduced five-dimension country personality scale model reflects some cultural/historical values that are found in Brazil and transferred to a foreign specific country evaluation through traveling behavior intentions.

The findings also confirmed the possibility of analyzing Portugal´s personality traits, underlying the notion that country of origin cues can shape consumer perceptions. For marketers, this type of quantitative approach should be very useful for positioning and projecting the evolution of country symbolic images, taking in consideration the opinion of consumers of countries that compete with each other for tourism income. Indeed the scale can also be used in the addition of other instruments, in assessing the attractiveness of Portugal for foreign investment.

By understanding how individuals perceive a country personality and its effects on behavioral intentions to visit/travel to, marketers may be more effective in using personality traits and behavioral intentions relationships. The present study thus makes important theoretical and practical contributions.

4.8.1 Academic contributions

This article shows and confirms that people are easily capable of thinking of personality traits and associate them to countries, thus communicating country personality impressions and feelings. This is in line with the previous research on destination personality e.g. (Ekinci & Hosany, 2006), and country personality (Nebenzahl, Jaffe, & Usunier, 2003; d' Astous & Boujbel, 2007).

The country personality scale reduction, from six to five dimensions is perhaps the contribution that deserves more emphasis. Four dimensions (agreeableness, assiduousness, conformity and unobtrusiveness) maintained the original structure and the other two (snobbism and wickedness) merged into one, in the fifth dimension (snobbism). The high correlation between the two factors and the Big-Five model literature helped to sustain the merging of the items into a single factor, ensuring the balance between negative and positive personality items in the scale.

This study may complement and confirm the conclusions that earlier studies had advanced on scale usage when assessing country personality. The study confirmed the quality of this tool as a measure of country image perception in a symbolic way, and its importance as a complementary instrument in measuring country image.

The population under scrutiny perceived snobbism and assiduousness as the most relevant personality dimensions in predicting behavioral intentions to visit Portugal, whereas agreeableness, conformity and unobtrusiveness are not statistically significant. The analyses of the proposed model show important advancements on the study of the relationships between country personality, and behavioral intentions to visit.

4.8.2 Managerial contributions

From a practical standpoint, the findings of the study provide important implications for international business marketers. Today, destinations are faced with increasingly hard competition. Promoting the functional attributes of a country does no longer help countries to attract consumers because of the high similarity and growing interchangeability

(substitutability) of the service offer. The findings of the current research provide large evidence that the symbolic functions or benefits of a country personality´s can be crucial in understanding the complex consumer intentions for travel behavior. Indeed, the results indicate that country personality dimensions may have significant impacts on consumer behavioral intentions.

According to the empirical evidence presented here, it may be concluded that Brazilians from São Paulo and Bahia perceive Portugal as a religious and traditionalist country. That is an addition to d' Astous & Boujbel´s (2007) study. Portugal may be added to the list of countries already scrutinized for country personality, in summary a conformist nation. Thus, marketers can potentially use these characteristics to communicate their proposals and thus attract more Brazilians to Portugal. The emphasis should in this context be placed on the more traditional, positive aspects of Portugal, including its culture, historical elements and landmarks, gastronomy, and traditions.

In this sense, it should be taken into consideration that conformity is comparable to the "openness to experience" from the Big-Five model of human personality traits (capture the agreement with the established norms and customs) (Goldberg, 1990), and mainly use its interpretation from the perspective of the industrialization traditions (not the lack of originality), as stated by Geuens *et al.* (2009). So politicians and marketers can maximize the use of these characteristics to draw marketing strategies and design communication proposals to attract more Brazilians to Portugal.

From a managerial perspective, the current study provides insights into country-related and consumer-related factors that drive behavioral intentions and which, therefore, need to be considered when developing international marketing strategies. Country personality can also serve as a benchmarking tool for public policy officials when they want to know how their country is positioned in the international arena from the perspective of a consumer. In this respect, the country personality scale can be used to create country profiles, enabling for comparisons to be made of the focal country with the profiles of its most important competitors. From an analytical perspective, country personality dimensions provide concrete guidance on which factors public policy has to focus on, when designing image enhancement or repositioning strategies.

4.8.3   Research limitations

Having used a non-probabilistic sampling method and acknowledging the restriction of investigating solely the perceptions of Brazilian consumers from São Paulo and Bahia states, applied to only one stimulus country, the generalizability of research findings that are inherent to its model and their extrapolation to other countries is naturally made difficult. However the study also makes important contributions at a practical level.

The present study focused on general customers´ perceptions, and behavioral intentions, therefore the results may not be generalizable to cognitive outputs such as purchase attitudes or purchase decisions. Due to time and financial constraints, the target population of the study is restricted to the states of São Paulo and Bahia. Also, this study did not aim to survey the sample based on the real proportions of the region residents or other demographic characteristics. However the sample is much larger than the original of d' Astous & Boujbel, (2003). Also, this study had a wide-range of respondents (general consumers) as opposed to the student sample used by the original scale developers.

The current research was conducted using an online survey method, with respondents being invited to complete an online questionnaire and the questionnaire was handed out only in Portuguese to Brazilian respondents.

4.8.4   Future research

Since travel choice and particularly behavioral intentions are not only affected by personal factors, future research may add the effects of affective image factors within the context of behavioral intentions for travel. The inclusion of an emotionally - related construct as a mediator in this relationship seems to make sense in the context of much needed future research.

5 CHAPTER V – The direct and indirect impact of the country personality on behavioral intentions for traveling: The full mediation effect of affective country image (Study 3)

The previous study (Study 2, chapter IV) investigated the country personality scale and explored the usage of a five-dimension scale instead of the six dimensions originally proposed by d' Astous & Boujbel (2007) and its impact on consumer's behavioral intentions to visit.

The main findings suggested that five-dimensions (agreeableness, assiduousness, conformity, snobbism, and unobtrusiveness) should be considered when measuring country personality. Thereafter the proposed research model relating the five-dimensions of country personality to the behavioral intentions to visit was estimated within the structural equation model framework and its utility demonstrated. The tested model showed that around 24% of the total variance was explained by the predictors.

5.1 Abstract

The purpose of the current study is to investigate the direct and indirect influence of country personality dimensions on consumer behavioral intentions to visit a specific country, considering affective country image as a mediator. A quota sample of 685 valid respondents from Brazil was analyzed. Portugal was chosen as the stimulus country and the questionnaire was delivered in Portuguese as spoken in Brazil (for Brazilians). Country personality captures the human-like characteristics of a country; affective country image is related to the consumers' emotional connections to a given country; and the behavioral intentions to visit are associated with the individual's future-oriented desired acts.

The predictors of intention to visit explains 67% of its variance, and affective country image shows up as a full mediator between country personality and behavioral intention to visit. Assiduousness and agreeableness showed a positive significant influence on affective country image, whereas snobbism showed a significant negative influence. Conformity and unobtrusiveness did not show any significant impact on the outcome variable. Country personality dimensions have no direct effect on behavioral intentions to visit when affective

country image is in the model. Therefore, affective country image is a perfect/full mediator between country personality dimensions and behavioral intentions to visit.

The findings suggest differences from comparable earlier studies. International business marketers should focus on developing marketing strategies, emphasizing the uniqueness and distinctive personality of countries. However, it is important to keep in mind the higher importance of the emotional components of country image.

5.2 Introduction

The purpose of the current research is to investigate the direct and indirect influences of country personality dimensions on consumer behavioral intentions to travel/visit a specific country, considering affective country image as a possible mediator in this relationship. The main survey sample data were analyzed. Portugal is the stimulus country and the questionnaire was delivered in Portuguese for Brazilians.

Knowing that today's international environments are highly interchangeable (substitutable) with regards to country competitiveness, it is understood that a unique identity can contribute to differentiate and position countries distinctly. Thus, a unique country personality appeal may clearly identify a country in the consumers' minds and therefore differentiate it from its competitors (Lee & Lijia, 2012) giving additional arguments to a potential forthcoming decision making process.

5.3 Literature review

This section explores the literature of the main constructs of the research model for the current study: (1) country personality captures the human-like characteristics of a country; (2) affective country image is related to the consumers' emotional connections to a certain country; and (3) the behavioral intentions to visit/travel, are associated with the individual's future-oriented desired acts. A more detailed literature review is presented in Chapter II of this thesis. For the purpose of the current study the following literature was deemed important.

5.3.1   Country personality

Other research studies in tourism and country of origin have paid attention to a personified approach towards countries (Chao & Rajendran, 1993; Nebenzahl, Jaffe, & Usunier, 2003). That approach has lead the authors (d' Astous & Boujbel, 2007) to develop a specific country personality scale. The scale showed that human traits include universal representations that are easily activated due to previous knowledge and usage. These authors proposed the personification of countries to qualify them and measure country image as a symbolic component of a wider construct. In country of origin research, country personality is a concept defined as *"the mental representation of a country on dimensions that typically captures an individual's personality"* (d' Astous & Boujbel, 2007, p. 233).

5.3.2   Affective country image

The satisfaction of emotional needs is also referred to as a goal in tourism marketing (Chen & Phou, 2013). According to the theory of affection the structures of prior knowledge in subjects such as expectations, and personality factors, partly determine their affective reactions (Chen & Phou, 2013, p. 271). Besser & Shackelford (2007, p. 1334) related affections to affective expectations and found that emotions are associated with personal prediction and feels, in a given context.

The affective component of the country image represents consumers' feelings towards a country and becomes operational during the evaluation stage of the selection process (Wang & Hsu, 2010; Gartner, 1993). Verlegh *et al.* (1999) found that affects could be associated to a future act towards hedonic products, while cognitions may determine action tendencies towards functional objects. Thus one can consider emotions directly connected to the proposed outcome variable for the current study.

5.3.3   Behavioral intentions

According to Boulding (1988; 1956) a personal decision *"involves images in the mind of alternative futures with varying degrees of probability, related to certain acts or behaviors…"* (Boulding, 1956, p. 175; Boulding, 1988, p. 20). The author defined behavior

as acting in a way that the image of the most preferred future is expected to be realized. According to consumer behavior and personality literature, an established personality influences consumer preferences (Sirgy, 1982; d' Astous & Boujbel, 2007; Ekinci & Hosany, 2006). Fournier (1998) mentions that the stronger the emotional relationships between consumers and brands, the greater their trust and loyalty.

Thus, the purpose is to investigate the perceived country personality of a specific country as a whole and to empirically examine its direct and indirect influences on behavioral intentions. The current study, specifically intends to determine the extent to which country personality dimensions (agreeableness, assiduousness, conformity, unobtrusiveness, and snobbism) influence behavioral intentions to travel/visit, considering the affective country image as a mediator construct.

5.4 Research model

Figure 5.1 displays the proposed research model to be the baseline of the empirical research, to test the relationship between the independent variables represented by the five country personality dimensions - three of them were hypothesized to have a positive influence on the outcome, and the other two were hypothesized to have a negative impact on the outcome; the mediation variable represented by the affective country image; and the dependent variable represented by behavioral intentions to visit.
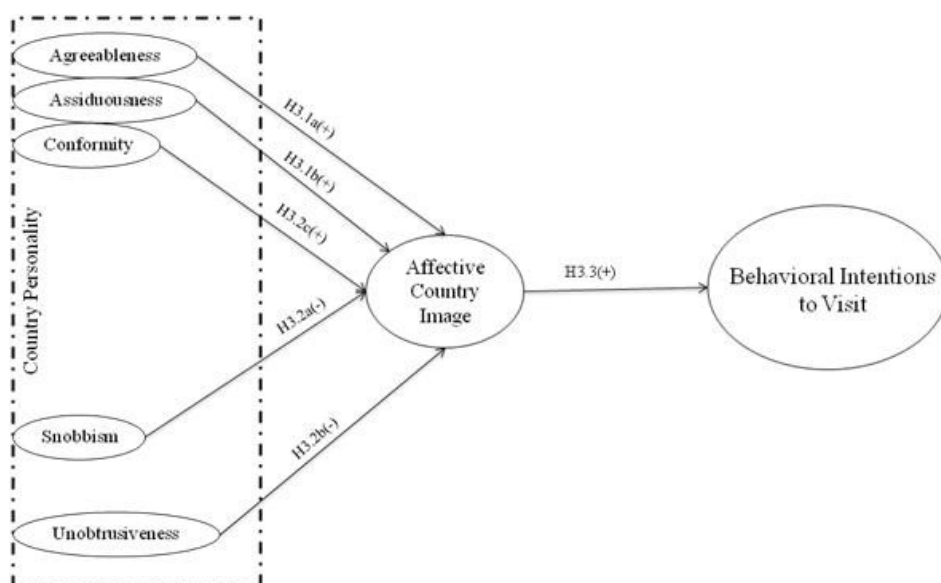
Figure 5.1 Hypothesized research model - adapted from Knight & Calantone (2000); Roth & Diamantopoulos (2008); Nebenzahl, Jaffe, & Usunier (2003) and Burcio, Da Silva, & Salgueiro (2014)

Hypotheses statements:

H3.1a; H3.1b; and H3.1c: (a) Agreeableness; (b) Assiduousness; (c) Conformity has a positive impact on affective country image.

H3.2a; and H3.2b: (a) Snobbism; (b) Unobtrusiveness has a negative impact on affective country image.

H3.3: Affective country image has a positive impact on behavioral intentions to visit.

H3.4: Affective country image mediates the relationship between country personality dimensions and behavioral intentions to visit.

5.5   Methodology

The study was conducted in two states in Brazil - São Paulo and Bahia. The questions used in the online questionnaire were mostly close-ended and four main sections were used: (a) consumers' perceived country personality construct, (b) the emotional links to the stimulus country, (c) behavioral intentions to visit, and (d) demographic information of the respondents (see Appendix B - questionnaire).

The first section consisted of 24 items (statements / adjectives) assessing country personality symbolic image. The respondents were asked to think of the country as if it were a person and to ascribe human personality traits to it (Davies, Chun, Da Silva, & Roper, 2001). The stimuli country (Portugal) had to be evaluated using 24 personality traits with the help of a 5-point scale, with anchors (1) *does not describe this country at all* and (5) *describe this country perfectly* (d' Astous & Boujbel, 2007, p. 239).

The second section consisted of five questions including 5 affective evaluation items. The respondents had to indicate their feelings on a 5-point scale. The affective country image measurement instrument was adopted from Knight & Calantone (2000); Roth & Diamantopoulos (2008) and Nebenzahl, Jaffe, & Usunier (2003) with anchors (1) *totally disagree* and (5) *totally agree*.

The respondents had to indicate their degree of agreement on five specific emotions (items) about Portugal. In detail, the affective country image is measured by items: "I admire Portugal"; "I like Portugal"; "Portugal is a safe country"; "Portugal is a nice country";

"Portugal is a reliable country"; having as question "What do you feel about Portugal?", with an introductory phrase "Based on a scale of 1-5, where <1> means *strongly disagree* and <5> means *strongly agree* score according to your perception".

The third section captured behavioral intentions to visit. Behavioral intentions to visit were measured using six items (e.g., "I would recommend going to [country] to others"; "I have plans to visit [Country] in the next two years"), adopted from Um & Crompton (1990), with anchors (1*) totally disagree* and (5) *totally agree*. The last section of the questionnaire consisted of socio-demographic questions.

Sample description

The following descriptive statistics are identical to the ones specified in Study 2 for the same sample (685 respondents), with some additional details. Indeed, approximately 41% of the respondents were females and the majority of the sample was between 36 and 55 years old. The level of education was high, with 72.2 % having completed college. The level of individual monthly income was also high as around 48% of the respondents referred earning more than ten times the minimum wage (baseline R$ 510.00 (around 160 €) and 20.7% earned between five and ten minimum salaries of wage.

Based on the sample surveyed, 76.9% of respondents traveled at least once out of Brazil in the last five years, and 93% of respondents in the last five years visited a different Brazilian state than where they reside. The state of Rio de Janeiro is referred to as the most visited state, followed by the states of São Paulo, Minas Gerais, Bahia and Santa Catarina. On the other hand the states of Rondônia, Roraima, Tocantins were not mentioned by any respondent as their destination and Amapá, Acre, Piauí and Maranhão states showed frequencies below six.

Overall the respondents showed an affective link with Portugal. In fact the way in which participants inferred affective country image were: "*I admire Portugal*" (mean of 4.04 on a scale of 1 (totally disagree) to 5 (totally agree), median of 4.00); "*I like Portugal*" (mean of 4.31, and median of 5.00); "*Portugal is a safe country*" (mean of 3.93, and median of 4.00); "*Portugal is a nice country*" (mean of 4.33, and median of 5.00); "*Portugal is a reliable*

country" (mean of 3.88, and median of 4.00). The scale shows a 0.91 Cronbach's alpha reliability value.

Based on the frequency analysis, specifically about the affective country image, 89.8% of the respondents admire Portugal (10.2 % answered 1 or 2 in the 1 to 5-point scale); 57.8% of the participants totally agree with the statement "*I like Portugal*"; 7.9% did not perceive *Portugal as a safe country*; more than 85% perceive *Portugal as a nice country* and 10.9% of the sample think that *Portugal is not a reliable country*, however 69.5% have a positive perception (marked 4 or 5 in the 1 to 5-point scale) about Portugal, in terms of being a reliable country.

5.6 Data analysis

The Statistical Package for Social Sciences (SPSS 20.0) was used to generate descriptive and inferential statistics, and Analysis of Moments Structure (AMOS 20.0) software was used for conducting the structural equation modeling (SEM) procedure to test the hypothesized relationships.

5.6.1 Exploratory factor analyses and reliability

The five scale items proposed to measure the affective components of the country image were subject to an exploratory factor analysis using the principal component analysis (PCA) method. The resulting one-factor structure was consistent with the item-factor expected pattern. A KMO value of 0.847 showed a good adequacy, and the extracted factor explains 73.81% of the total variance. The affective country image statements demonstrated a strong internal consistency, shown by Cronbach's alpha= 0.911 (see Table 5.1).

Component Matrix[a]

Question: What do you feel for Portugal?	Component 1	Communalities
Q3_1 – I admire [Country]	0.878	0.771
Q3_2 – I like [Country]	0.884	0.781
Q3_3 - [Country] is a safe country	0.804	0.646
Q3_4 - [Country] is a pleasant country	0.864	0.747
Q3_5 - [Country] is a trustworthy country	0.863	0.744

% Variance explained: 73.810
Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): 0.847
Bartlett's test of sphericity: Approx. Chi-Square: 2351.297
Significance < 0.001
Cronbach's alpha based on standardized items (items = 5): 0.911
Extraction Method: Principal Component Analysis.
b.   1 components extracted.

Table 5.1 Factorial structure of the affective country image construct

The six scale items proposed to measure behavioral intentions, as well as the five dimensions with 15 scale items, to measure country personality have been analysed in Study 2.

Table 5.2 shows the construct reliability, the average variance extracted (AVE), and correlations of each variable. All items were significantly linked to their corresponding latent factor with factor loadings ranging from 0.52 to 0.97 however, its majority are above 0.70, thus not appear to be significantly harming model fit or internal consistency. The AVE is all above 0.50 (Fornell & Larcker, 1981), and the construct reliability estimates all exceeds 0.70 except one that is very close (0.67). Thus, according to the rule of thumb the values for a construct reliability estimate is that 0.70 or higher suggests good reliability, and values of reliability between 0.60 and 0.70 may be acceptable.

In addition the proposed research model fits relatively well based on the goodness of fit measures. Therefore, suggesting an adequate convergent validity. All variances extracted (AVE) estimates are greater than the square of correlation of any pair of constructs, thus providing evidence of discriminant validity. As a rule of thumb all construct AVE estimates should be larger than the corresponding squared inter construct correlation estimates (SIC). If it is achieved, this indicates the measured variables have more in common with the construct they are associated with than they do with other constructs. Based on the model evaluation process and considering both theoretical and statistical grounds, the hypothesized estimated model (Figure 5.2) demonstrated good reliability, validity, and a good fit to the data.

5.6.2   Confirmatory factor analysis

An advantage of the CFA/SEM is its ability to quantitatively assess the construct validity (a set of items reflects the theoretical latent construct they are designed to measure) of a proposed measurement theory. The CFA helps to empirical estimate validity using a rigorous approach.

The estimation model included the country personality dimensions estimated on the basis of five-dimension construct (see Study 2 for details). Affective country image include 5 items and behavioral intentions to visit include 5 items.

Variables	1.Agreeablenss	2.Snobbism	3.Assiduousness	4.Conformity	5.Unobtrusiveness	6.Affective C.I.	7.Behavioral I.	AVE	Construct Reliability
1. Agreeableness	1							0.625	0.82
2. Snobbism	-0.311***	1						0.596	0.88
3. Assiduousness	0.327***	-0.174***	1					0.538	0.67
4. Conformity	-0.058	0.072***	0.413***	1				0.597	0.75
5. Unobtrusiveness	-0.183***	0.484***	-0.284***	-0.102	1			0.526	0.77
6.Affective country image	0.275**	-0.410**	0.321**	0.183**	-0.107**	1		0.672	0.91
7.Behavioral intentions to visit	0.168**	-0.295**	0.189**	0.160**	-0.80*	0.684**	1	0.531	0.85

***. Correlation is significant at the 0.001 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 5.2 Discriminant validity (Comparing the squared inter contruct correlation with average variance extracted (AVE) for each factor of the hypothesized model)

5.7 Validation of the proposed research model

The proposed hypothesized research model was estimated within the structural equation modeling framework using AMOS® 20.0 and the research hypotheses were tested (see Figure 5.2). Results indicated that the measurement fit indices met the cutoff requirements ($X^2(271)$= 701.302, p < .001, X^2/df=2.588, CFI=0.959, GFI=0.926, RMSEA=0.048) of suggested model fit indices (Hu & Bentler, 1999; Hair, Black, Babin, Anderson, & Tatham, 2005; Nunnally & Bernstein, 1994; Bryman & Cramer, 2009).

Figure 5.2 displays the path diagram of the hypothesized research model, with the estimates that were obtained in a standardized solution (with a critical ratio (CR) values computed by AMOS in brackets).
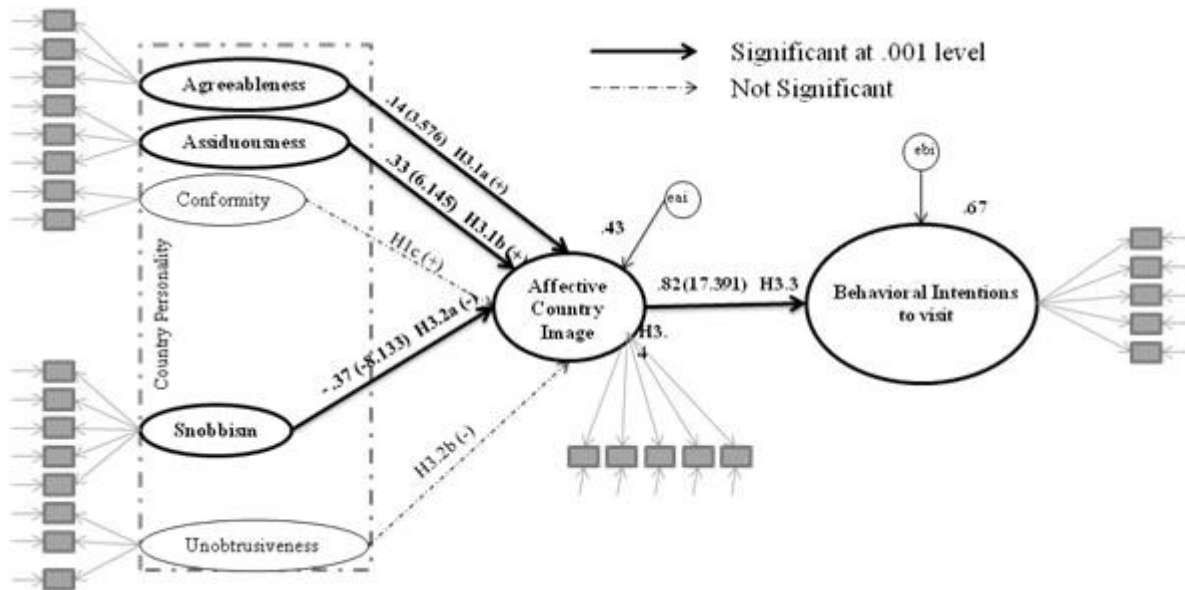
Figure 5.2 Hypothesized model validation with estimates in a standardized solution

The percentage of the variance of the construct behavioral intentions to visit/travel explained by the hypothesized model equals around 67%. The path coefficient from the assiduousness and agreeableness country personality dimensions to affective country image were significant at the 0.001 level, indicating a positive relationship (*β Assiduousness -> Affective Country Image = 0.328, p<0.001, CR= 6.145; β Agreeableness -> Affective Country Image = 0.139, p<0.001, CR= 3.576)*. The path coefficient from the conformity country personality dimension to affective country image was not significant. The path coefficient from the snobbism country personality dimension to affective country image was negative, yet statistically significant at the 0.001 level, indicating a negative relationship (*β Snobbism -> Affective Country Image = -0.371, p< 0.001, CR= -8.133*).

The path coefficient from the unobtrusiveness country personality dimension to affective country image was not significant. The affective country image and behavioral intentions to visit showed a positive relationship, significant at the 0.001 level (*β Affective Country Image -> Behavioral Intentions to Visit = 0.817, p< 0.001, CR = 17.391*). Therefore, while hypotheses H3.1a, H3.1b, H3.2a and H3.3 were supported, hypotheses H3.1c and H3.2b were not supported.

Mediation validation

For determining a mediation effect, the current study followed the approach suggested by Baron & Kenny (1986). The mediation process is shown as a hypothesized casual chain in which one variable affects a second variable that in turn, affects a third variable. The intervening variable mediates the relationship between the independent variable and dependent variable (Usakli, 2009, p. 85). According to Hair *et al*. (2005), for the evaluation of the mediation, either structural equation modeling or a series of regression analyses can be utilized. SEM was used in the current research.

In order to test the mediating role of affective country image, an alternative model which included direct paths between country personality dimensions constructs and the behavioral intentions to visit was also examined (see Figure 5.3). A set of statistics indicated that the alternative model (Figure 5.3) showed a good fit to the data. However, the change in chi-square (ΔX^2 =6.956, df=5, p < 0.001) indicated that the alternative model did not perform better than the hypothesized structural research model (Figure 5.2). Figure 5.3 displays the path diagram of the alternative model, with the estimates that were obtained in a standardized solution (with critical ratio values computed by AMOS in parenthesis).
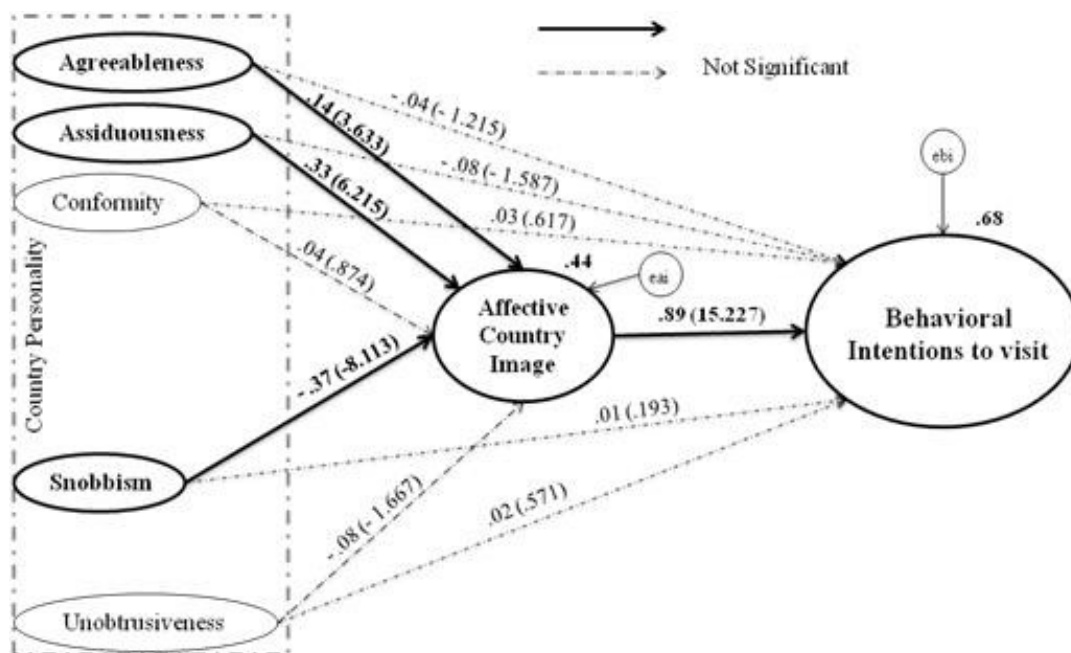
Figure 5.3 Alternative model with standardized estimates

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Examination of the individual direct path coefficients indicated that none of the direct paths between the independent variables (country personality dimensions) and the dependent variable (behavioral intentions to travel/visit) were statistically significant. These results technically indicate full mediation (Baron & Kenny, 1986), given the fact that the hypothesized model fit the data better than the alternative model. Therefore, hypothesis H3.4 was fully supported.

The assiduousness and agreeableness country personality dimensions showed a positive significant influence on the affective country image, whereas snobbism showed a significant negative influence. However, none of the country personality dimensions show any significant direct influence on the dependent variable (behavioral intentions to visit). Thus, country personality dimensions have shown an indirect effect on behavioral intentions to travel, confirming the full mediation effect of the affective country image.

5.8   Contributions and limitations of study 3

The findings confirmed that consumers attribute personality traits to countries and can set their emotions about a specific country (d' Astous & Boujbel, 2007; Geuens, Weijters, & De Wulf, 2009; Nebenzahl, Jaffe, & Usunier, 2003). Thus, the current study may complement and confirm the conclusions of earlier studies about country personality scale usage. It confirmed its quality as a tool to measure country images perception in a symbolic way, and its importance as a complementary instrument to measure country image.

5.8.1   Academic contributions

This study validates the role of affective country image as the bridge linking (mediator of) the situational input of country personality symbolic image to the psychological output of behavioral intentions to visit. A demonstration of the applicability of the affective country image component as a perfect mediator in the relationship between country personality and behavioral intentions confirms the findings of earlier studies in the country of origin literature and highlights the importance of the emotional elements, also in the context of evaluating a given country to visit/travel.

The most significant to be distinguished is the accomplishment of links theoretically logical and empirically validated, among the country personality dimensions, affective country image and behavioral intentions.

The findings provide evidence that the symbolic functions or benefits of a country personality can be crucial in understanding the complex consumer intention to travel/visit behavior. Indeed, the results indicate that country personality dimensions have significant impacts on consumer' behavioral intentions. However it is essential to keep in mind the higher importance of the emotional components of country image. Affective country image showed a full mediating effect on the relationship between country personality and behavioral intentions to visit. Thus, international business marketers should focus on developing marketing strategies, emphasizing the distinctive personality of their countries as potential tourist destinations. However they need also to consider the country emotions effects.

5.8.2   Managerial contributions

Destination marketers could focus on the country personality dimensions in the positioning efforts of Portugal. In particular, focusing on the three of the five personality dimensions (snobbism, assiduousness, and agreeableness) that were found to be significant predictors for consumer' behavioral intentions to visit. Thus, marketers can potentially use these three characteristics to communicate their proposals and thus attract more Brazilians to Portugal.

Additionally, sample descriptives indicate that Portugal is visited by Brazilians, mainly for tourism purposes (52.6% of respondents said they had visited Portugal at least once in the last five years). Television, newspapers, the internet and print media (mean value = 3.69, std dev. = 1.383 on a scale 1-5) were cited by the respondents as the most influential sources of information. Finally, the majority of participants admire, and likes Portugal and they also consider Portugal as a nice, safe and reliable country.

5.8.3   Research limitations

Like with any other study, the present research has some limitations which have to be taken into account when considering a discussion on its findings. First, it is specific to the evaluation of a destination country (Portugal) by a sample taken from two between twenty seven states (São Paulo and Bahia) of another country (Brazil). Second, the present study focused on general customer (who have already visited / and who did not visit) perceptions, emotions, and behavioral intentions. The results therefore may not be generalized to other outputs such as purchase attitudes or purchase decision.

The empirical research sampling approach resulted in a highly educated (72.2 % of the respondents held a graduate degree or higher) and also a wealthy sample (47.9 % of the respondents receive more than ten times the minimum wage (baseline R$510.00 - around 160€). This might have led to the overestimation of the relationship between country personality, emotional links, and behavioral intentions. Highly educated populations tend to be more receptive to foreign proposals (Canally, 2010), which might arise from their ability to travel abroad and interact with other countries, thus developing an appreciation for their people. On the other hand, being wealthy can reinforce this fact. However, given the contrast between the sample and the background of the Brazilian population (which average level is high school), the external validity may be a problem.

5.8.4   Future research

Since travel choice and particularly behavioral intentions are not only affected by country personality neither by affective country image factors, future research may add the effects of cognitive country image factors within the context of behavioral intentions for travel. Country of origin literature alluded to the landscape environment, as well as, to country people life as factors that influence products choice. Thus, in the context of evaluating a destination country to visit it makes sense the inclusion of these cognitive factors.

6   CHAPTER VI – An integrated model for measuring country image and its impact on behavioral intentions for travelling (Study 4)

The previous chapter, Study 3, provided a better understanding of the perceived country personality construct and expanded the knowledge on the relationship between country personality dimensions and behavioral intentions, suggesting a full mediation effect of the affective country image.

The findings, showed the ability of individuals to ascribe personality traits and emotions to countries as they can do with places and brands. It was also illustrated that the predictors of intention to visit explained around 67% of its total variance and affective country image was shown as a perfect mediator between country personality and behavioral intention to visit.

6.1   Abstract

The current study (Study 4) aims to investigate the role of country personality in conjunction with other key variables of the country image construct such as the cognitive and affective components, and their simultaneous impact on behavioral intentions.

Theoretically grounded on the country of origin and the destination branding literature, this study hypothesizes that cognitive country image and country personality are antecedents of affective country image which, in turn, affects consumers' behavioral intentions towards a scrutinized country. Cognitive country image is also hypothesized as having a direct influence on the dependent variable. Details on data collection and analyses are analogous to those described in previous studies 2 and 3. A quota sample of 685 valid responses from Brazilians from São Pão and Bahia states was analyzed. Portugal was chosen as the stimulus country and the questionnaire was delivered in Portuguese for Brazilians.

Structural equation modeling suggests that country personality has no direct influence on behavioral intentions to visit when affective country image is in the model, meaning a full mediation effect of the affective country image in the relationship. The cognitive country image factors (environment/landscape and people) have shown either direct or indirect influence on behavioral intentions.

Agreeableness, assiduousness and snobbism are important in driving emotional connections and emotions are important drivers for behavioral intentions. Environmental beliefs are relevant both for emotions and for driving behavioral intentions. Beliefs about local people had a direct but reverse performance on the outcome according to the hypothesized, meaning that the higher the quality of life, wealth, level of education, and technological advance, the lower the intentional behavior of individuals to visit a particular country.

The main results empirically demonstrate statistical significance and validate the integrated model and the different paths, specifically the links of country personality -> affective country image -> behavioral intentions. In the same vein the path links of cognitive country image –> affective country image –> behavioral intentions have been partially confirmed, as well as the path cognitive country image -> behavioral intentions.

6.2 Introduction

Globalization has become a natural way of life, both for individuals and organizations, thanks largely to developments in technology. However the highly substitutable international environments, concerning of today's countries attractiveness led people, particularly the decision-makers, to a new paradigm, as the country image looks to have a huge importance. The more a country is aware of its international image, the better it can tailor its own promotional strategy.

However, country selection for foreign market investment can be attributable to external elements such as ethnicity, cultural similarity, and geographic proximity (Murat & Pirotti, 2010; Head, Ries, & Swenson, 1995; Parameswaran & Pisharodi, 1994) or even other aspects that are not rational or systematic (Sheridan, 1988) and there is some evidence that companies begin their internationalization in markets where they think they can be easily understood (Johanson & Vahlne, 1977). The role of a common language and cultural proximity have been referred to as important determinants in the early stages of internationalization (Cechela, 2010), and this may confirm the advantages of cultural affinity in the formation of long-term economic relationships (Cechela, 2010; Kalotay, 2004),

particularly in the case of countries that have had a strong historical presence (Bevan & Estrin, 2004).

Thus, a unique and distinctive country image using a country personality appeal can clearly identify a country in the consumer's mind and therefore differentiate between fierce competitors (Lee & Lijia, 2012).

Context for the empirical research and focus

The successful attribution of distinct personalities to countries and the addition of brand identities, such countries as South Africa, modern and friendly (Stokburger-Sauer, 2011); Ireland, the "Celtic Tiger" metaphor (Murphy A. E., 2000); and Spain, fresher, free and competitive (Gilmore, 2002) is a fact. However, these are mainly based on nation brand campaigns that have tried to evoke emotional connections, thus building or reinforcing consumer's identity (Stokburger-Sauer, 2011; Prayag, 2007).

Balabanis *et al*. (2002) have suggested to incorporate consumers' characteristics such as experience in relation to a country, cultural values, social norms and demographics (Heslop *et al.*, 2004). The individual's identification with a country, as a result of their conduct citizenship results in the modulation of important behavioral activation, and indeed there is some evidence that the congruence between the individual personality and the perceived personality of the entity promotes country identification (Stokburger-Sauer, 2011; Bergami & Bagozzi, 2000).

Thus, considering that individuals develop and enhance their social identity, and that represents a starting point for what I may describe as the personality of the individual, then it can be considered an antecedent in the decision-making process. Social relationships among individuals, including those with inanimate and intangible objects such as brands (Fournier, 1998) represent the involvement of individual identity in social structures (Stokburger-Sauer, 2011).

According to Anholt (2009), places, such as countries in a wider sense cannot construct or manipulate image with the help of advertising or public relations, slogans or logos (p. 1). Every country has a scattered image next to international consumers (Moya & Jain, 2013). As

such, it can be argued that people are therefore more likely to form organized mental representations of countries, in much the same way they do with other inanimate objects (e.g. Brands).

It has been argued that a distinctive country personality contributes to country differentiation, increases country preference, enhances and builds strong emotional relationships between consumers and countries, and thus may result in greater trust and loyalty (Fournier, 1998; Aaker, 1996). Therefore, studying and understanding the key elements of country images and aggregating those in a wider framework can be helpful to manage existing images (repair damage caused by negative events, project desirable images).

6.3 Literature review and hypotheses statement

Country' image, similarly to the destination image construct is seen as a multidimensional concept just like other images, (Baloglu & McCleary, 1999; Beerli & Martin, 2004). Cognitive country image can be seen as the complete set of descriptive, inferential and informational beliefs about a country (Martin & Eroglu, 1993, p. 193); affective country image captures the consumers' emotional connections to the country (Verlegh, Benedict, & Steenkamp, 1999); country personality captures the human-like characteristics of a country (d' Astous & Boujbel, 2007); behavioral intentions symbolize the attitudinal possibility of a consequent behavior (Ajzen & Fishbein, 1980) and behavioral intentions to visit, are associated with the individual's future-oriented desired act (Soderlund & Ohman, 2003).

6.3.1 Country image

According to Roth & Diamantopoulos (2009) notwithstanding a large body of literature focusing on country of origin, the number of studies that have in fact included country image measures remains limited (Ittersum, Candel, & Meulenberg, 2003). According to Martin & Eroglu (1993), the country image is a three-dimensional construct (political, economic and a technological dimension) and reflects consumers' cognitive perceptions about a country. However, according to Verlegh & Steenkamp (1999) *"country of origin is not merely a cognitive cue for product quality, but also relates to emotions, identity, pride and autobiographical memories"* (p. 523).

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It is also accepted that emotions and symbolic aspects (Verlegh, Benedict, & Steenkamp, 1999) are part of the image construct of a country (Papadopoulos & Heslop, 1993) these may depend on intangible or non-functional aspects. The current study sticks on to this line of thinking about country image.

6.3.2 Cognitive country image

Cognitive country image is related to beliefs about a country (Roth & Diamantopoulos, 2008) and it is assumed that cognitive components are directly observable, subject to description and measurable (Lee & Lijia, 2012). Cognitive country image provides concrete and interpretative meanings in characterizing countries, and it is still referred to quite often in the country of origin literature. The cognitive components of either the country or people affect became part of several studies about country-of-origin effects (Heslop, Lu, & Cray, 2008).

Regarding the operationalization of the cognitive component, according to Roth & Diamantopoulos (2008), country beliefs may be based on the dimensions usually cited in the literature, which include a facet of the country itself (i.e. economy, politics, culture, technology, landscape / environment and climate) and a facet more related to the country's people (usually based on factors / items such as competence, creativity, quality of life, education and work). A similar approach was adopted in the context of the existing research. Two factors were used, the *people* dimension and the *environment* dimension to express the cognitive country image.

An alternative to the traditional conceptualization of the beliefs about a country is the country personality of d' Astous & Boujbel (2007). The personality construct of the country is supposed to be stable in all countries and product categories used (Roth & Diamantopoulos, 2008, p. 20).

In their study, Roth & Diamantopoulos (2008), when alluding to future research they suggested analyzing the cognitive factors in more depth, particularly the ones which are relevant for the different outcome variables, such as visits to the country. They also suggested investigating the cognitive influence on the affective component of the country image. Cognitive knowledge can induce affective responses (Roth & Diamantopoulos, 2009; Lee &

Lijia, 2012). Thus, the cognitive country image may directly affect the affective country image. Indeed, the acknowledgement of the importance of the research and of such as the purposed here.

The standard learning hierarchy models refer to country image as resulting from the influence of cognitive image on affective image, and that follows the theory of reasoned action (Fishbein & Ajzen, 1975); this implies that an individual first form a set of beliefs about a particular country, accumulating knowledge about its relevant attributes, including such criteria as the political system of a country or the landscape environment.

Subsequently, the individual takes it as the basis of beliefs to develop feelings about that country - for example, the individual starts by liking the country or the people from that country - then the person becomes involved in a relevant behavior, such as visiting the country or buying products from that country. The standard hierarchy of learning assumes that the consumer is highly involved in making his/her decision (i.e., the person is motivated to seek a lot of information, considering various alternatives, and at the end of the process, he/she searches out a carefully measured decision (Solomon, Bamossy, Askegaard, & Hogg, 2009). This was adopted here and thus cognition is proposed as an antecedent of affection.

The following is hypothesized:

H4.1a and H4.1b: (a) The *environment*; (b) *people* dimension of cognitive country image has a positive impact on the affective country image.

H4.2a and H4.2b: The (a) *environment*; (b) *people* dimension of cognitive country image has a positive impact on behavioral intentions to visit the country.

Although, there still are scarce studies modeling beliefs and country's affections separately (Brijs, 2006; Heslop *et al.,* 2004; Verlegh, Benedict, & Steenkamp, 1999) evaluating their impact on individuals' behavioral intention; this kind of approach still a first step in showing country image formation. Roth & Diamantopoulos (2008, p. 45) illustrated these kind of models, and I followed the reasoning behind those as the baseline for the current research.

6.3.3 Affective country image

The affective component of country image represents consumers' feelings toward a country and becomes operational during the evaluation stage of the selection process (Wang & Hsu, 2010; Gartner, 1993). According to Brijs (2006), Heslop *et al.* (2008), and Orbaiz & Papadopoulos (2003) the affective component of a country's image have the largest and fastest effects on consumers' purchase intentions when compared to cognitive elements (Maher & Carter, 2011). Affection is more effective for persuasive appeals than cognition (Drolet & Aaker, 2002).

The satisfaction of emotional needs is also mentioned as a goal in tourism marketing (Chen & Phou, 2013). According to the affects theory the structures of individual's prior knowledge such as expectations and personality factors partially determine their affective reactions (Chen & Phou, 2013, p. 271; Besser & Shackelford, 2007). Besser & Shackelford (2007, p. 1334) linked affections to the affective expectations, and found that emotions are associated with the individual's prediction of how he/she will feel in a given context.

Still, according to Roth & Diamantopoulos (2009), some studies showed basic limitations – for example, some have measured the affective component of country image with two items only, therefore suggesting the cognitive prevalence (Heslop, Papadopoulos, & Bamossy, 1993; Laroche M. , Papadopoulos, Heslop, & Mourali, 2005). In addition, items such as *"people are friendly"* or *"people are trustworthy"* were used to measure affection. I propose five items to measure affection and eight items to measure cognition (divided in two factors).

Thus it is hypothesized:
H4.3: The affective country image has a positive impact on behavioral intentions to visit.

The outcomes of the concept of country image were mainly redirected to product beliefs (Roth & Diamantopoulos, 2009) and purchase intentions (Han & Terpstra, 1988; Knight & Calantone, 2000; Heslop *et al.,* 2004). Only a few focused in exploring the direct and indirect impact on the consumers' behavioral intentions, especially in connection with country image perceptions, focusing on its cognitive and affective components. Also the mediating role of affective country image on outcome variable has not yet been investigated in the way and in the context, the current study proposes.

According to Fournier (1998) the stronger the emotional relationships between consumers and brands the greater the trust and loyalty illustrated. Thus I propose to include emotional links as an important antecedent for behavioral intentions as well as being a component of the country image concept. Accordingly, to the major references (Roth & Diamantopoulos, 2008), the affective country image is treated as a mediator variable. This approach was adopted.

The following is hypothesized:
H4.4: The affective country image mediates the relationship between the cognitive country image dimensions and the behavioral intentions to visit the country.

6.3.4 Country personality

The conceptual roots of the country personality construct refer to the individual's tendency to associate human-like characteristics to animals and to nonhuman entities (Kiesler, 2006, p. 149). In this context, individuals need to anthropomorphize objects in order to facilitate their interactions with the non-material world (Fournier, 1998).

Some research studies in tourism and within the country of origin have paid attention to a personified approach towards countries (Chao & Rajendran, 1993; Nebenzahl, Jaffe, & Usunier, 2003). This approach has led the authors d' Astous & Boujbel (2007) to develop a specific country personality scale. The scale shows that human personality traits include universal representations, easily activated due to prior knowledge, especially their use in humans in particular or in more general contexts or environments, to predict peoples' behavior. These authors proposed a scale personification of countries to qualify and to measure country image as a symbolic component. Country personality captures both the positive and the negative perceived traits of a country:

The main dimensions of positive traits are: *agreeableness* - is similar to the "agreeableness" dimension of the Big-Five human personality model (Goldberg, 1992; 1990). In the human personality scale it measures the tendency for an individual to be altruistic, warm, generous, trusting, and cooperative (Goldberg, 1992; Costa & McCrae, 1992). Although, for country personality is related to people' affect (Heslop *et al.,* 2004) accordingly to country of origin

research - "…*people like and trust those whom they see as of agreeable culture* …" (Heslop, Papadopoulos, & Bamossy, 1993, p. 199)

Assiduousness – is comparable to "conscientiousness" of the Big-Five model - which is associated with efficacy and rule conscious (Goldberg, 1990). For country personality it is related to the people' competence (Heslop *et al*., 2004).

Conformity – comparable to "openness to experience" of the Big-Five model - which captures agreement with established rules and customs (Goldberg, 1990).

The negative or unfavorable personality dimensions are: s*nobbism* – which has no direct similarity to any of the Big-Five model of human personality, where the "neuroticism" (Goldberg, 1990) is the only dimension that captures negative affections. According to the original developers of the country personality scale (d' Astous & Boujbel, 2007) it is expected that *snobbism* has a negative influence on the country evaluation. The scale includes items such as "snobbish", "haughty", "chauvinist" and "mannered", and once a country has a high score on this dimension, is likely to be perceived as arrogant or snob - resulting in unfavorable perceptions (Nebenzahl, Jaffe, & Usunier, 2003)

Unobtrusiveness – is comparable to the "extraversion" dimension of the Big-Five human personality model (Goldberg, 1990). Accordingly to Goldberg (1992) "extraversion" refers to a pattern of interconnected elements such as behaviors, feelings, and cognition (Costa & McCrae, 1992).

However, for country personality, the *unobtrusiveness* dimension is related to the perceived disability of a country to self protect (guard, defend, protect itself), contrasting to *snobbism* which evoke more negative associations due to their unpleasant features/characteristics (Geuens, Weijters, & De Wulf, 2009). The, understanding of the country personality becomes important in the sense that consumers may select countries with more or less acceptable personalities in their perspective. According to Echtner & Richie (1993, p. 37), an entity must be favorably differentiated from its competition, or be positively positioned in the minds of consumers.

The country personality concept can also be treated as an affective construct, such as destination personality from the perspective of Lee & Lijia (2012). In fact, these researchers supported their research assuming a consistency between destination personality and the meaning of emotional attachments to the destination. However, the focus here was on country personality, a more specific and particular construct created from the theoretical baseline of the Big-Five human personality scale (Goldberg, 1990; d' Astous & Boujbel, 2007).

Ekinci & Hosany's (2006) found a significant relationship between destination personality, emotions and cognitions; they allude to a distinctive and emotionally attractive destination personality, as resulting as the perceived cognitive image of a destination. Assuming the close ties between destination personality and country personality's reference is made to a direct relationship between country personality and the affective country image as well, considering the affective link as a consequence of the perceived country personality.

Therefore it can be hypothesized:

H4.5a; H4.5b and H4.5c: (a) Agreeableness; (b) Assiduousness; (c) Conformity has a positive impact on affective country image.

H4.6a and H4.6b: (a) Snobbism; (b) Unobtrusiveness has a negative impact on affective country image.

According to consumer behavior and personality literature, an established personality influences consumer preferences (Sirgy, 1982; Ekinci & Hosany, 2006; d' Astous & Boujbel, 2007). Also the tourism and country of origin literature used outcomes such as consumer´s behavioral intentions to purchase/buy (Knight & Calantone, 2000), or intentions to visit (Um & Crompton, 1990). Similarly, using the behavioral intentions to visit a specific country as a setting, this article aims to contribute to the evolution of the debate on country personality, country´s image, to deepen the study of behavioral intentions, and contribute to the study of the inter-relationships between all of these constructs.

6.3.5   Behavioral intentions

Behavioral intentions symbolize a high attitudinal possibility of consequent behaviors and are expected to reproduce consumer loyalty as truthful predictors (Ajzen & Fishbein, 1980). In

that vein, it can be concluded that an act should exist to be evaluated and to predict intentions (Soderlund & Ohman, 2003). Hence, the same researchers introduced the sense of ownership/property in order to explore and explain the link between evaluative judgments and intentions (p. 54). I have applied this concept in the context of behavioral intentions to visit (travel) to a given country.

Thus it is hypothesized:

H4.7: The affective country image mediates the relationship between country personality dimensions and the behavioral intentions to visit a country.

According to Lee & Lijia (2012) the attainment of loyalty is often estimated by the actual behavior whereas, behavioral intentions are straightforward predictors of social behaviors. This statement helps and reinforces the current study outcome choice. In terms of choice of variables to measure the constructs, it was decided that previous researches were used to select the best fit, excluding variables directly related to costs.

There are many studies about the formation and conceptualization of a tourist destination image as it is closer to the current research (Beerli & Martin, 2004; Baloglu & McCleary, 1999; Canally, 2010; Chen & Phou, 2013; Chew & Jahari, 2014; Ekinci, Sirakaya-Turk, & Baloglu, 2007; d' Astous & Boujbel, 2007). Studies employing behavioral intentions - which include the preference for a destination, intention of visiting, satisfaction, and repeat visitation - are usually seen as the result of a positive feedback toward the destination. In short, there is more work inherent toward the intrinsic image concept and less to the behavioral effects of the concept on tourism destination image (Elliot S. , 2007).

Other ideas about how the outcomes can be included in a study are available from related fields such as literature on destination image (Kleppe & Mossberg, 2005a; 2005b) or country brand (Kotler & Gertner, 2002; Papadopoulos, 1992). However, in a real world scenario, the image of the country is not the only suggestion, and many other intrinsic factors (e.g. quality), extrinsic factors (e.g. price, warranty) and contextual (e.g. layout of the site) can influence the consumer decision making choice. However, these factors go beyond the scope of the current work.

6.3.6   Integrated research model

Figure 6.1 displays the proposed research model to be the baseline of the empirical research, to test the relationship between the independent variables represented by: (a) five *country personality dimensions*; (b) two *cognitive country image dimensions* (*environment*, and *people*), hypothesized as having a positive influence on the mediation variable and on the dependent variable; the mediating variable is represented by the *affective country image*; and the dependent variable is represented by *behavioral intentions to visit*.

The focus is on the interrelationships between related images and not on a thorough analysis of each construct. Specifically, affective country image is hypothesized as a consequence of the country personality and cognitive country image dimensions (treated as independent variables) and it is hypothesized (mediating variable) as the antecedent of behavioral intentions to visit (treated as the dependent variable).

The references came from the usage of similar constructs on behavioral intentions in tourism e.g.: Um & Crompton (1990); d' Astous & Boujbel (2007); Heslop *et al.* (2004); Brijs (2006); Lee & Lijia (2012); Nebenzahl, Jaffe, & Usunier (2003); Knight & Calantone (2000); Roth & Diamantopoulos (2008) and Roth & Diamantopoulos (2009). As intentions appear to be at a lower level of abstraction, meaning, closer to the observable behavior than cognition or affect, thus by itself behavioral intentions can be considered a dependent variable (Bagozzi & Burnkrant, 1979, p. 914).
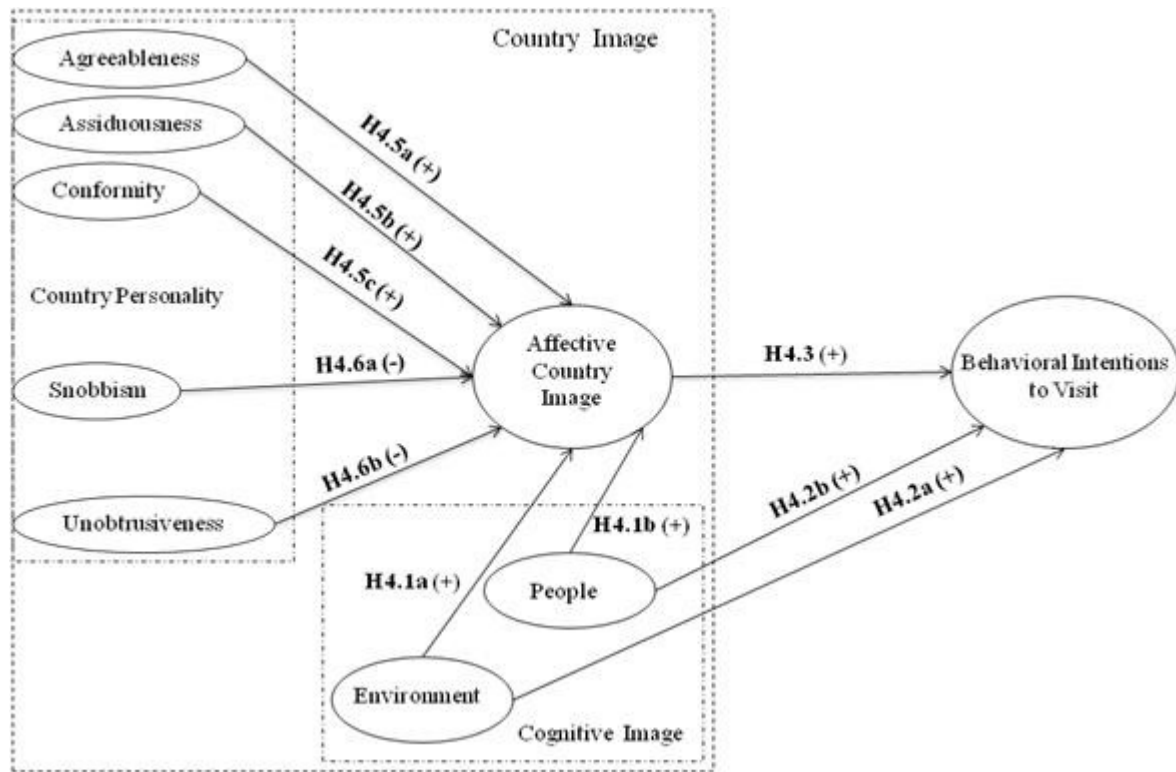
Figure 6.1 Hypothesized integrated research model

6.4   Methodology

The proposed research method consists of four major steps. First, existing scales were adapted to the research settings and country considered in the study. Second, the constructs and scales reliability and validity were tested. Third, the hypothesized model was estimated using AMOS. Fourth, the potentially positive and negative impact of country personality dimensions, the positive influence of the cognitive country image factors, and the mediation effect of the affective country image factor on behavioral intentions to visit were tested using SEM.

Similarly to the previous studies included in the current thesis, except for the pretest, a quota sample of 685 valid respondents from Brazil was analyzed, Portugal was chosen as the country for scrutiny and the questionnaire was delivered in Portuguese for Brazilians. The sample was above the lower limit of the 350 suggested by Perry, Riege, & Brown (1999) and had a reasonable amount of valid answers to be used in SEM (Hair, Black, Babin, Anderson, & Tatham, 2005). Three criteria guided the choice of the stimulus country: (1) historical affinity and common language, (2) the geographic distance, and (3) economic and

demographic diversity. The study was conducted in two Brazilian states - São Paulo and Bahia.

São Paulo has the most diverse population of Brazil, with immigrants from more than seventy nationalities. However its population is mostly descended from Portuguese and Italian, there is also an important influence of Amerindians and Africans. It is the wealthiest in Brazil, accounting for about a third of its GDP. It is the largest consumer market in the country with good quality infrastructures, and a modern technological basis, concentrating 38% of Brazilian production, 9% of the total agricultural income and 43% of revenue generated in the service sector in Brazil (Sp-gov, 2013). The south-western region of Brazil has the highest average annual income (R $ 25.988 (around 8.150 €)) and São Paulo is located in that region, with an average income of R $ 30.243 (around 9.500 €) (IBGE, 2013).

The state of Bahia has natural geographic links with eight neighboring countries, possesses a large seaport and is considered to be the center of convergence between Portugal and the South American continent (Ba-gov, 2013; IBGE, 2013). It is the Brazilian state with the highest black population (17.1%). The Northern region of Brazil has the lowest average income (R $ 12.701 (around 4.000 €)) of the country, and the state of Bahia is located there (IBGE, 2013).

The questionnaire was mostly close-ended with multi-item existing scales present. The questionnaire consisted of five main sections: (I) the assessment of the cognitive country image and beliefs about the stimulus country; (II) the consumers' perceived country personality traits, (III) the assessment of the emotional links with the stimulus country, (IV) the assessment of behavioral intentions to visit, and (V) the socio demographic information section.

The first section consisted of eight sentences for the cognitive country image evaluation. Eight bipolar statements were presented and the respondent had to indicate what he/she felt by choosing the left or the rightmost of his/her preference. The scale and the items were adopted, translated and adapted from Parameswaran & Pisharodi (1994), Heslop, Lu, & Cray (2008) and Lee & Lijia (2012) studies.

In more detail, the cognitive country image was measured based on a bipolar scale. The respondent had to read the question "How would you describe Portugal and the Portuguese people?" followed by an informatory sentence…"please mark your answer on the scale below, selecting the leftmost or rightmost, according to your perception".

The statements / items are: "*a little history, culture and art : lots of history, culture and art* "; "*attractions of low quality : attractions with high quality*"; "*it is a very expensive country for what it offers : it is a country that has good prices for what it offers*"; "*not attractive landscapes : attractive landscapes*"; "*low quality of life : high quality of life*"; "*poor : rich*"; "*people with low level of education : people with high level of education*"; "*not technologically advanced : technologically advanced*".

The second section consisted of twenty four adjectives (items) to assess the country personality symbolic image. The third section consisted of five sentences for affective evaluation adopted from (Knight & Calantone, 2000; Roth & Diamantopoulos, 2008; Nebenzahl, Jaffe, & Usunier, 2003). The fourth section captured the behavioral intentions to visit the country. The last section of the questionnaire consisted of the socio-demographic questions. The mean duration of response time to complete a questionnaire was estimated at about 5 minutes.

6.5   Data analysis

The empirical data were taken from the main sample. The Statistical Package for Social Sciences (SPSS® 20.0) was used to generate descriptive and inferential statistics, and Analysis of Moments Structure (AMOS® 20.0) software was used for carrying out the structural equation modeling (SEM).

6.5.1   Descriptive statistics (cognitive and affective items)

The majority of the respondents perceived Portugal with a very positive cognitive country image (see Table 6.1). The cognitive country image items with highest mean frequencies were "*lots of history, culture and arts*" (4.41), followed by "*attractive landscapes*" (4.33) and by "*attractions with high quality*" (3.90), all these items belong to the environment factor.

Description		Mean	Std.Deviation
Environment factor	Q1_1 - *a little history, culture and art : lots of history, culture and art*	4.41	0.851
	Q1_2 - *attractions of low quality : attractions with high quality*	3.90	0.928
	Q1_3 - *it is a very expensive country for what it offers : it is a country that has good prices for what it offers*	3.74	1.014
	Q1_4 - *not attractive landscapes : attractive landscapes*	4.33	0.889
People factor	Q1_5 - *low quality of life : high quality of life*	3.63	0.846
	Q1_6 - *poor : rich*	3.16	0.823
	Q1_7 - *people with low level of education : people with high level of education*	3.70	0.874
	Q1_8 - *not technologically advanced : technologically advanced*	3.15	0.889

N=685

Table 6.1 Descriptive statistics of the cognitive country image

Based on the frequency analysis, specifically about the cognitive country image dimensions, 87.2% of the respondents perceived Portugal as a country with lots of history, culture and arts (marked 4 or 5 in the 1 to 5-point scale). In contrast, 34.6% of the participants perceived Portugal as a not technologically advanced country (marked 4 or 5).

Thus, according to the respondents' evaluation it is possible to say that Portugal is mostly seen by Brazilians from São Paulo and Bahia states as a country with a lot of history, culture and arts, with attractive scenery and high quality attractions, however, not technologically advanced. The affective component of the image of Portugal is assessed as being very positive, since three of the five items measuring the construct obtained values above 4.0 on a scale 1-5. The results show that studied Brazilian population like Portugal indeed. The next subsections present the data analyses of the standalone constructs and finish with the analysis of the integrated hypothesized model.

6.5.2 Exploratory factor analysis and reliability

Cognitive country image data analysis

The eight-item scale proposed for measuring the cognitive components of the country image were subject to an exploratory factor analysis (EFA) using the principal component analysis (PCA) method. The resulting two-factor structure (with four items each) was reliable with the expected item-factor (Roth & Diamantopoulos, 2008) pattern: the first factor is related to the country itself and is similar to the one defined by Lee & Lijia (2012, p. 7). The second factor

is related to the country's people. The two factors were named as *environment and people* (see Table 6.2).

A KMO value of 0.848 shows a good adequacy of the sample, and the two extracted components explain almost 60% of the total variance with all communalities ranging from 0.523 to 0.657. Both cognitive country image components demonstrate good internal consistency, with Cronbach's alphas of 0.753 and 0.766 (see Table 6.2).

Rotated Component Matrix[a]			
	Component		Communalities
	1 (People)	2 (Environment)	
Q1_1 "A little history, culture and art: Lots of history, culture and art "		0.743	0.617
Q1_2 "Attractions of low quality: Attractions High Quality"		0.725	0.657
Q1_3 "It is a very expensive country for what it offers: It is a country that has good prices for what it offers"		0.723	0.523
Q1_4 "Not attractive Landscapes: Attractive Landscapes"		0.722	0.560
Q1_5 "Low quality of life: High quality of life"	0.702		0.589
Q1_6 "Poor: Rich"	0.803		0.655
Q1_7 "People with low level of education: People with high level of education"	0.742		0.578
Q1_8 "Not technologically advanced: Technologically advanced"	0.713		0.535
% of Variance	30.39 %	28.51%	
Cronbach's alpha	0.753	0.766	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 3 iterations.			

% Total Variance explained: 58.90
Kaiser-Meyer-Olkin measure of sampling adequacy (KMO): 0.848
Bartlett's test of sphericity: Approx. Chi-Square: 1544.272
Significance < 0.001

Table 6.2 Factorial structure of the cognitive country image construct

The five-item scale proposed for measuring the affective components of the country image have been analysed in Study 3. The six scale items proposed to measure behavioral intentions, as well as the five dimensions with 15 scale items, to measure country personality have also been analysed in Study 2.

6.6   Hypothesized research model validation

The hypothesized research model was estimated within the structural equation modeling framework using AMOS 20.0, and was first subjected to a confirmatory factor analysis (CFA) using the maximum likelihood estimation method to ensure the reliability and validity of the constructs.

Model data fit adequacy was assessed using various goodness of fit indices and measures, namely the chi-square and the corresponding degrees of freedom (X^2/df), the root mean square error of approximation (RMSEA) (corresponding to a 90% confidence interval), the goodness of fit index (GFI), and the comparative fit index (CFI), as suggested (Hu & Bentler, 1999; Hair, Black, Babin, Anderson, & Tatham, 2005; Nunnally & Bernstein, 1994; Bryman & Cramer, 2009). According to the rules of thumb, the values of the fit indices should be above the standard model of adaptability, namely: X^2/df less than 3 (Carmines & McIver, 1981); CFI > 0.90; GFI >0.90 and RMSEA < 0.08.

Preliminary results of CFA indicated that the measurement fit indices do not fully meet the requirements of the suggested cutoff for the model fit indices. The analysis led to the removal of the item Q2_18 (spiritual) from the *conformity* dimension due to its low factor loading (0.40). Additionally an inspection of the modification indices resulted in a more appropriate fit to the data (X2 (591) = 1770.112, p <0.001, X2/df = 2.995, CFI = 0.916 , PCFI = 0.812, GFI = 0.874, RMSEA = 0.054). The X2/df value is considered acceptable, according to Marsh & Hocevar (1985), values from 2 to 5 indicate a reasonable fit, and Carmines & McIver (1981) referred to a ratio value from 2 to 1 or from 3 to 1 is indicative of an acceptable fit between hypothetical model and the data.

Table 6.3 shows the construct reliability, the average variance extracted (AVE), and squared inter construct correlations (SIC) between latent variables. The constructs reliability estimates all exceeds 0.70 suggesting good reliability. The hypothetical model fits relatively well, based on the goodness of fit measures. All AVE values are above 0.50, except the ones from the cognitive country image dimensions (*environment* AVE=0.449; *people* AVE=0.452).

Lee & Lijia (2012, p. 7) got similar results of AVE for similar variables "*build environment*" (AVE=0.41) and for "*natural environment*" (AVE=0.40), however, their factors haven't been measured with exactly the same items but correspond to the current study "*people*" and "*environment*" factors respectively.

All variances extracted (AVE) estimates have higher values than the square of the correlation between any pair of constructs, except the factor "*people*" of the cognitive country image, meaning there is no full support for discriminant validity of the dimensions. The "*people*" factor specifically, due to the inter dimension correlations between "*people*" and

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"*assiduousness*" did not show a discriminant validity (see Table 6.3). As a rule of thumb, all constructs AVE estimates should be larger than the corresponding SIC estimates – if it is achieved it suggests that the measured variables have more in common with the construct they are associated with than they do with other constructs, and it does not happen at all.

Grounded on the results of the model evaluation process and supported, on both theoretical and statistical grounds, one can say that the model fits the empirical data well and demonstrated good reliability. However it shows a partial validity and the convergent validity was not reached by the cognitive country image dimensions. Discriminant validity should be considered partially achieved due to the breakdown of the *people* factor (see Table 6.3).

Variables	Agreeableness	Snobbism	Assiduousness	Cnformity	Unobtrusiveness	Environment factor (CCI	People factor (CCI)	Affective Country Image	Behavioral Intentions to visit	AVE	Construct Reliability
Agreeableness	1									0.554	0.826
Snobbism	-0.349***	1								0.548	0.875
Assiduousness	0.389***	-0.187***	1							0.559	0.791
Conformity	-0.048	0.034	0.278***	1						0.502	0.746
Unobtrusiveness	-0.197***	0.501***	-0.275***	0.078	1					0.526	0.767
Environment factor (Cognitive country image)	0.299***	-0.435***	0.370***	0.200***	-0.376***	1				0.449	0.762
People factor (Cognitive country image)	0.376***	-0.339***	0.696***	0.136**	-0.350***	0.660***	1			0.452	0.767
Affective country image	0.275**	-0.410**	0.321**	0.183**	-0.107**	0.565**	0.399**	1		0.644	0.800
Behavioral intentions to visit	0.168**	-0.295**	.189**	.160**	-0.080*	0.518**	0.250**	0.684**	1	0.513	0.836

***. Correlation is significant at the 0.001 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 6.3 Discriminant validity (comparing the squared inter construct correlation with average variance extracted (AVE) for each factor of the research model)

The hypothesized SEM includes the independent variables: five country personality dimensions (*agreeableness*, *snobbism, assiduousness*, *conformity* and *unobtrusiveness*); and two cognitive country image dimensions (*environment* and *people*). The mediating variable - affective country image, is measured by five items. The dependent variable - behavioral intentions to visit is measured by 5 items. Figure 6.2 displays the integrated path diagram of

the model with the estimates obtained in a standardized solution (with a critical ratio (CR) values computed by AMOS in parenthesis). The percentage of the variance of the construct behavioral intentions to visit/travel, explained by the hypothesized research model equals around 71%.
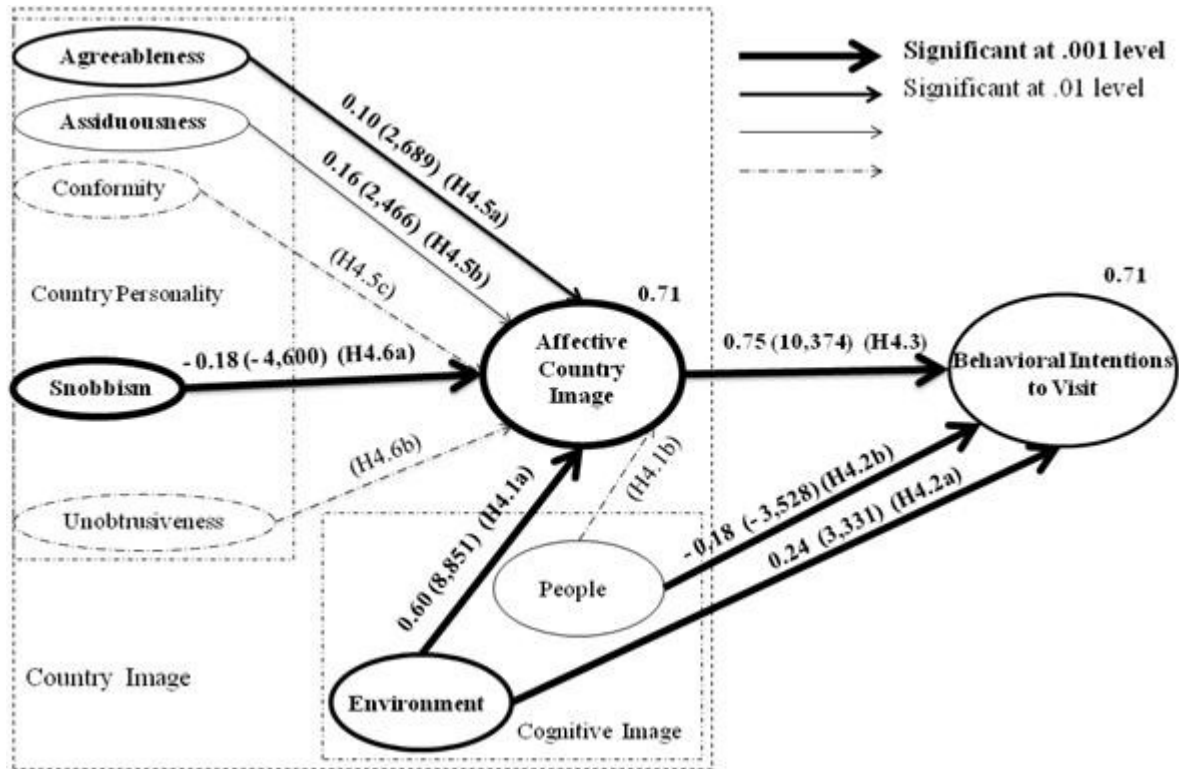
Figure 6.2 Hypothesized integrated model validation with estimates in a standardized solution

Path coefficients estimated in SEM and the results of the hypotheses H4.1, H4.2, H4.3, H4.5 and H4.6 are shown in Figure 6.2. The path coefficient from *agreeableness* and *assiduousness* (country personality dimensions) to affective country image are significant and positive at the 0.01 and 0.05 level respectively, indicating a positive relationship (β(regression coefficient)=- *Agreeableness -> Affective Country Image = 0.098, p=0.007, CR= 2.689; β Assiduousness -> Affective Country Image = 0.157, p=0.014, CR= 2.466*). However, the path coefficient from the *conformity* to affective country image is not significant. The path coefficient from *snobbism* to affective country image is negative, yet statistically significant at the 0.001 level, indicating a negative relationship (β *Snobbism -> Affective Country Image = -0.184, p=< 0.001, CR= -4.600*). Nevertheless, the path coefficient from the *unobtrusiveness* to affective country image is not significant. Therefore, while hypotheses H4.5a, H4.5b and H4.6a are supported, hypotheses H4.5c and H4.6b are not supported.

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The path coefficient from the *environment* dimension of cognitive country image to the affective country image is significant and positive at the 0.001 level, indicating a positive relationship (*β Environment -> Affective Country Image = 0.602, p< 0.001, CR= 8.851*). However, the path coefficient from *people* dimension of cognitive country image to affective country image is not significant. Therefore, hypothesis H4.1a is supported, while hypothesis H4.1b is not supported.

The relationship between affective country image and behavioral intentions to visit showed a positive relationship, significant at the 0.001 level (*β Affective Country Image -> Behavioral Intentions to Visit = 0.753, p< 0.001, CR = 10.374*). Thus, hypothesis H4.3 is supported.

The path coefficient from *environment* and *people* dimensions of cognitive country image to behavioral intentions to visit are both significant at the 0.001 level, however the *environment* dimension is positive, indicating a positive relationship (*β Environment -> Behavioral Intentions to Visit = 0.240, p<0.001, CR= 3.331*), whereas the *people* dimension is negative, indicating a negative relationship (*β People -> Behavioral Intentions to Visit = - 0.183, p< 0.001, CR= -3.528*). Therefore, hypothesis H4.2a is supported; however hypothesis H4.2b is not supported in the way that is hypothesized (assuming to have a positive influence), indeed the path is significant but with a negative sign.

Mediation validation

For determining the mediation (test hypotheses H4.4 and H4.7) the current study followed the approach suggested by Baron & Kenny (1986). The intervening variable mediates the relationship between the independent variable and dependent variable (Usakli, 2009, p. 85).

In order to validate the mediating role of affective country image, an alternative model which included direct paths between the country personality dimension and the behavioral intentions to visit was examined. Figure 6.3 displays the path diagram of this alternative model, with the estimates that were obtained in a standardized solution (with critical ratio values computed by AMOS in parenthesis).

The set of statistics shows that the alternative model has an acceptable fit to the data (X^2 (586) =1760.811, p < 0.001, X^2/df=3.005, CFI=0.916, GFI=0.874, RMSEA=0.054). However the hypothesized research model (Figure 6.2) (X^2 (591) = 1770.112, p < 0.001, X^2/df=2.995, CFI=0.916, GFI=0.874, RMSEA=0.054) shows a better ratio X^2/df (2,995), thus a better proposal (Carmines & McIver, 1981) for an acceptable fit between the hypothetical model and the data (p. 80). The examination of the path coefficients in the alternative model (Figure 6.3) indicated that none of the direct paths between the country personality dimensions and the dependent variable were statistically significant.
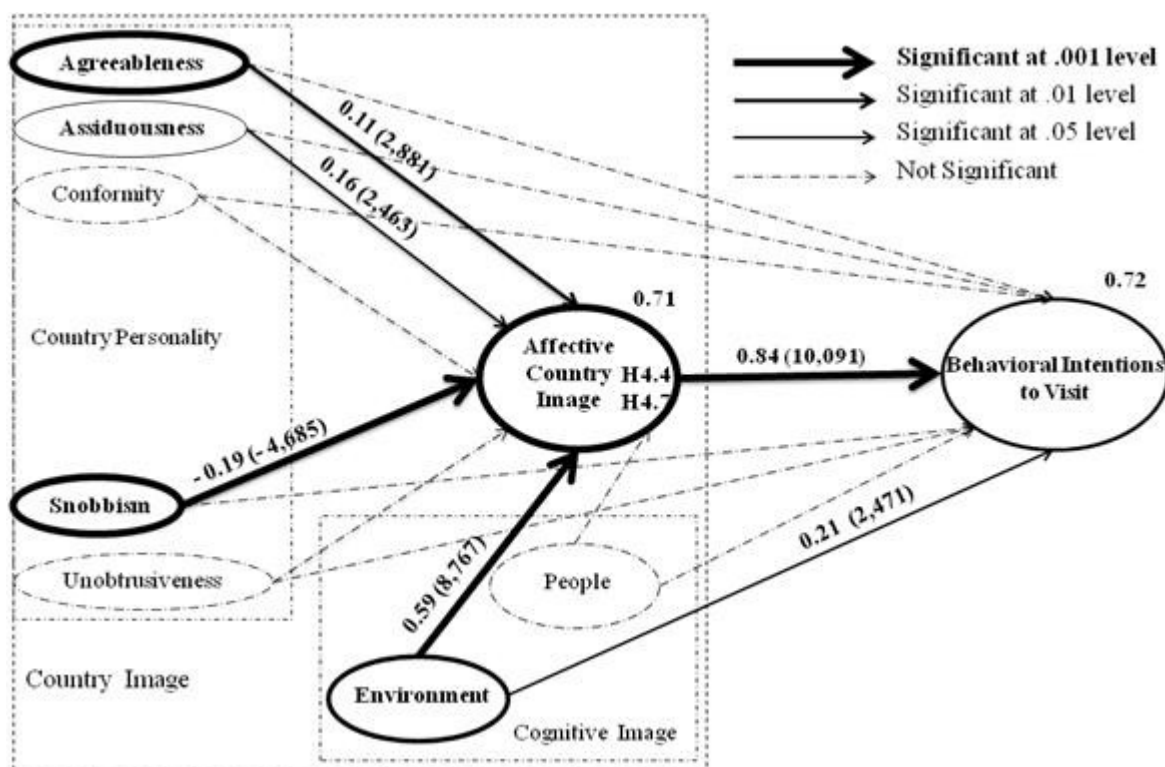
Figure 6.3 Alternative model with estimates in a standardized solution

The *assiduousness* and *agreeableness* (country personality dimensions) show a positive and significant influence on affective country image, whereas *snobbism* shows a significant negative influence. However, none of the country personality dimensions shows significant direct influence on the dependent variable. Thus, country personality dimensions have shown an indirect effect on behavioral intentions to visit, confirming the full mediation effect (Baron & Kenny, 1986) of the affective country image between country personality and behavioral intentions to visit. Thus, it can be concluded that hypothesis H4.4 is supported.

According to the alternative model, the *environment* dimension of cognitive country image had a direct and an indirect influence on behavioral intentions to visit, according to the hypothesized, however, its direct influence on behavioral intentions is less significant (see Figure 6.3). On the other hand the *people* dimension of cognitive country image did not show any significance. Thus, hypothesis H4.7 is partially supported.

These findings are grounded on the idea that behavioral intentions to visit are function of the cognitive, affective but also of a more holistic and symbolic component termed country personality. A broader view may be applied here and that includes the way in which consumers in general perceive country personality and cognitive country image and echo to their privileged type of affect toward a particular country before reaching behavioral intentions to visit a given country.

6.7   Contributions and limitations of study 4

To date, and with the best of the author' knowledge, this is the first study in country image to examine the consumers' direct and indirect influence of country personality, additionally to cognitive and affective country image as country image key variables on behavioral intentions to visit a given country. This study contributed to the consumer behavior literature, particularly behavioral intentions, and country of origin and branding destination literatures, as it examined an alternative theoretical explanation focusing on the cognition, emotion and human-like characteristics of a country, and proposing an integrated framework that jointly can explain more around 71% of the total variance of the dependent variable.

The extent to which key variables such as country personality, cognitive country image and affective country image contribute to form country image in an international context, and the way in which it may help advisors and policy-makers to better understand the country's image, particularly the evaluation of country attractiveness for visiting was examined. Importantly, the cognitive country image is essential in driving consumers' congruent emotions with the destination country. The *environment* dimension seems to enclose a relevant role in consumer's perceptions that can result either in a direct or in an indirect impact on the individuals' behavioral intentions. However the *people* dimension of cognitive

country image appears to result only in a direct but negative impact on consumers' behavioral intentions (see Figure 6.2).

Based on the preponderance choice on the rightmost side of the cognitive country image scale (*people* dimension items), it seems that a country having a *high quality of life*; being *a rich country*; having *people with a high level of education*; and being *technologically advanced,* is perceived as being less attractive for the studied population specifically, when applied to Portugal. Thus, a country with *lower quality of life*; *poor*; having *people with low level of education*; and *not technologically advanced* (leftmost bipolar scale statements) can be seen by the defined population as a preferred country. It can make sense, however, it may also be a helpful guide for future research.

The findings have confirmed that people could easily think of human-like characteristics and associate them to countries, and can communicate their impression on country personality; it was demonstrated that people can set their beliefs about a particular country and can set their emotions about a given country. Thus, the current study can complement and validate the findings of previous studies on the use of the country personality scale, but also confirms the valuable contributions of the cognitive and affective existent multi-item scales. The study also confirms the quality of the country personality scale as a tool to measure country image perceptions in a symbolic way.

Indirect and positive links are found from *agreeableness* and *assiduousness*, and a direct and negative link is found between *snobbism* to the mediating variable and from it to the dependent variable. Although in general, country personality is an indirect antecedent of behavioral intentions. Accounting for most of the variance, *snobbism*, *agreeableness* and *assiduousness* are overwhelming indicators of consumers' behavioral intentions. Of particular note is that there is no effect of *conformity* neither of *unobtrusiveness* on behavioral intentions, implying the fact that being in accordance to the norms and customs, being traditional (conformist) or being a neutral country seems to be less effective in attracting general consumers.

The current study may be helpful in showing that country image perception of one country varies depending up on the evaluating context. Similar comparable studies such as the one of d' Astous & Boujbel (2007), or from Ekinci & Hosany (2006), or even the one of Murphy *et*

al. (2007) concluded the same. The findings are consistent with theories on literature of consumer behavior, indicating that the creation of certain meanings in relation to the brand personality are culturally specific (McCrae & Costa, 1996) and the symbolism associated with a brand tends to vary to some extent mainly due to individuals needs and socialization changing (Lee & Lijia, 2012) and country images can have unique and distinctive perceived qualities. Anholt´s (2003) view may thus be corroborated, when he referred to culture as the unique feature of a country that communicates a country's true spirit and essence, and that can potentially influence country image. The findings would draw noteworthy theoretical and managerial implications.

6.7.1   Academic contributions

As a result of the investigation, there is a real contribution to the country of origin literature, with a model that integrates the country personality scale in measuring country image, in addition to its existing cognitive and affective components. It can be stated that theoretically it was validated the role of country personality as an antecedent of emotional links toward a country and therefore its indirect impact on people´ psychological output of behavioral intentions for travel. As well it was validated the affective country image as a partial bridge linking a situational input of cognitive country image to people' psychological output of behavioral intentions.

This study also confirms the importance of cognition, mainly the environment dimension direct and indirect influence and the direct negative impact of the people dimension on behavioral intentions. However, it was not possible to draw conclusions that are consistent with the hypotheses posited - therefore this is a partial demonstration of the direct and indirect influence of cognitive components on behavioral intentions to visit, and in the country's affective image as a mediator, and as such requires further development. This is the case most notably in relation to the cognitive country's people dimension, since the result shows a direct influence, albeit a negative one, in relation to the dependent variable and shows no significance toward the affective country image.

Although previous country image literature has stressed the importance of cognitive and affective image perception in predicting consumers' behavioral intentions (Roth & Diamantopoulos, 2009; Heslop, Lu, & Cray, 2008) this study demonstrates the congruency of

adding country personality as a complementary measurer. It was validated the relative importance of the country personality dimensions in the context of predicting behavioral intentions.

This study provides a complete insight into the application of country personality in the context of cross-cultural destination with only one country scrutinized by a sample from a second country that partly shares a common history and a mother tongue, and is geographically distant. The findings demonstrate that d' Astous & Boujbel (2007) six factor scale cannot, however, be fully replicated. Instead, it needs adaptation as some dimensions may be less relevant and others may flourish. The evidence of a five-dimension scale to describe country personality rather than the original six dimensions solution may be helpful for further research.

Together with the work of Aaker (1997) and Geuens *et al.* (2009), the current study shares the idea that a five-factor model is able to reflect all of the relevant country personality dimensions, as other brand personality studies did before in other contexts. The model that is proposed keeps most of the proposed analogies to the Big Five human personality scale and its original objective - an instrument to prove the country personality construct (Geuens, Weijters, & De Wulf, 2009; Nebenzahl, Jaffe, & Usunier, 2003; d' Astous & Boujbel, 2007). As for the relationship between country personality and research on the country of origin, the current study results show that country personality has an impact on behavioral intentions to travel/visit.

However, as expected, it was confirmed the importance of the country personality scale as a complementary tool for country image measurements. It was shown that people can easily go beyond mental representations concerning humans for qualifying adjectives associated with the personality of a country. From a theoretical standpoint, the study indicated that consumers do attribute personality characteristics to countries, and this is in line with previous research on destination personality e.g. (Ekinci & Hosany, 2006), and country personality research (Nebenzahl, Jaffe, & Usunier, 2003; d' Astous & Boujbel, 2007).

When talking about the mediation of affective country image and its positive influence on the outcome, it can be argued that the affective component of the image of a country has been confirmed as a mediator in the proposed model, which is consistent with previous studies

(Maher & Carter, 2011; Heslop, Lu, & Cray, 2008; Brijs, 2006; Orbaiz & Papadopoulos, 2003) as they alluded about the largest and fastest effects of emotions as well, even though they used different intentions as outcomes.

The findings supported the following hypotheses: H4.1a (*The environment dimension of cognitive country image has a positive impact on the affective country image*), H4.2a (E*nvironment dimension of cognitive country image has a positive impact on behavioral intentions to visit the country*), H4.3 (*The affective country image has a positive impact on behavioral intentions to visit*), H4.4 (*The affective country image mediates the relationship between the cognitive country image dimensions and behavioral intentions to visit the country*), H4.5a (*Agreeableness has a positive impact on affective country image*), H4.5b (*Assiduousness has a positive impact on affective country image*), and H4.6a (*Snobbism has a negative impact on affective country image*) are supported.

Whereas hypotheses H4.1b (*People dimension of cognitive country image has a positive impact on the affective country image*), H4.2b (*People dimension of cognitive country image has a positive impact on behavioral intentions to visit the country*), H4.5c (*Conformity has a positive impact on affective country image*), and H4.6b (*Unobtrusiveness has a negative impact on affective country image*) are not supported.

Hypothesis H4.7 (*The affective country image mediates the relationship between country personality dimensions and the behavioral intentions to visit a country*) is partially supported.

Theoretically, and supported by country of origin, destination branding and consumer behavior literature, logical and empirically valid links of "country personality -> affective country image -> behavioral intentions" have been demonstrated, with an affective country image showing a perfect mediating effect. Following the same line of thought, the "cognitive country image –> affective country image –> behavioral intentions" have been partly proven, as well as cognitive "country image -> behavioral intentions", since only one of the factors – environment - of the cognitive country image confirms the hypothesized connections.

6.7.2   Managerial contributions

The extent to which key variables such as country personality, cognitive and affective country image contribute to the formation of country image alike international context, and the way in which they may help advisors and policy-makers to better understand country image, particularly in evaluating destination countries can be a valuable contribution.

The identification of trends and their application to Brazilians as potential visitors to Portugal is likely. As expected it was confirmed the high importance of the affective image construct and its direct influence on individuals' behavioral intentions to visit, and one may refer to the influence on country attractiveness, whenever historical affinity as well as mother tongue sharing is present, which is the case of Portugal and Brazil.

The findings provide evidence that the symbolic functions of country personality, can be essential to understand the complexity of consumers' behavioral intentions. Indeed, the results indicate that country personality dimensions have significant impacts on consumer behavioral intentions, although indirectly.

In particular, marketers who study and work Portugal as a destination country can differentiate it based on its personality dimensions and can use them in their positioning efforts. Emphasis should be placed on the treatment of three of the five main personality traits (*snobbism, assiduousness*, and *agreeableness*) that were found to be the most significant predictors of consumer behavioral intentions to visit.

The traits associated with *snobbism* (*β* (regression coefficient)=*0.18, p<0.001*) have shown a powerful and negative influence and as such it is suggested that measures should be taken to mitigate or minimize their negative impact on intention to visit Portugal. On the other hand, personality traits associated with *agreeableness* (*β=0.10, p<0.01*) and *assiduousness* (*β=0.16, p<0.05*) should be highlighted, as these contribute positively to intention to visit. Finally, practitioners should consider the high importance of cognition and the crucial effects of the emotional links (*β =0.75, p<0.001*) toward Portugal.

Thus, according to the respondents' evaluation it can be concluded that Portugal is mostly seen by the sampled Brazilian population as a country with much history, culture and arts,

with attractive scenery and high quality attractions. The affective component of the image of Portugal is assessed as being very positive by Brazilians, since four of the five items measuring the construct, obtained values above 4.0 on a scale 1-5. The results show that Brazilians like Portugal indeed.

6.7.3   Research limitations

The findings of this study are specific to one country. Brazil has 27 states and the study was only conducted in two of them, albeit being among the most populous and simultaneously have the appropriate characteristics according to the previously established criteria. Even though, to some extent, the findings may be generalizable to the defined population, but limitations should be fully noted when applying the results.

6.7.4   Future research

An application of the model to compare the consumer's perception of the states of São Paulo and Bahia seems to be a valuable lead for future research, as well as to include the consumer's familiarity or even the consumer attachment toward the stimulus country as a moderator variable.

7 CHAPTER VII – Main conclusions and contributions of the thesis

To date, and to the best of the author' knowledge, this is the first thesis on country image to examine consumers' perception on country personality, additionally to cognitive and affective country image (as those two are traditionally used as country image key elements) driving behavioral intentions to visit a given country.

This work is mainly grounded in country of origin, branding destination and consumer behavior literature. It assumes that behavioral intentions to visit are a result of cognitive and affective images, but also a function of a more holistic and symbolic element that is country personality. It is demonstrated the practicability of working with a broader country image concept by including the consumers' general perception country personality, their cognitive country image and, echo to their privileged type of affect toward the given country, before reaching behavioral intentions for traveling.

This thesis contributed to consumer behavior literature, in particular that on behavioral intentions, country of origin and branding destination, as it examined an alternative theoretical explanation focusing on cognition, emotion and the human-like characteristics of a country. It proposes an integrated framework that can jointly explain over 71% of the total variance of behavioral intentions to visit a given country.

The findings provide evidence of the symbolic functions or benefits of country personality, and how this can be crucial to the understanding of a very complex construct - the behavioral intentions of consumers. This research project therefore complements and validates the findings of previous studies on the use of the country personality scale. It also confirms the valuable contributions of the cognitive and affective multi-item scales whilst extending earlier proposals of d'Astous & Boujbel (2007), Geuens, Weijters, & De Wulf (2009), and Nebenzahl, Jaffe, & Usunier (2003). The research also confirms the quality of the country personality scale as a tool to measure country image perception.

The findings confirmed that people can attribute human-like characteristics and associate those to countries and can communicate their impression on country personality in that

manner; it demonstrated that people can express their beliefs as well as their emotions about a particular country.

The role of affective country image as a bridge, linking (mediator of) the situational input of country personality symbolic image to the psychological output of behavioral intention to visit was validated and, perhaps the most significant finding is the validation of the theoretical and empirical links between country personality dimensions, affective country image, and behavioral intentions. Direct and positive links are found from *agreeableness* and *assiduousness;* a direct and negative link is found from *snobbism* to the mediating variable. Country personality in general is an indirect antecedent of behavioral intentions. Accounting for most of the variance, *snobbism,* agreeableness and *assiduousness* are overwhelming indicators of consumer behavioral intentions. Of particular note is the fact that *conformity* and *unobtrusiveness* have no significant effects on behavioral intentions.

The findings are consistent with existing consumer behavior literature, indicating that certain definitions in brand personality are culturally specific (McCrae & Costa, 1996) and the symbolism associated with a brand tends to vary to some extent in accordance with the change in individual socialization (Lee & Lijia, 2012). Country images can have unique and distinctive perceived qualities - Anholt´s (2003) view may thus be corroborated, when he referred to culture as the unique feature of a country that communicates a country's true spirit and essence, which can potentially influence country image. The findings suggest noteworthy theoretical and managerial implications.

7.1 Academic contributions of the thesis

Although previous country image literature has stressed the importance of cognitive and affective image perception in predicting consumer behavioral intentions (Roth & Diamantopoulos, 2009; Heslop, Lu, & Cray, 2008), this research project demonstrates the congruency of adding country personality as a complementary measure. The thesis has explored the relative importance of the country personality dimensions in the context of predicting behavioral intentions.

This research provides a deep insight into the usage of country personality in the context of cross-cultural destination with only one country scrutinized by a sample from a second

country that shares its history and mother tongue. The findings demonstrate that d' Astous & Boujbel's (2007) six factor scale cannot be fully replicated. Instead, it needs adaptation as some dimensions may be less relevant and others may be more prominent. The evidence of a five-dimensional scale to describe country personality rather than the original six dimensional solution may be helpful for further research into the problem.

In general, four of the five factors appear to replicate the original dimensions of the country personality framework. However the five-dimensional approach merged two of the original factors into one, which seems to be particularly relevant and worthy of further scrutiny as it was achieved using 15 and not the 24 personality items proposed by the original scale developers (d' Astous & Boujbel, 2007).

The evidence for a five, rather than a six-dimensional scale is something new for country personality studies. However, similar conclusions were drawn in existing branding literature (brand personality), and it may be said that the results are comparable to Caprara, Barbaranelli, & Guido´s (2001), and Lee & Lijia´s (2012) arguments. Their findings, in a tourism destination study, showed that Aaker's (1997) brand personality scale could not be fully replicated.

On the methodological front, the study's main contribution lies in an independent validation of d' Astous & Boujbel's (2007) country personality scale. While the original country personality scale of d'Astous & Boujbel (2007) was originally developed in the context of a single country (Canada) the current study replicated the scale in a different national context and also assessed its psychometric properties. A new translated version was produced (and is presented in Appendix B).

However, this research also seems to complement the one conducted by d' Astous & Boujbel´s (2007), in particular with regards to the following details: the current study used a larger sample for a unique country evaluation; in addition, a new translation of the scale and its validation was performed, and a Portuguese version of the original language adjectives (French, and English afterwards by the scale authors) became available.

Theoretically, the researcher has validated the role of country personality as a antecedent of emotional links to a particular country, and therefore its indirect impact on people's psychological behavioral intentions to travel. In addition, it has been validated the affective country image as a partial bridge, linking a situational input of cognitive country image to people's psychological output of behavioral intentions.

The current research project also confirms the importance of cognition, mainly the *environment* dimension's direct and indirect influence, and the direct negative impact of the *people* dimension on behavioral intentions. Furthermore, cognitive country image is essential in driving consumers' congruent emotions with the destination country. The *environment* dimension seems to play a relevant role in the consumer's perceptions that can result either on direct or indirect impacts on individual behavioral intentions. However, the *people* dimension of cognitive country image appears to result only in a direct but negative impact on consumers behavioral intentions.

The current thesis provides a foundation for differentiating between country personality, cognitive country image, and affective country image elements and differentiates between the various dimensions of each of these components.

7.2 Managerial contributions of the thesis

The thesis also makes important contributions at a practical level. By understanding how individuals perceive a country´s symbolic image and its effects on intention to recommend, marketers may be more effective in using personality traits and behavioral intention relationships. The identification of the trends and their application to Brazilian´s potential visitors to Portugal is likely.

The findings provide evidence of the symbolic benefits of country personality, and how it can be crucial to understanding the complex construct that is the behavioral intention of consumers. Indeed, the results indicate that country personality dimensions have significant impact on consumer's behavioral intentions, although indirectly. As predicted, in this research project it is confirmed the importance of the affective image construct and its direct influence

on individuals behavioral intentions to visit whenever historical affinity as well as mother tongue sharing is present, which is the case of Portugal and Brazil.

In particular, marketers who study Portugal as a destination can differentiate the country based on its personality dimensions and can use them in the positioning efforts. Emphasis should be given to three of the five main personality traits (*snobbism, assiduousness*, and *agreeableness*) that were found to be the most significant predictors of consumer's behavioral intentions to visit.

As the personality traits associated with the snobbism dimension have shown a negative influence on behavioral intentions to visit, it is suggested that measures should be taken to mitigate or minimize their negative impact on the intention to visit Portugal. On the other hand, the personality traits associated with agreeableness and assiduousness should be highlighted, as these contribute positively to the intention to visit.

This research demonstrated the quality of the country personality scale, applied it in the Portuguese context, and derived a useful and practical model based on a reduced country personality scale. The usage of the country personality scale by general consumers and not only by students helped to understand its acceptance and easy usability. Its usage resulted in the perception of being a good instrument for a quantitative approach in the context of evaluating the consumer's perception behavioral intentions to visit a given country.

For marketers, this type of quantitative approach should be very useful to position and project the development of country symbolic images, taking into account the opinion of consumers in countries that compete with each other for tourism income. In this context, international marketers should focus on developing marketing strategies, emphasizing the unique personality of different countries. They should also consider the relevance of the effect of country emotions as they work as mediators. This research enables managers to determine whether country personality, country affect or cognition are the main drivers of country image perceptions.

Moreover, according to the respondents' evaluation, it may be concluded that Portugal is mostly seen by the defined population (Brazilians from São Paulo and Bahia states) as a country with a lot of history, culture and arts, with attractive scenery and high quality

attractions and is seen as a religious and traditionalist country. Still, the affective component of the image of Portugal is assessed as very positive, by Brazilians, since four of the five items measuring the construct obtained values above 4.0 on a scale 1-5. The results show that the Brazilians like Portugal indeed.

7.3   Limitations of the thesis

Akin to any other research project thesis of this nature and scope, the present research has some limitations which have to be taken into account when considering a discussion on the merits of its findings. As such, the researcher emphasizes the fact that this study is specific to one country, and cannot be applied to others. Having used a non-probabilistic sampling method and taking into account the limitations of investigating solely the perceptions of Brazilian consumers applied to one stimulus country, the application of the research findings that are inherent to this research model should not be extrapolated to other countries.

Secondly, due to time and financial constraints, the target population of the study is mainly restricted to the states of São Paulo and Bahia. Brazil has 27 states – however these are two of the most populous states and they also have the appropriate characteristics according to the previously established criteria.

Thirdly, this study did not aim to survey the sample based on the real proportions of the region's residents or other demographic characteristics. However, the sample is much larger than that of the original study carried out by d' Astous & Boujbel, (2007) – used as the reference. Also, the current study used a wide-range of respondents as opposed to the student sample used in the original scale (country personality) developers.

Fourth, the current research was conducted using an online survey method, with respondents being invited to complete an online questionnaire. The study was conducted considering only one stimulus country, and the questionnaire was handed out only in Portuguese to Brazilian respondents.

Fifth, this study focused on people's perceptions, emotions, and behavioral intentions, therefore the results cannot be applied to output variables such as purchase attitudes or purchasing decisions. This study examines the formation of general consumers behavioral

intentions mainly employing few core constructs and simplifies the decision-making process. There are other psychological factors, such as motivation, satisfaction, level of self-congruity, and situational factors, such as the type of travel, that may have an important influence and have not been included in the study.

Sixth, the empirical research sampling approach resulted in a highly educated and also a wealthy sample. This might have led to the overestimation of the relationship between country personality, emotional links, and behavioral intentions. Highly educated populations tend to be more receptive to foreign proposals (Canally, 2010), which might arise from their ability to travel abroad and interact with other countries, thus developing an appreciation for its people. On the other hand, being wealthy can reinforce this fact. Future research needs to emphasize and examine the above as a possibility.

Finally, there is no doubt that the majority destination/country image studies continue to occupy the traditional phase of research (positivist and reductionist) as defined by Denzin & Lincoln (1998) and by Phillimore & Goodson (2004). Traditional research is often directed towards an audience of tourism business interests which may favor tourism practitioners over other constituencies in the development of tourism. The implicit assumptions expressed in current research, may hinder an understanding of other marginal meanings of country image. However, and while at the same time, it can simultaneouslly reinforce stereotypical images that are often designed to influence tourists.

7.4   Suggestions for future research

Future research, replicating this project using a random sampling method and applied to other Brazilian states, may increase the validity and understanding of the results, making a significant contribution to the literature. Indeed, large databases of contacts can be purchased and applications such as Qualtrics® can be used to generate random samples to be analyzed.

The self-congruity theory and self-concept (Sirgy, 1982) seems to be a way for future studies. Indeed, comparing, the consumers' perception of country personality and consumers own personality may be helpful.

An application of the model to compare the states of São Paulo and Bahia can also be a lead for future research, as well as to investigate the moderating impact of country familiarity on the relationship between country image and behavioral intentions to visit.

As the current sampling approach resulted in a highly educated and wealthy sample which might have led to the overestimation of the relationship between country personality, emotional links, and behavioral intentions, future research should include a more heterogeneous sample.

Replicating this research project in other countries will increase the understanding of this worthwhile research area, implying an important contribution to the country personality literature. Although the research found that Portugal has a five-dimensional country personality, the responses found support for the argument that the country personality scale may not fully represent the personality traits associated with a country, in line with Aaker's (1997) findings, as materialized in the brand personality scale.

However, the arguments made by d' Astous & Boujbel (2007) about the poor usefulness of the country personality scale for predicting people's evaluation of countries as travel destinations (p. 238) are not corroborated by the current research findings. More research is needed to corroborate or refute this finding. Indeed, close ended questions elicited personality traits that are similar from d' Astous & Boujbel (2007) and the confirmatory factor analysis revealed five-dimensions rather than the six country personality dimensions originally defined by d' Astous & Boujbel (2007). In addition, future research needs to extend model testing to other cultures and geographies to increase the generalizability of the findings documented here and identify changes in the model that may arise from cultural differences.

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9 Appendices

9.1 Appendix A - Questionnaire used in the pre-test

Q1 Imagem do país

Peço-lhe que trabalhe de forma rápida no preenchimento do questionário. Não há uma resposta "certa" ou "errada" - o seu "feeling" imediato acerca de cada questão é o que conta!

Esta secção é sobre Portugal e os portugueses. Algumas vezes as pessoas pensam nos países como se estes fossem pessoas, e associam-lhes características tipicamente usadas para descrever os seres humanos. Por exemplo, o Canadá pode ser descrito como "alguém" acolhedor, calmo e sábio. Com base em uma escala de 1-5, na qual "1" significa "não descreve de todo este país" , e "5" significa "descreve perfeitamente este país", avalie em que medida as características referidas abaixo descrevem Portugal. Na sua opinião, Portugal pode ser definido como "alguém" que …

	Não descreve de todo este país (1) (1)	(2) (2)	(3) (3)	(4) (4)	Descreve perfeitamente este país (5) (5)
... sabe aproveitar bem a vida (1)	❍	❍	❍	❍	❍
... é engraçado (2)	❍	❍	❍	❍	❍
... é divertido (3)	❍	❍	❍	❍	❍
... é agradável (4)	❍	❍	❍	❍	❍
... é imoral (5)	❍	❍	❍	❍	❍
... é banal (6)	❍	❍	❍	❍	❍
... é decadente (7)	❍	❍	❍	❍	❍
... é agressivo (8)	❍	❍	❍	❍	❍
... é arrogante (9)	❍	❍	❍	❍	❍
... é snobe (10)	❍	❍	❍	❍	❍
... é cheio de manias (11)	❍	❍	❍	❍	❍
... é radical (chauvinista) (12)	❍	❍	❍	❍	❍
... é organizado (13)	❍	❍	❍	❍	❍
... é rigoroso (14)	❍	❍	❍	❍	❍
... é próspero (15)	❍	❍	❍	❍	❍
... é trabalhador (16)	❍	❍	❍	❍	❍
... é religioso (17)	❍	❍	❍	❍	❍
... é espiritual (18)	❍	❍	❍	❍	❍
... é conservador (19)	❍	❍	❍	❍	❍
... é cerimonioso (20)	❍	❍	❍	❍	❍
... é medroso (21)	❍	❍	❍	❍	❍
... é molenga (22)	❍	❍	❍	❍	❍
... é dependente (23)	❍	❍	❍	❍	❍
... é discreto (24)	❍	❍	❍	❍	❍

Q2 Como você descreve Portugal e o povo português?

Marque a sua resposta na escala abaixo, selecionando mais à esquerda ou mais à direita, de acordo com a sua perceção

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Paisagens atraentes:Paisagens não atraentes (1)	❍	❍	❍	❍	❍
Atrações de alta qualidade:Atrações de baixa qualidade (2)	❍	❍	❍	❍	❍
É um país que tem bons preços pelo que oferece:É um país muito caro pelo que oferece (3)	❍	❍	❍	❍	❍
Muita história, cultura e arte:Pouca história, cultura e arte (4)	❍	❍	❍	❍	❍
Alta qualidade de vida:Baixa qualidade de vida (5)	❍	❍	❍	❍	❍
Pobre:Rico (6)	❍	❍	❍	❍	❍
Povo muito educado:Povo não muito educado (7)	❍	❍	❍	❍	❍
Avançado tecnologicamente:Não avançado tecnologicamente (8)	❍	❍	❍	❍	❍

Q3 O que você sente por Portugal?

Com base em uma escala de 1-5, na qual "1" significa "concordo totalmente" , e "5" significa "discordo totalmente", marque de acordo com a sua perceção.

	Concordo Totalmente (1) (1)	(2) (2)	(3) (3)	(4) (4)	Discordo Totalmente (5) (5)
Simpatizo com Portugal (1)	❍	❍	❍	❍	❍
Gosto de Portugal (2)	❍	❍	❍	❍	❍
Portugal é um país seguro (3)	❍	❍	❍	❍	❍
Portugal é um país simpático (4)	❍	❍	❍	❍	❍
Admiro Portugal (5)	❍	❍	❍	❍	❍
Portugal é um país confiável (6)	❍	❍	❍	❍	❍

Q4 Qual a sua familiaridade com Portugal?

Com base em uma escala de 1-5, na qual "1" significa "discordo totalmente" , e "5" significa "concordo totalmente", marque de acordo com a sua perceção.

	Discordo Totalmente (1) (1)	(2) (2)	(3) (3)	(4) (4)	Concordo Totalmente (5) (5)
Portugal é um país que eu conheço (1)	❍	❍	❍	❍	❍
Eu conheço Portugal pelos meios de comunicação (TV, rádio, jornais, revistas, etc.) (2)	❍	❍	❍	❍	❍
Eu conheço Portugal devido a laços familiares (emigrou de lá, tem parentes que moram lá) (3)	❍	❍	❍	❍	❍
O que eu conheço de Portugal são as marcas portuguesas (4)	❍	❍	❍	❍	❍
Eu conheço Portugal pelo que aprendi na escola (5)	❍	❍	❍	❍	❍
Eu conheço Portugal por ter viajado por lá (6)	❍	❍	❍	❍	❍

Q5   Personalidade

Como se classificaria, considerando as seis dimensões de personalidade seguintes? Marque a sua resposta na escala abaixo, selecionando mais à esquerda ou mais à direita, de acordo com a sua perceção

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Desagradável / mal disposto:Agradável / bem disposto (1)	❍	❍	❍	❍	❍
Bom / bondoso:Mau / perverso (2)	❍	❍	❍	❍	❍
Modesto / despretencioso:Snobe / pretencioso (3)	❍	❍	❍	❍	❍
Desleixado / descuidado:Exigente / cuidadoso (4)	❍	❍	❍	❍	❍
Independente / livre:Conformista / submisso (5)	❍	❍	❍	❍	❍
Indiscreto / intrometido:Discreto / comedido (6)	❍	❍	❍	❍	❍

Q6   Portugal como destino turístico

Com base em uma escala de 1-5, na qual "1" significa "concordo totalmente" , e "5" significa "discordo totalmente", marque de acordo com a sua perceção.

	Concordo Totalmente (1) (1)	2 (2)	3 (3)	4 (4)	Discordo Totalmente (5) (5)
Uma visita a Portugal seria muito agradável (1)	❍	❍	❍	❍	❍
Eu recomendaria a outras pessoas para irem a Portugal (2)	❍	❍	❍	❍	❍
Portugal é um lugar que qualquer pessoa já sonhou em visitar (3)	❍	❍	❍	❍	❍
Portugal é um destino muito procurado por viajantes brasileiros (4)	❍	❍	❍	❍	❍

Q7   Opinião geral sobre Portugal

Que imagens ou características gerais lhe vêm à cabeça quando você pensa em Portugal? Marque de 1 a 3 opções.
- ❑   Gastronomia (1)
- ❑   Cultura (2)
- ❑   Europa (3)
- ❑   Negócios (4)
- ❑   Natureza (5)
- ❑   Outra (especifique por favor) (6) _____

Q8   Caracterização demográfica

*** Todas as suas respostas são anónimas e estritamente confidenciais ***   Qual o seu Sexo?
- ❍   Masculino (1)
- ❍   Femínino (2)

Q9 Qual o ano do seu nascimento?

- ○ 1990 (1)
- ○ 1989 (2)
- ○ 1988 (3)
- ○ 1987 (4)
- ○ 1986 (5)
- ○ 1985 (6)
- ○ 1984 (7)
- ○ 1983 (8)
- ○ 1982 (9)
- ○ 1981 (10)
- ○ 1980 (11)
- ○ 1979 (12)
- ○ 1978 (13)
- ○ 1977 (14)
- ○ 1976 (15)
- ○ 1975 (16)
- ○ 1974 (17)
- ○ 1973 (18)
- ○ 1972 (19)
- ○ 1971 (20)
- ○ 1970 (21)
- ○ 1969 (22)
- ○ 1968 (23)
- ○ 1967 (24)
- ○ 1966 (25)
- ○ 1965 (26)
- ○ 1964 (27)
- ○ 1963 (28)
- ○ 1962 (29)
- ○ 1961 (30)
- ○ 1960 (31)
- ○ 1959 (32)
- ○ 1958 (33)
- ○ 1957 (34)
- ○ 1956 (35)
- ○ 1955 (36)
- ○ 1954 (37)
- ○ 1953 (38)
- ○ 1952 (39)
- ○ 1951 (40)
- ○ 1950 (41)
- ○ 1949 (42)
- ○ 1948 (43)
- ○ 1947 (44)

Q10 Estado no qual reside:

- ○ São Paulo (1)
- ○ Bahia (2)
- ○ Outro (3)

Q11 Qual é a sua língua materna?

❍   Português (1)
❍   Outra (especifique por favor) (2) _____

Q12 Qual foi o curso de nível mais elevado que concluiu?

❍   Nunca frequentou a escola (1)
❍   Antigo Primário (Elementar) (2)
❍   Antigo Ginásio (Médio 1º Ciclo) (3)
❍   Regular do Ensino Fundamental ou 1º Grau (4)
❍   Supletivo do Ensino Fundamental ou do 1º Grau (5)
❍   Antigo Científico, Clássico, etc... (Médio 2º Ciclo) (6)
❍   Regular ou Supletivo do Ensino Médio ou do 2º Grau (7)
❍   Superior de Graduação (8)
❍   Mestrado (9)
❍   Doutorado (10)
❍   Outro (especifique) (11) _____

Q13 Situação de emprego. Qual é a sua situação atual de trabalho?

❍   Empregado com carteira de trabalho assinada (1)
❍   Militar do exército, marinha, aeronáutica, policia militar ou corpo de bombeiros (2)
❍   Empregado pelo regime jurídico dos funcionários públicos (3)
❍   Empregado sem carteira de trabalho assinada (4)
❍   Conta própria (5)
❍   Empregador (6)
❍   Não-remunerado (7)
❍   Outro (Especifique por favor) (8) _____

Q14 Qual é o seu rendimento bruto mensal? Considere para unidade base o salário mínimo de R$ 510,00 (Censo 2010)

❍   Sem rendimento (1)
❍   Inferior a 1 salário mínimo (2)
❍   Mais de 1 a 2 (3)
❍   Mais de 2 a 3 (4)
❍   Mais de 3 a 5 (5)
❍   Mais de 5 a 10 (6)
❍   Mais de 10 (7)
❍   Prefiro não dizer (8)

Q15 Alguma vez visitou Portugal?

○   Sim (1)
○   Não (2)

Q16 Quantas vezes visitou Portugal nos últimos cinco anos?

○   Uma vez (1)
○   Duas vezes (2)
○   Três a cinco vezes (3)
○   Cinco a dez vezes (4)
○   Mais de dez vezes (5)

Q17 Principal razão das visitas a Portugal? Escolha uma.

○   Turismo (1)
○   Trabalho (2)
○   Estudo (3)
○   Outra (especifique por favor) (4) _____

Q18 Nos últimos cinco anos fez férias no Brasil?

○   Sim (1)
○   Não (2)

Q19 Qual, ou quais os seus principais destinos de férias no Brasil?

Marque pelo menos 1 e não mais do que 3 Estado(s) para onde viajou durante as suas férias no Brasil.
- Bahia (1)
- São Paulo (2)
- Minas Gerais (3)
- Santa Catarina (4)
- Rio de Janeiro (5)
- Rio Grande do Sul (6)
- Paraná (7)
- Amazonas (8)
- Ceará (9)
- Acre (10)
- Amapá (11)
- Distrito Federal (12)
- Pará (13)
- Rondônia (14)
- Roraima (15)
- Tocantins (16)
- Maranhão (17)
- Piauí (18)
- Rio Grande do Norte (19)
- Paraíba (20)
- Pernambuco (21)
- Alagoas (22)
- Sergipe (23)
- Goiás (24)
- Mato Grosso (25)
- Mato Grosso do Sul (26)
- Espirito Santo (27)

Q20 Nos últimos cinco você viajou para fora do Brasil de férias?

- Sim (1)
- Não (2)

Q21   Em que país ou países você esteve de férias?

Escreva o nome do país no espaço em branco (até 3 paises). Caso tenha mais do que 1, escreva por ordem da sua preferência, na 1ª posição o que mais gostou, depois o 2º e por fim o 3º

	País 1 (1)	País 2 (2)	País 3 (3)
Nos últimos cinco anos estive de férias nos seguintes países: (1)			

Q22 Destino para umas férias de sonho.

Escreva o nome de um país, cidade, lugar, monumento, etc...

	Local ideal (1)
O meu sonho de viagem é ir para...: (1)	

Q23 Observações - ajude-me a melhorar este questionário.

Escreva as suas sugestões.Pode também enviar-me um e-mail para carlos.burcio@gmail.com

9.2   Appendix B - Questionnaire used in the main study

Q1   Como você descreve Portugal e o povo português?

Marque a sua resposta na escala abaixo, selecionando mais à esquerda ou mais à direita, de acordo com a sua perceção

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Pouca história, cultura e arte:Muita história, cultura e arte (1)	○	○	○	○	○
Atrações de baixa qualidade:Atrações de alta qualidade (2)	○	○	○	○	○
É um país muito caro pelo que oferece:É um país que tem bons preços pelo que oferece (3)	○	○	○	○	○
Paisagens não atraentes:Paisagens atraentes (4)	○	○	○	○	○
Baixa qualidade de vida:Alta qualidade de vida (5)	○	○	○	○	○
Pobre:Rico (6)	○	○	○	○	○
Povo com baixo nível de ensino / educação:Povo com elevado nível de ensino / educação (7)	○	○	○	○	○
Não avançado tecnologicamente:Avançado tecnologicamente (8)	○	○	○	○	○

Q2 Imagem simbólica de Portugal

Por vezes as pessoas pensam nos países como se estes fossem pessoas, e associam-lhes características tipicamente usadas para descrever os seres humanos. Por exemplo, o Canadá pode ser descrito como "alguém" acolhedor, calmo e sábio.

Com base em uma escala de 1-5, na qual "1" significa "Não descreve de todo este país" , e "5" significa "Descreve perfeitamente este país", avalie em que medida as características referidas abaixo descrevem Portugal. Na sua opinião, Portugal pode ser definido como "alguém" que...

	Não descreve de todo este país (1) (1)	(2) (2)	(3) (3)	(4) (4)	Descreve perfeitamente este país (5) (5)
... sabe aproveitar bem a vida (bon-vivant) (1)	❍	❍	❍	❍	❍
... é engraçado (folião) (2)	❍	❍	❍	❍	❍
... é divertido (3)	❍	❍	❍	❍	❍
... é simpático (agradável) (4)	❍	❍	❍	❍	❍
... é imoral (5)	❍	❍	❍	❍	❍
... é banal (vulgar) (6)	❍	❍	❍	❍	❍
... é decadente (7)	❍	❍	❍	❍	❍
... é agressivo (ofensor/delinquente) (8)	❍	❍	❍	❍	❍
... é arrogante (9)	❍	❍	❍	❍	❍
... é snobe (10)	❍	❍	❍	❍	❍
... é cheio de manias (11)	❍	❍	❍	❍	❍
... é radical (chauvinista) (12)	❍	❍	❍	❍	❍
... é organizado (13)	❍	❍	❍	❍	❍
... é rigoroso (14)	❍	❍	❍	❍	❍
... é próspero (15)	❍	❍	❍	❍	❍
... é trabalhador (16)	❍	❍	❍	❍	❍
... é religioso (17)	❍	❍	❍	❍	❍
... é espiritual (18)	❍	❍	❍	❍	❍
... é conservador (19)	❍	❍	❍	❍	❍
... é cerimonioso (20)	❍	❍	❍	❍	❍
... é medroso (timído) (21)	❍	❍	❍	❍	❍
... é mole (molenga) (22)	❍	❍	❍	❍	❍
... é dependente (23)	❍	❍	❍	❍	❍
... é neutral (comedido/discreto) (24)	❍	❍	❍	❍	❍

Q3   O que você sente por Portugal?

Com base em uma escala de 1-5, na qual "1" significa "Discordo totalmente" , e "5" significa "Concordo totalmente", marque de acordo com a sua perceção.

	Discordo Totalmente (1) (1)	(2) (2)	(3) (3)	(4) (4)	Concordo Totalmente (5) (5)
Admiro Portugal (1)	❍	❍	❍	❍	❍
Gosto de Portugal (2)	❍	❍	❍	❍	❍
Portugal é um país seguro (3)	❍	❍	❍	❍	❍
Portugal é um país agradável (4)	❍	❍	❍	❍	❍
Portugal é um país confiável (5)	❍	❍	❍	❍	❍

Q4   Qual a sua familiaridade com Portugal?

Com base em uma escala de 1-5, na qual "1" significa "Discordo totalmente" , e "5" significa "Concordo totalmente", marque de acordo com a sua perceção.

	Discordo Totalmente (1) (1)	(2) (2)	(3) (3)	(4) (4)	Concordo Totalmente (5) (5)
Eu conheço Portugal devido a laços familiares (emigrou de lá, tem parentes que moram lá) (1)	❍	❍	❍	❍	❍
Eu conheço Portugal pelos meios de comunicação (Internet, TV, rádio, jornais, revistas, etc.).Eu já li sobre Portugal (2)	❍	❍	❍	❍	❍
Portugal é um país que eu conheço por ter estado lá (3)	❍	❍	❍	❍	❍
O que eu conheço de Portugal são as marcas portuguesas (marcas de país de origem em produtos) (4)	❍	❍	❍	❍	❍
Eu conheço Portugal pelo que aprendi na escola (5)	❍	❍	❍	❍	❍
Eu conheço Portugal por ter viajado por lá (escala de viagem, em trânsito para outro destino) (6)	❍	❍	❍	❍	❍

Q5   Portugal como destino de viagem

Com base em uma escala de 1-5, na qual "1" significa "Discordo Totalmente" , e "5" significa "Concordo Totalmente", marque de acordo com a sua perceção.

	Discordo Totalmente (1) (1)	2 (2)	3 (3)	4 (4)	Concordo Totalmente(5) (5)
Uma visita a Portugal seria muito agradável (1)	❍	❍	❍	❍	❍
Eu recomendaria a outras pessoas para irem a Portugal (2)	❍	❍	❍	❍	❍
Eu vou dizer coisas positivas sobre Portugal para outras pessoas (3)	❍	❍	❍	❍	❍
Portugal é um destino muito popular entre viajantes brasileiros (4)	❍	❍	❍	❍	❍
Tenho planos para visitar Portugal nos próximos 2 anos (5)	❍	❍	❍	❍	❍
Eu vou incentivar amigos e parentes para visitar Portugal (6)	❍	❍	❍	❍	❍

Q6   Opinião geral sobre Portugal

Que imagem ou característica geral lhe vêm à cabeça quando você pensa em Portugal?
Das opções disponíveis escolha pelo menos 3 e ordene-as pela ordem da sua preferência, escrevendo 1 na opção que melhor define a imagem ou caracteristica geral de Portugal, escreva 2 na segunda e 3 na terceira, sendo facultativa a restante ordenação.

_____ Gastronomia (1)
_____ Cultura (2)
_____ Europa (3)
_____ Negócios (4)
_____ Natureza (5)
_____ História (6)
_____ Religião (7)
_____ Outra (8)

Q7   Alguma vez visitou Portugal?

❍   Sim (1)
❍   Não (2)

Q8 Quantas vezes visitou Portugal nos últimos cinco anos?

❍   Uma vez (1)
❍   Duas vezes (2)
❍   Três a cinco vezes (3)
❍   Cinco a dez vezes (4)
❍   Mais de dez vezes (5)

Q9 Principal razão das visitas a Portugal? Escolha uma.

❍   Turismo (1)
❍   Trabalho (2)
❍   Estudo (3)
❍   Família (4)
❍   Outra (especifique por favor) (5) _____

Q10 Nos últimos cinco anos visitou outros Estados brasileiros que não o de sua residência?

❍   Sim (1)
❍   Não (2)

Q11 Qual, ou quais os seus principais destinos de viagem no Brasil?

Marque pelo menos 1 e não mais do que 3 Estado(s) para onde viajou no Brasil, por ordem de preferência, escrevendo 1, 2, 3. (use a tecla <del> para apagar em caso de engano)

_____ Bahia (1)
_____ São Paulo (2)
_____ Minas Gerais (3)
_____ Santa Catarina (4)
_____ Rio de Janeiro (5)
_____ Rio Grande do Sul (6)
_____ Paraná (7)
_____ Amazonas (8)
_____ Ceará (9)
_____ Acre (10)
_____ Amapá (11)
_____ Distrito Federal (12)
_____ Pará (13)
_____ Rondônia (14)
_____ Roraima (15)
_____ Tocantins (16)
_____ Maranhão (17)
_____ Piauí (18)
_____ Rio Grande do Norte (19)
_____ Paraíba (20)
_____ Pernambuco (21)
_____ Alagoas (22)
_____ Sergipe (23)
_____ Goiás (24)
_____ Mato Grosso (25)
_____ Mato Grosso do Sul (26)
_____ Espirito Santo (27)

Q12 Nos últimos cinco você viajou para fora do Brasil?

○   Sim (1)
○   Não (2)

Q13   Para que país ou países você viajou?

Escreva o nome do país no espaço em branco (até 3 paises). Escreva o nome de pelo menos 1 país.
E, caso tenha mais do que 1, escreva por ordem da sua preferência, na 1ª posição o que mais gostou, depois o 2º e por fim o 3º.
Considera-se que passou pelo menos uma noite nesse destino.

_____ País 1 (1)
_____ País 2 (2)
_____ País 3 (3)

Q14 Na sua opinião, o que Portugal oferece que o distingue de outros países como destino de viagem?

(Escreva em poucas palavras, podendo optar por não escrever nada)

	O melhor de Portugal (1)
Portugal distingue-se de outros país por... (1)	

Q15 Destino para umas férias de sonho.

Escreva o nome de um país, cidade, lugar, etc...

(Pode optar por não escrever nada)

	Local ideal (1)
O meu sonho de viagem é ir para...: (1)	

Q16 A sua Personalidade

Como se classificaria a si, considerando os seguintes traços de personalidade?
*** Todas as suas respostas são anónimas e estritamente confidenciais ***
Usando a escala de 1-5, na qual "1" significa "Não descreve de todo" , e "5" significa "Descreve perfeitamente"

	Não descreve de todo (1) (1)	(2) (2)	(3) (3)	(4) (4)	Descreve perfeitamente (5) (5)
... sabe aproveitar bem a vida (bon vivant) (1)	❍	❍	❍	❍	❍
... engraçado (folião) (2)	❍	❍	❍	❍	❍
... divertido (3)	❍	❍	❍	❍	❍
... simpático (agradável) (4)	❍	❍	❍	❍	❍
... imoral (5)	❍	❍	❍	❍	❍
... banal (vulgar) (6)	❍	❍	❍	❍	❍
... decadente (7)	❍	❍	❍	❍	❍
... agressivo (ofensivo) (8)	❍	❍	❍	❍	❍
... arrogante (9)	❍	❍	❍	❍	❍
... snobe (10)	❍	❍	❍	❍	❍
... cheio de manias (11)	❍	❍	❍	❍	❍
... radical (chauvinista) (12)	❍	❍	❍	❍	❍
... organizado (13)	❍	❍	❍	❍	❍
... rigoroso (14)	❍	❍	❍	❍	❍
... próspero (15)	❍	❍	❍	❍	❍
... trabalhador (16)	❍	❍	❍	❍	❍
... religioso (17)	❍	❍	❍	❍	❍
... espiritual (18)	❍	❍	❍	❍	❍
... conservador (19)	❍	❍	❍	❍	❍
... cerimonioso (20)	❍	❍	❍	❍	❍
... medroso (timído) (21)	❍	❍	❍	❍	❍
... mole (molenga) (22)	❍	❍	❍	❍	❍
... dependente (23)	❍	❍	❍	❍	❍
... neutral (discreto/comedido) (24)	❍	❍	❍	❍	❍

Q17   Para finalizar - caracterização demográfica

*** Todas as suas respostas são anónimas e estritamente confidenciais ***
Qual o seu Sexo?

- ❍ Masculino (1)
- ❍ Femínino (2)

Q18 Qual a sua idade?

Selecione o intervalo que inclui a sua idade atual.
- ❍ 18-25 anos de idade (1)
- ❍ 26-35 anos de idade (2)
- ❍ 36-45 anos de idade (3)
- ❍ 46-55 anos de idade (4)
- ❍ 56-65 anos de idade (5)
- ❍ 66-75 anos de idade (6)
- ❍ Mais de 75 anos de idade (7)

Q19   Estado no qual reside:

- ❍ São Paulo (1)
- ❍ Bahia (2)
- ❍ Outro (3) _____

Q20   Qual é a sua língua materna?

- ❍ Português (1)
- ❍ Outra (especifique por favor) (2) _____

Q21 Qual foi o curso de nível mais elevado que concluiu?

- ❍ Nunca frequentou a escola (1)
- ❍ Antigo Primário (Elementar) (2)
- ❍ Antigo Ginásio (Médio 1º Ciclo) (3)
- ❍ Regular do Ensino Fundamental ou 1º Grau (4)
- ❍ Supletivo do Ensino Fundamental ou do 1º Grau (5)
- ❍ Antigo Científico, Clássico, etc... (Médio 2º Ciclo) (6)
- ❍ Regular ou Supletivo do Ensino Médio ou do 2º Grau (7)
- ❍ Superior de Graduação (8)
- ❍ Pós Graduação (9)
- ❍ Mestrado (10)
- ❍ Doutorado (11)

Q22 Situação de emprego.

Qual é a sua situação atual de trabalho?
- Empregado com carteira de trabalho assinada (1)
- Militar do exército, marinha, aeronáutica, policia militar ou corpo de bombeiros (2)
- Empregado pelo regime jurídico dos funcionários públicos (3)
- Empregado sem carteira de trabalho assinada (4)
- Conta própria (5)
- Empregador (6)
- Aposentado (7)
- Outro (Especifique por favor) (8) _____

Q23 Qual é o seu rendimento bruto mensal?

Considere para unidade base o salário mínimo de R$ 510,00 (Censo 2010)
- Sem rendimento (1)
- Inferior a 1 salário mínimo (2)
- Mais de 1 a 2 (3)
- Mais de 2 a 3 (4)
- Mais de 3 a 5 (5)
- Mais de 5 a 10 (6)
- Mais de 10 (7)
- Prefiro não dizer (8)

Q24 Deixe as suas sugestões ou comentários.

Pode também enviar-me um e-mail para carlos.burcio@gmail.com
Muito obrigado pela sua colaboração.