



# Effective destination advertising: Matching effect between advertising language and destination type



Jaemun Byun<sup>1</sup>, SooCheong (Shawn) Jang\*

School of Hospitality and Tourism Management, Purdue University, Marriott Hall, 900 W. State Street, West Lafayette, IN 47907, USA

## HIGHLIGHTS

- We investigated the effective advertising language for destinations.
- 2 (advertising language: affective and cognitive) by 2 (destination type: hedonic and utilitarian) experimental design.
- No main effects of advertising language in travelers' attitudes and behavioral intentions.
- Significant interaction effects of advertising language by destination type.

## ARTICLE INFO

### Article history:

Received 29 June 2014

Accepted 8 January 2015

Available online 31 January 2015

### Keywords:

Destination  
Attraction  
Advertisement  
Language  
Matching effect

## ABSTRACT

Destination advertising is important as a communication resource for both travelers and destination managers. This study attempted to identify effective advertising language for destinations through a  $2 \times 2$  experimental design with affective and cognitive language by hedonic and utilitarian destination types. The results suggest that advertising language has no significant effects on travelers' attitudes and behavioral intentions toward advertisements. However, when the destination type moderates, a significant interaction effect was found for both city-level and attraction-level destination advertisements. Travelers tend to show more positive attitudes toward cognitive language in city-level utilitarian destination advertisements, whereas they tend to show more positive attitudes toward affective language in attraction-level hedonic destination advertisements. This implies that managers can more effectively promote their destinations by matching advertising language with destination type.

© 2015 Elsevier Ltd. All rights reserved.

## 1. Introduction

Destination advertising plays an important role as a communication resource for both travelers and destination managers (e.g., travel agencies and local authorities). Managers often rely on destination advertisements to attract tourists who tend to plan their itineraries based on such advertisements. Destination advertising has successfully increased huge tourist demands. Major states and cities in the USA spend millions of dollars on destination advertising every year. Las Vegas spent \$90.6 million on advertising in 2012, which accounts for three quarters of its total marketing budget (Las Vegas Convention and Visitors Authority, 2013), while the state of California spent \$18.3 million in 2011 (VisitCalifornia.com, 2012).

However, it is difficult to identify which destination advertisements would be effective at attracting tourists. Many advertisements

still look similar to one another because they have conventionally employed typical pictures and generic phrases. It is almost impossible to distinguish what locations are advertised without destination titles. For example, advertisements with a picture of a beach or a jungle proclaiming "Feel the Magic" or "Experience Wonders" are so common. Further, even when destination advertisements look distinctive and ingenious, it is still difficult to judge whether they are really effective at attracting tourists.

In spite of the importance of destination advertising in tourism, however, there has been almost no related academic or empirical research, especially on the effectiveness of destination advertisements to attract tourists. Although there is abundant research on destination images and characteristics (e.g., Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal, 2007), few studies have investigated how destination advertising can communicate these images and characteristics to travelers and influence their attitudes and behaviors. Such research would help managers to design effective advertisements to promote their destinations. In sum, research on

\* Corresponding author. Tel.: +1 765 496 3610; fax: +1 765 494 0327.

E-mail addresses: [byun9@purdue.edu](mailto:byun9@purdue.edu) (J. Byun), [jang12@purdue.edu](mailto:jang12@purdue.edu) (S. Jang).

<sup>1</sup> Tel.: +1 765 631 4093.

the effectiveness of destination advertisements will make a significant contribution to both academia and the industry.

Yet, there has been ample research identifying effective advertising for commercial products and services in terms of format, language, etc. (e.g., Beukeboom & Semin, 2006; Chaudhuri & Micu, 2012; Clarkson, Tormala, & Rucker, 2011; Drolet, Williams, & Lau-Gesk, 2007; Giner-Sorolla, 2004; Kronrod, Grinstein, & Wathieu, 2012; Lewis, Whitler, & Hoegg, 2013). For example, Kronrod and Danziger (2013) found that figurative advertising language can be more effective for hedonic products than for utilitarian products. Since the intrinsic nature of advertising for destinations and products are similar, previous findings in commercial product advertising will be useful to investigate effective destination advertising.

This study is particularly interested in the relationship between advertising language and destination type. The specific objectives are to examine (1) what advertising language (i.e., *affective vs. cognitive*) and (2) whether matching the advertising language with the destination type (i.e., *hedonic vs. utilitarian*) have positive impacts on travelers' attitudes and behavioral intentions toward destination advertisements.

## 2. Literature review

Consumers' responses to advertisements can be affected by the relationships between advertisement's characteristics (e.g., *language or format*) and either product attributes (e.g., *complexity or consumption goals*) or consumers' personal states (e.g., *age or mood*) (e.g., Beukeboom & Semin, 2006; Chaudhuri & Micu, 2012; Clarkson et al., 2011; Drolet & Aaker, 2002; Drolet et al., 2007; Fabrigar & Petty, 1999; Giner-Sorolla, 2004; Hirschman, 1986; Kronrod & Danziger, 2013; Kronrod et al., 2012; Lewis et al., 2013). Chaudhuri and Micu (2012) argued that advertisements with pictures on the hedonic aspects of an innovative product can increase consumers' willingness to try it, but advertisements with pictures on the utilitarian aspects cannot. Kronrod et al. (2012) claimed that assertive language is more effective to induce customers' compliance intentions toward hedonic product advertisements, whereas non-assertive language is more effective for utilitarian product advertisements. Drolet et al. (2007), however, found that elderly adults tend to prefer affective language rather than rational language in both hedonic and utilitarian product advertisements. The influential relationships in customers' responses toward advertisements are summarized in Fig. 1.

This study is particularly interested in the relationship between advertising language and product type. The classification of

advertising language (i.e., *affective vs. cognitive*) and product type (i.e., *hedonic vs. utilitarian*) is reviewed in Sections 2.1 and 2.2. Then, the matching effect between advertising language and product type is investigated in Section 2.3. Lastly, the applicability of the matching effect in destination advertising is investigated in Sections 2.4 and 2.5.

### 2.1. Advertising language – affective vs. cognitive

The language used in advertisements is often categorized as either affective or cognitive in previous literature (e.g., Drolet et al., 2007; Fabrigar & Petty, 1999; Kronrod & Danziger, 2013; Kronrod et al., 2012; Mayer & Tormala, 2010). The basis of such classification is twofold: (1) content and message and (2) phrase and expression.

Firstly, language can be dichotomized as affective or cognitive based on the content and message it conveys (Becker, 1963; Knepprath & Clevenger Jr., 1965; Ruchelle, 1958). Content and messages related to feelings and emotions toward an object are considered affective, whereas content and messages related to beliefs about an object's attributes are considered cognitive (Fabrigar & Petty, 1999). Drolet et al. (2007), for instance, found that customers who read about the emotional aspects of a product (e.g., “the greeting card is crafted with care on textured paper that you'll love to touch”) viewed the advertisement as more affective than cognitive, whereas customers who read about the rational aspects of the same product (e.g., “the greeting card is designed and written by respected artists and authors, with plenty of space for you to include your own message”) viewed the advertisement as more cognitive than affective.

Secondly, the language used in advertisements can also be dichotomized as affective or cognitive based on what terms, phrases and expressions it uses. Some terms, phrases or expressions are predominantly observed in either emotional or rational contexts. Kronrod and Danziger (2013) stated that figurative expressions (e.g., “The view blows your mind away”) are so commonly used to describe feelings or emotional states that they are considered more affective than literal expressions (e.g., “The view is excellent”) even when advertisements contain the same content and message. Likewise, Mayer and Tormala (2010) found that a paragraph using the term “feel” (e.g., “I feel that donating blood is one of the most important contributions I can make to society”) was viewed as more affective, whereas the same paragraph using the term “think” (e.g., “I think that donating blood is one of the most important contributions I can make to society”) was viewed as more cognitive.

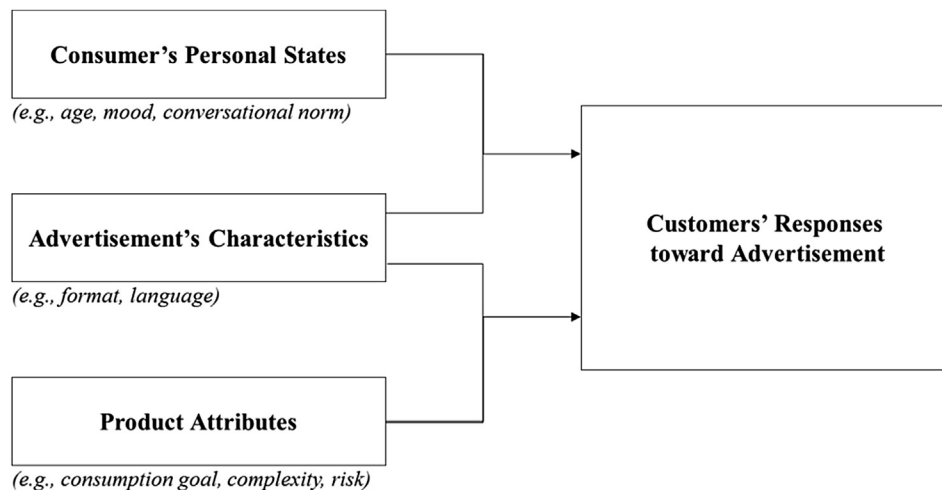


Fig. 1. Influential relationships in customers' responses toward advertisements.

Download English Version:

<https://daneshyari.com/en/article/1011902>

Download Persian Version:

<https://daneshyari.com/article/1011902>

[Daneshyari.com](https://daneshyari.com)