



UNIVERSIDADE CATÓLICA PORTUGUESA

The relevance of sensory information in destination marketing.

by

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Católica Porto Business School

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The relevance of sensory information in destination marketing.

How sensory stimuli affect destination personality
and behavioral intentions – the case of Gabon.

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by

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under the orientation of

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Resumo

Este estudo investiga o efeito dos estímulos sensoriais nas atitudes e intenções de visitar e recomendar o Gabão, considerando o papel mediador das dimensões da personalidade do destino. Para testar o modelo proposto, foi realizado um estudo baseado em inquéritos, e foram recolhidos dados de 210 participantes, utilizando uma amostragem por conveniência, recorrendo a uma técnica de bola de neve. Os resultados mostraram que tanto os estímulos visuais como auditivos influenciam positivamente as dimensões da personalidade do destino, que por sua vez, têm um efeito favorável nas atitudes, e nas intenções comportamentais de visitar e recomendar o Gabão como um destino turístico. Com base nos nossos resultados, foram discutidas as implicações para a teoria, para os *marketers* e as partes interessadas, incluindo a recomendação de introduzir o marketing sensorial nas estratégias de *marketing* de destino.

Palavras-chave: Estímulos Sensoriais, Personalidade do Destino, Atitude, Intenção de Visitar, Passa-a-Palavra, Gabão.

Abstract

This study investigates the effect of sensory cues on attitudes and behavioral intentions towards visiting Gabon, considering the mediating role of the destination personality dimensions. To test the proposed model, a survey-based study was conducted, and data was collected from 210 participants using a convenience snowball sampling technique. The findings showed that both visual and auditory stimuli positively influence destination personality dimensions, which in turn, enhance attitudes, and the behavioral intentions to visit and recommend Gabon as a touristic destination. Based on our results, implications for theory, marketers and other stakeholders were discussed, including the recommendation of introducing sensory marketing in destination marketing strategies.

Keywords: Sensory Stimuli, Destination Brand Personality, Attitude, Intention to Visit, Word-of-Mouth, Gabon.

Table of Contents

ACKNOWLEDGMENTS	IV
RESUMO.....	VI
ABSTRACT	VII
TABLE OF CONTENTS	VIII
INDEX OF FIGURES.....	X
INDEX OF TABLES	XI
LIST OF ABBREVIATIONS	XII
INTRODUCTION	15
CHAPTER 1	17
LITERATURE REVIEW	17
1.1. Antecedents and Outcomes of Brand Personality	17
1.2 Destination Marketing	18
1.2.1 Destination Brand Personality	20
1.3 Sensory Marketing.....	21
1.3.1 Visual Stimuli.....	22
1.3.2 Auditory Stimuli	23
1.4 Outcomes of Destination Brand Personality: Attitude, Intention to Visit and Positive WOM.....	24
1.4.1 Attitude	25
1.4.2 Intention to Visit	26
1.4.3 Positive Word-of-Mouth	27
CHAPTER 2	29
METHODOLOGY	29
2.1. Conceptual model	30
2.2. Data collection.....	31

2.2. Scales and pre-test.....	33
2.3. Data analysis procedures.....	34
CHAPTER 3	35
RESULTS	35
3.1. The measurement model assessment.....	37
3.2. The structural model assessment.....	40
CHAPTER 4	43
DISCUSSION AND CONCLUSION	43
4.1. Theoretical Contributions.....	44
4.2. Managerial Implications.....	45
4.3. Limitations and Future Research.....	46
REFERENCES	49
APPENDIX.....	65
Appendix 1 – Percentage of each SSA country visited	65
Appendix 2 – Measurement model fit measures	66
Appendix 3 – Structural model fit measures.....	66

Index of Figures

Figure 1. Conceptual research model.	31
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Index of Tables

Table 1. Demographic profiles (N= 210)	37
Table 2. Descriptive measures: Item loading, Cronbach's α values, AVE, Composite reliability, and Scale sources.	39
Table 3. Discriminant Validity	40
Table 4. Path estimates between Sensory Stimuli, Destination Personality and Attitude constructs	41
Table 5. Mediation effects model.....	42

List of Abbreviations

AVE – Average Variance Extracted

CFA - Confirmatory Factor Analysis

SD – Standard Deviation

SEM – Structural Equation Modeling

SSA – Sub-Saharan Africa

WOM – Word-of-mouth

Introduction

Tourism is a crucial industry for many countries, offering a range of economic and social benefits. Destination branding has appeared as a useful tool for creating a positive global perception of a place, which can lead to sustainable competitive advantage. However, developing consistent personality traits for a destination can be challenging for some, and it is crucial to create a set of traits that will help provide the place with a strong, favorable and unique image. Destination personality has been identified as a key antecedent that can influence tourist attitudes and behaviors such as visit intentions and recommendations (Baloglu & McCleary, 1999; Kim & Lee, 2015; Souiden et al., 2017). Therefore, investigating the concept of destination brand personality can be valuable for enhancing the tourism efforts of a destination.

Gabon is a country located in Central West Africa and has a diverse landscape, with rainforests, savannas, coastal regions, and is known for its extensive wildlife, pristine beaches, and natural resources. The Gabonese government has been making efforts to promote tourism in the country in recent years, with a focus on eco-tourism and sustainable development (Cloquet, 2013; Laurance et al., 2006; Ministry of Tourism in Gabon, 2021). Previous research on destination marketing in Africa has shown that the image of underdevelopment, poverty, lack of infrastructure, limited resources, among others, can hinder efforts to create a successful destination brand, and a serious need for "re-branding" is mentioned. However, to achieve this, there is a need to create a strong country brand to take advantage of the high potential of tourism (Osei & Gbadamosi, 2011; Wanjiru, 2006). Understanding the challenges and opportunities of destination branding in Sub-Saharan Africa (SSA) can help contextualize the present study and inform recommendations for Gabon's tourism development strategy. Given the call for increased research on ways to attract tourists to Gabon and the limited research

existing about the impact of sensory stimuli in the creation of a destination personality, especially in SSA developing countries, and the above-mentioned needs, this study aims to fill this gap by investigating and trying to answer the following research questions:

RQ1: How does the integration of sensory marketing techniques in promotional campaigns influence the creation of a destination personality?

RQ2: How does destination personality affect consumers' attitudes and behavioral intentions?

This study presents a thoroughly grounded literature review as well as the research model that will guide the data gathering procedure in addressing the above-mentioned shortcomings. The research was conducted using an online questionnaire, based on previously validated measurement scales, composed of an online video promoting Gabon's attributes giving ground to answer a set of questions destined to measure the variables under study. A sample of 210 answers were qualified, out of 220 collected, and enabled a thorough data analysis aiming to obtain relevant insights. The precedent allowed the drawing of relevant conclusions, suggestions and recommendations, alongside with limitations and suggestions for future research concerning the development of destination marketing strategies, especially for SSA developing countries.

Chapter 1

Literature review

1.1. Antecedents and Outcomes of Brand Personality

Brand personality is a key construct in branding literature, referring to “the set of human characteristics associated with a brand” (Aaker, 1997, p.347). Several antecedents of brand personality can be cited, namely, brand name, brand image, brand attitude, brand experience, brand communication among others (Aaker, 1997; Batra, 2019; Batra et al.; 1993; Eisend & Stokburger-Sauer, 2013; Saeed et al., 2022). However, another potential antecedent has been identified: sensory cues, embodying visual, auditory, olfactory and tactile stimuli (Batra, 2019; Krishna, 2012; Melzner & Raghurir, 2022; Möller & Herm, 2013; Spence, 2012). Sensory stimuli have been shown to affect consumer perceptions and emotions and thereby shape brand personality (Krishna, 2012; Spence, 2012). For example, visual cues such as colors, shapes, and logos; auditory cues such as music, sound, timbre can evoke specific emotions and create a brand personality or complement it (Aaker, 1997; Melzner & Raghurir, 2022). Therefore, understanding the role of sensory stimuli in the formation of brand personality is crucial for marketers to consider when developing and managing one.

According to research on the overall concept of brand personality, a positive brand personality generates favorable attitudes towards the brand (Aaker, 1999; Möller & Herm, 2013). Indeed, several outcomes of brand personality were also identified, namely, brand trust, brand loyalty, customer satisfaction, among others (Biel, 1993; Eisend & Stokburger-Sauer, 2013; Lee & Back, 2010; Sirgy, 1982). However, the behavioral consequences are the ones that attracted a wide interest from the research sphere, such as purchase intention, brand preference and word-

of-mouth (WOM) (Möller & Herm, 2013; Saeed et al., 2022). Thereby, turning a promotional message into a more holistic and senses-oriented content for the consumer could positively affect the outcomes of it.

1.2 Destination Marketing

Hospers (2009) defines place marketing as a set of specific actions that will impact the selected target market, and Eshuis et al. (2013) indicate that place marketing should involve more than simply communicating images that are favorable to a place. This is agreeing with Hospers (2004) stating that place marketing should be a strategy that bridges the gap between the identity (i.e., what a place truly is), the image (i.e., what consumers think of it), and the desired reputation (i.e., how the place wants to be perceived in the outside world). The author highlights a critical aspect of place marketing being the promotion of the destination's distinctive characteristics. Although place marketing is commonly associated with tourism, Baker and Cameron (2008, p. 80) say tourism should rather "be integral to place marketing" by supporting and leading the development of a place brand that other organizations can use when communicating to potential residents, businesses and investors. They justify it using the example of Morgan et al. (2004) of New Zealand, which began by using place marketing with a tourism initiative and eventually became a leader in destination marketing, leading to continuous growth on multiple levels (Baker & Cameron, 2008). A place marketing strategy is essential for increasing tourist arrivals, but also for regional/urban growth, country positioning in international relations, and driving economic development (Deffner & Metaxas, 2005; Papadopoulos, 2004).

Destination marketing is a critical component of place marketing, encompassing the strategies developed by organizations to promote their locations for tourism purposes. A destination is, essentially, any location around

the world that draws tourists for a stay, including different continents, countries, states, cities, towns, and resort communities (Baker & Cameron, 2008; Pike, 2004). While a promotional approach to destination marketing has traditionally been favored, Ritchie and Ritchie (2002) suggest that taking a more holistic approach can provide a sustainable competitive advantage, incorporating strategies such as sensory marketing. Furthermore, they stress the increasing importance of a complete marketing strategy including research and development, to ensure the accuracy of the information provided by destination marketing organizations (DMOs) in enhancing their promotional efforts. By enriching demand-side strategies with supply-side ones, such as promoting places to intermediaries and developing necessary infrastructures to enhance destination attractiveness, DMOs can serve a specific purpose in boosting regional growth and economic development (Baker & Cameron, 2008; Prideaux & Cooper, 2003).

Furthermore, a destination can also be viewed as a brand. Indeed, destination brand is conceptualized as a "name, symbol, logo, word or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of destination experience" (Kerr, 2006, p.277; Ritchie & Ritchie, 1998). Although, like people and brands, places need to develop consistent personality traits (Souiden et al., 2017). Indeed, destination marketing results can be enhanced by using destination branding to differentiate countries from their competitors and achieve a sustainable advantage, while creating a positive global perception of a destination (Souiden et al., 2017).

Prior research emphasizes the importance of image and provides empirical evidence that destination image is an important concept in understanding visitor preferences, selection processes, intents to visit, and referral behaviors (Baloglu & McCleary, 1999; Kim & Lee, 2015). Souiden et al. (2017) highlight the need to create a set of personality traits that help provide the place with a strong,

favorable and unique image. The authors suggest that destination personality is “a key antecedent” influencing tourist attitudes and behaviors, such as visit intentions and recommendations.

Given the findings of previous studies and considering Gabon's efforts to augment tourism, it is considered worthwhile to investigate the concept of destination brand personality.

1.2.1 Destination Brand Personality

In the literature, brand personality is a concept that has been widely studied and defined throughout the years, however, one of the definitions that is the most widely accepted until today is the one by Aaker (1997, p.347). She defines it as a “set of human characteristics associated with a brand”. Keller (1993) complements that conceptualization and goes further by differentiating brand personality and “product-related attributes” through their main purpose: symbolic and utilitarian, respectively. The symbolic use of the brands is facilitated by the fact that consumers tend to associate them with personality traits (termed animism, e.g., Gilmore, 1919).

Destination personality is the adaptation of brand personality to the context of tourism (Ekinci & Hosany, 2006; Kumar & Nayak, 2014; Lin & Roberts, 2019). For the purpose of this study, in the following, destination brand personality will be addressed as destination personality.

Destination personality is often treated as a multi-dimensional construct (Chen & Phou, 2013), and defined by a set of traits that vary from one study to another. For instance, Souiden et al. (2017) classify the components in two ways: sentimental (including items such as warming, charming, appealing) and competence (including items such as leader, trustworthy). On the other hand, Kumar and Nayak (2014) group them into more dimensions; courteousness, vibrancy, conformity, creativity, viciousness and tranquility. However, even if

“viciousness” is used in their initial conceptualization, it will not be used in this study as it could result in a pejorative view of the country. Indeed, unfavorable visual situations and/or images can elicit negative emotions in the consumer (e.g.: fear, anger, disgust) (Javela et al., 2008), and in order to best promote the country, this study will focus only on elements generating positive emotions.

Thus, this study will use the following destination personality dimensions: Courteousness, Vibrancy, Creativity, Conformity, Tranquility.

1.3 Sensory Marketing

In the literature, Krishna (2012) defines sensory marketing as the part of marketing that engages the consumers’ senses, having a direct effect on their perception, judgment, behavior, and consumption pattern, towards a brand, or a place. Sensory marketing throughout the years has gained wide relevance among practitioners and the academic community and it was highlighted that it enables the emotional engagement of consumers (Hultén, 2015). Thus, this finding enables us to conclude that, if a brand, city, or place appeals to consumers’ senses, they will establish a deeper emotional connection and experience it more profoundly (Lindstrom, 2005). Furthermore, sensory stimuli (visual, auditory, olfactory, gustatory, and haptic) are recognized as essential marketing tools for creating unique and attractive holistic consumer experiences (Krishna, 2012; Schmitt, 1999). Thus, sensory information and multisensory experiences have been widely used to boost marketing techniques and final outcomes. Indeed, in modern times, sensory marketing and sensory cues have the ability to influence our behaviors by engaging our senses, emotions, memories, perceptions, preferences, choices, and consumptions (Krishna, 2010; Rodrigues et al., 2020).

Sensory information is a broad sub-concept of sensory marketing that can be divided through our five senses: auditory, visual, olfactory, gustatory, and haptics.

The use of senses is important to enhance the value creation perception of the consumer and using the five senses in symphony creates a multi-sensory experience that can be beneficial for the consumer's experience and perception (Hultén et al., 2009). However, Hultén et al. (2009) seem to favor the use of a complete multi-sensory experience, stressing the importance of using at least one to two senses in the strategies of sensory marketing. For example, involving all five human senses when visiting a place makes it an aesthetic experience (Berg & Sevón, 2014). Moreover, the more senses are involved in the place communication, the stronger the message conveyed, and, consequently, the more favorable will be the consumer experience (Löfgren, 2014). When the consumer completely engages on multiple levels, such as through thoughts, emotions, actions, senses, this will enhance the creation of an immediate relationship with the promoted place. This finding highlights the importance of a good understanding of the sensory positioning strategy of a place, confirmed by Agapito et al. (2014).

Cowan and Steward (2007) define places as sensory ecosystems with their own distinct auditory and visual stimuli loaded with symbolic value. Therefore, these two senses, appearing to be the most predominant, are the ones that will be researched in this study.

1.3.1 Visual Stimuli

It is widely recognized that sight, or in other words, vision, is the most powerful sense (Hultén et al., 2009; Krishna, 2012; Rodrigues et al., 2020). Effectively, the connection between the brain and the eyes to process what is seen takes 45 milliseconds for a human without any injury and/or deficiency (Farhadi et al., 2017; Herz & Engen, 1996). Ghosh and Sarkar (2015) claim that the more attractive a location is, due to its core and augmented features, the greater tourists' emotions and feelings towards a place are. The authors justify this theory by explaining that a destination's attractiveness is defined by its ability to meet tourists' needs and

objectives through the augmented and core attributes offered. Augmented attributes refer to functional characteristics, such as infrastructures, accommodations, transportation. Core attributes, on the other hand, refer to unique cultural and/or natural resources such as landscapes, music, history, folklore (Cheng et al., 2013; Ghosh & Sarkar, 2015). Thus, extending this theory to the promotion of a place, it is possible to assume that, if what is being promoted is visually attractive, dynamic and diversified, the place will be perceived as such. Norman (2004) suggests that if a design is visually pleasing, it can impact the mood and feelings more easily than an unattractive one. Indeed, visual inputs and emotions are strongly related in humans (Raghubir, 2011). Additionally, it is highlighting that dynamic visual stimuli (e.g., moving images, videos...) are more likely to generate positive and/or negative effects in viewers (Ghosh & Sarkar, 2015). Moreover, images and videos are recognized as the most appealing methods of presenting the distinctive characteristics of a destination to the consumer. Nysveen et al., (2013) highlighted that brand personality is positively influenced by sensory stimuli and experiences. Indeed, touching the senses through the use of visual stimuli has shown to be positive for consumers' overall experience and influential on their perceptions (Hultén et al., 2009). Applying these findings to a destination, it is assumed that sensory stimuli, and thus, visual stimuli, influences the perception of the different traits of destination personality, which agrees with the findings of Hultén (2017).

Therefore, considering this, we pose the following hypothesis:

H1: Visual stimuli positively impact destination personality.

1.3.2 Auditory Stimuli

The second most important sense, and therefore stimuli, auditory, plays a significant role in sensory marketing. Indeed, sound is one of the senses with the most meaning to consumers. For instance, music can be a source of inspiration

to shape the identity of a person in a consumer's mind (Hultén et al, 2009; Hultén, 2011). However, limiting auditory stimuli to music would be wrong as it also includes sounds and noises (Roopchund et al., 2016), and in the marketing of a destination, sounds such as nature, wildlife, street displays, are often included and are important auditory stimuli of the destination (Krishna, 2012). According to Melzner and Raghubir (2022), it is noticeable, nevertheless, that music is the most widely used auditory stimuli, within sensory marketing strategies. In addition, it is also very effective in shaping a brand personality, easily influenceable by changing slight details in the auditory stimuli provided (Melzner & Raghubir, 2022). Indeed, as mentioned previously, all sensory stimuli have a positive effect on brand personality, thus, auditory stimuli can help in shaping the destination personality in the consumer's mind (Hultén, 2017; Nysveen et al., 2013).

Extending these findings, it is possible to say that consumers might associate auditory stimuli such as music, sound and noise to a place to shape the identity of a place in their minds.

Considering the above, we state the following hypothesis:

H2: Auditory stimuli positively impact destination personality.

1.4 Outcomes of Destination Brand Personality: Attitude, Intention to Visit and Positive WOM

As the environment grows more competitive, it is crucial for destinations to be able to best promote their characteristics to keep their competitive advantages. A distinct and well-established destination personality can successfully influence the perceived personality of a destination and thus, may influence consumer response (Kumar and Nayak 2014; Sirgy, 1982). Research demonstrates that perceived destination personality has a positive influence on outcomes such as

attitude, intention to visit and revisit, loyalty, and word-of-mouth (WOM) (Hultman et al., 2015; Hultman et al., 2017; Usakli & Baloglu, 2011). For this research, the possible outcomes under study are attitude, intention to visit, and positive WOM.

1.4.1 Attitude

Attitude is defined as the psychological inclination that people express through their positive or negative assessments of an item or experience (Ajzen, 1991), in this case, a tourism destination. Vincent and Thompson (2002) define the components of tourist attitude as cognitive, affective, and behavioral. They also define each of them by the following: the cognitive response is an appraisal made in the formation of an attitude, the affective response is a psychological answer reflecting a tourist's fondness for an entity, and the behavioral component is a verbal indicator of a tourist's intention to visit or use that entity (Jalilvand et al., 2012; Vincent & Thompson, 2002). The term "attitude" is often used (as in this study) to refer exclusively to the affective responses. Furthermore, attitude is recognized as easily influenceable, through the use of marketing promotional strategies for instance, even if they are not considered to be fast changing (Kim et al., 2011; Lien & Cao, 2014).

A positive attitude towards an entity would result in positive future behavior towards it (Ajzen, 2001). A tourist's attitude towards a specific place often begins to form after one or more visits (Lee & Allen, 1999), yet it's possible to acquire strong feelings for a place one has never visited (Yuksel et al., 2010). As it was previously discussed, the use of senses is influential over consumers' feelings and emotions (Agapito et al., 2014; Ghosh & Sarkar, 2015; Krishna, 2010; Rodrigues et al., 2020) and positive stimuli result in positive perceptions of the promoted destination (Javela et al., 2008). Consequently, in line with Hultén (2017), it is hypothesized that sensory stimuli positively influence destination personality, and

it was highlighted that destination personality, in turn, positively influences attitude (Hultman et al., 2015; Hultman et al., 2017; Usakli & Baloglu, 2011). Thus, drawing upon previous research findings (Chen & Phou, 2013; Lin & Robert, 2019; Souiden et al., 2017) and previous discussions, we pose the following hypothesis.

H3a: Destination personality has a positive impact on attitude towards the destination.

H3b: Destination personality mediates the relationship between sensory stimuli (visual and auditory) and attitude.

1.4.2 Intention to Visit

As previously outlined, it was hypothesized that destination personality positively influences attitude (Hultman et al., 2015; Hultman et al., 2017; Usakli & Baloglu, 2011) and that tourist attitude is an accurate indicator of tourist intention to visit a specific destination (Jalilvand & Samiei, 2012; Ragheb & Tate, 1993). According to Um and Crompton (1990), attitude towards a destination influences intention to travel to this destination. and (Zainal et al., 2017) suggests that tourist attitude is even considered as a predictor of intention to visit by some studies. Moreover, research has shown that there is a substantial correlation between intention to visit a destination and actual travel behavior (Noh, 2007; Molinillo et al., 2018), although, the actual travel behavior is dependent, to some degree, on other external factors, such as time, money, cooperation of other parties, among others (Ajzen, 1985; Ajzen 1991).

Considering the aforementioned discourse and previous studies, we state the following hypothesis.

H4: Attitude mediates the relationship between destination personality and intention to visit that destination.

1.4.3 Positive Word-of-Mouth

Generally, WOM is defined, in the literature, as the informal communication between private parties (such as consumers), about the assessment of a product or service, and/or its sellers (Anderson, 1998; Elmashhara & Soares, 2022; Westbrook, 1987, p. 261). WOM can come from both strong and weak ties. Strong ties refer to a consumer's close circle, while weak ties refer to acquaintances. In the context of a travel destination's choice, WOM can be viewed as an organic agent, consisting of any type of solicited or unsolicited, non-paid communication amongst travel decision-makers (Stern, 1994) and as a risk-reducer of different types of risks perceived by the consumer, such as functional, time, financial, social, and psychological (Settle & Alreck, 1989; Sweeney et al., 2008). WOM's influence on purchasing decisions is associated with a high level of credibility regarding the source of information and substance (Litvin et al., 2008), and it is considered the most "influential source" for consumer buying decisions across multiple industries (Allsop et al., 2007; Beck, 2007; Tham et al., 2013, p.146), including in tourism (Bagozzi & Yi, 1988).

WOM can be of three different types: positive, neutral, or negative (Amezcuca & Quintanilla, 2016; Elmashhara & Soares, 2022). This study will be focusing only on the positive type of WOM as negative and neutral WOM would not serve the purpose of this research. If consumers generate positive WOM, they may enhance other consumers' attitude and intention to visit the presented destination. Das and Varshneya (2017) discovered that consumer emotions related to a product and/or service, are a predictor of a favorable WOM, agreeing with the extended finding of Sweeney et al. (2008) emphasizing that consumers' feelings about a destination can influence how they will communicate about it to their peers, friends, family, colleagues, etc. In addition, research has found that positive WOM is more likely when there is additional information available, such as advertising (Sweeney et al., 2008). Furthermore, Mazzarol et al. (2007) have demonstrated

that the richness of the message, which pertains to its vividness and intensity, adjectives commonly used to describe sensory experiences, can stimulate positive WOM. In addition, it was highlighted that attitude is positively, and significantly, affecting WOM outcomes (Lien & Cao, 2014; Zainal et al., 2017).

Drawing on previous studies (Hultman et al., 2015; Hultman et al., 2017; Usakli & Baloglu, 2011), it is assumed that destination personality has a positive effect on attitude, intention to visit but also on WOM. As it is hypothesized that destination personality has a direct positive effect on attitude, and in turn, attitude as a positive influence on WOM, we state the following hypothesis.

H5: Attitude mediates the relationship between destination personality, intention to visit, and positive WOM.

Chapter 2

Methodology

Central Africa has been relatively neglected by tourism researchers compared to other subregions of SSA. This may be partly due to the limited number of tourists visiting Central African destinations, which is still considered low (Cloquet, 2013; Kimbu, 2011). Ezeudji (2015) states that SSA countries are unique on multiple aspects (e.g., culture, wildlife), which can lead them to have a considerable place in the rural market of tourism and a unique selling proposition which can lead them to have a sustainable competitive advantage. The author adds that the organization of events in the destination country is an important factor motivating an increase of tourism. In that optic, a research of SSA, more precisely Central African countries, with a wide potential of growth and displaying interest in developing tourism was conducted, and the outcome, for the purpose of this study, was the decision of using Gabon as the case scenario. As mentioned previously, Gabon is a country located in Central West Africa and has a diverse landscape, with rainforests, savannas, coastal regions, and is known for its extensive wildlife, pristine beaches, and natural resources. Moreover, the country is home to numerous national parks and protected areas, such as, Loango National Park (considered as World Heritage site) (Payen, 2014), Pongara National Park, and to numerous protected animals' species. Finally, Gabon has already shown a growing interest for many years in developing tourism in the country and has proven it through many efforts, as for instance, increasing the number of sports-events, such as hosting the Cup of African Nation (CAN) in 2012 and 2017 (RFI, 2015), or investing in eco-tourism development, in the hope of attracting more tourists to discover the country Cloquet, 2013.

2.1. Conceptual model

The conceptual model developed for this study is based on the literature review and aims to explore the relationship between sensory marketing (through the pre-chosen stimuli), destination personality, tourist attitudes and behavioral intentions towards Gabon. The model proposes that the integration of sensory marketing in destination promotional campaigns will positively influence the creation of a destination personality for Gabon, which will in turn affect tourists' attitudes and behavioral intentions towards the destination.

As shown in Figure 1, the conceptual model consists of ten main constructs, divided in three layers. The first layer regards to respondents' perceptions about sensory marketing chosen stimuli, namely, visual stimuli and auditory stimuli, displayed in the video. The second layer corresponds to perceived destination personality five dimensions, namely, courteousness, vibrancy, creativity, conformity and tranquility (Kumar & Nayak, 2014). Lastly, the third layer corresponds to attitudinal responses towards the destination, namely, attitude, intention to visit and positive WOM. The sensory stimuli are considered as the independent variables, attitude and destination personality are studied as the mediating variables, and intention to visit and positive WOM as the dependent variables.

Overall, the conceptual model provides a framework for investigating the role of sensory marketing in destination branding and its impact on tourist attitudes and behavior. The next sections will discuss the research methods used to test the hypotheses of the conceptual model.

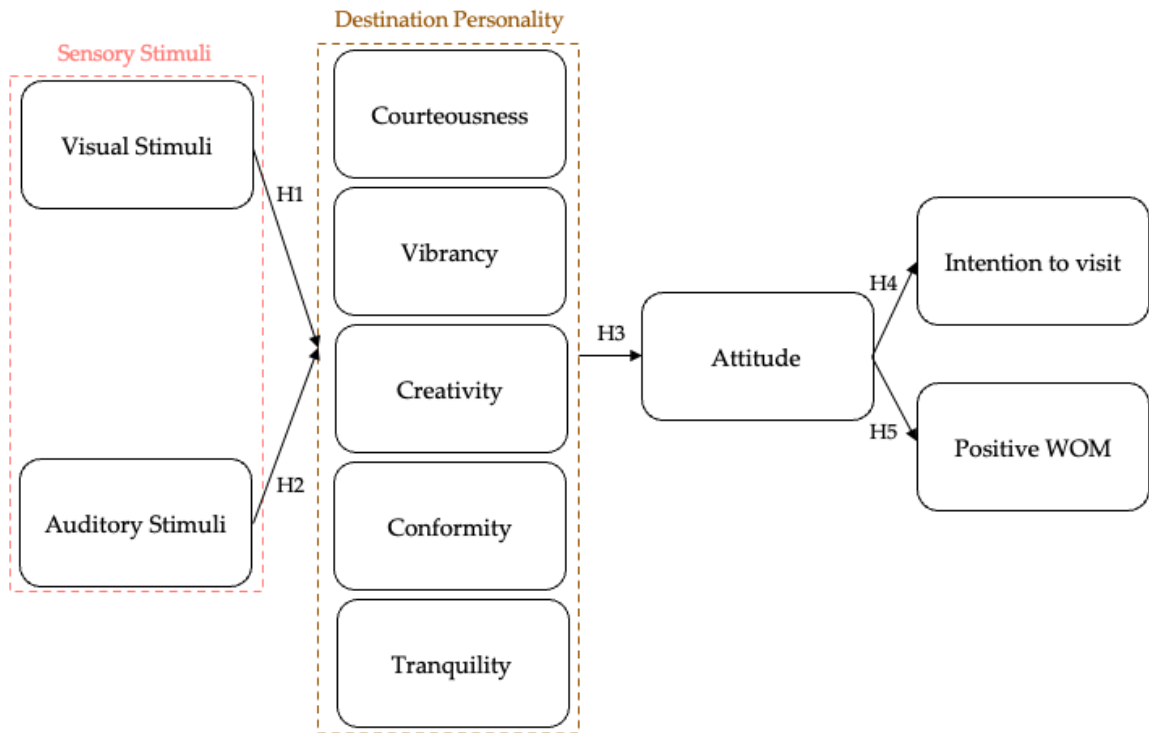


Figure 1. Conceptual research model.

2.2. Data collection

In order to test the formulated hypothesis and the proposed model, an online survey was developed. To collect a wide sample, the questionnaire was available in four languages: English, French, Spanish and Portuguese (translation and validation techniques of Brislin (1986) have been considered). It was composed of seven sections, with all questions set as mandatory. The survey was applied to a sample of people who like to travel but have not yet visited Gabon previously (respondent answering positively to this question were excluded from our sample) regardless of age, gender, income and marital status.

A convenience snowball sampling technique was used to collect answers from potential travelers. A total of 220 responses were collected through social media platforms and personal contacts of the author. After applying the elimination criteria, 210 valid responses remained without any missing values.

Firstly, respondents were given a brief explanation of the aim of this study and were administered a few preliminary questions (“Have you ever visited Gabon?”, “Do you like to travel?”, “Have you ever visited a sub-Saharan country?” among others). Following, they were invited to watch a one-minute video that promotes Gabon as a touristic destination. Thereafter, they were asked to answer the survey questions. Finally, respondents were asked to report some demographic information (such as age, gender, marital status), as highlighted in Table 1. Senegal (17%), closely followed by South Africa (10.4%), have been the most frequently mentioned visited country among respondents who have already visited a SSA country¹.

The video presented to the respondents was created by combining different videos taken from promotional organisms of Gabon, after obtaining the rights of use and each of their personal agreement, in order to create a multi-dimension video displaying multiple facets of the country. It was composed of videos referring to different attributes of Gabon. For instance, nature and wildlife, as per the sights of meaningful animals for the country, such as, elephants – the country is home to 60% of the full population of endangered forest elephants (Wildlife Conservation Society of Gabon), small monkeys, humpback whales, forest buffalos. Additionally, a few images of the city where input promoting very iconic places and symbols, for example, the statue of the breaker of chains, half woman half man, representing the first slaves that arrived in the country and found freedom – giving its name to the capital “Libreville” (i.e., free town). Finally, some cultural elements were displayed, illustrated by, the mask of the “Bantu” tribe, traditional dances, ceremonies, among others.

¹ The detail of percentage of each SSA country visited is available in **Appendix 1**.

2.2. Scales and pre-test

Our research model, as presented in Figure 1, is composed of two sensory variables, five destination personality variables, attitude, intention to visit and positive WOM variables. Each variable was measured using existing scales from the literature. First, visual stimuli and auditory stimuli were measured adapting the scale from Haase and Wiedmann (2018) asking people to rate their agreement about each statement regarding their perceptions of the images and sounds heard in the video presented, using a 5-points Likert scale (whereas 1 = strongly disagree and 5 = strongly agree). Destination personality dimensions were measured using the final 19 items scale of Kumar and Nayak (2018) rating 19 words referring to the perception of Gabon of the respondent after seeing the video. Finally, each of the factors of attitude, intention to visit, and positive WOM were composed of 3 items, and in which respondents were asked to rate statements related to their attitude and potential futures behavioral responses. The scales of these items were adapted from Pereira et al. (2019); Sánchez et al. (2018); Arnett et al. (2003) respectively, and used the same 5-points Likert scale for the harmony enquiry of the survey (Table 2).

Before conducting the main study, a pretest was conducted to evaluate the clarity and comprehensibility of the survey questionnaire. The pretest was composed of a 9 people's sample who were asked to complete the survey and provide feedback on the following aspects: clarity, comprehensibility, length and format, availability and accessibility of the video. Based on the results of the pretest, minor revisions were made regarding wording and technical issues (e.g.: adding a sentence destined to mobile phones users, saying that it's possible to slide to see all options of answer available).

2.3. Data analysis procedures

In order to test the proposed model, an analysis of data was conducted using the software JAMOVI. To assess the quality of the adopted measures, their psychometric properties have been evaluated through Cronbach's alpha (scale reliability assessment) and Confirmatory Factor Analysis (CFA) with the computation of Average Variance Extracted (AVE), Composite Reliability and the assessment of Discriminant Validity (construct validity assessment). Structural Equation Modeling (SEM) path analysis was used to test the proposed hypothetical model and draw conclusions.

Chapter 3

Results

As visible in Table 1, the final sample size was 210. The demographics analysis demonstrates that 57.6% are female, 41.0% are male; around 50% of the respondents are married or in a domestic partnership. Moreover, around half of the participants are between 21 to 35 years old and 73.3% have a college graduation or postgraduate education. Finally, 65.7% like to travel to a great extent, the preferred mode is with family (30.6%) and 24.1% already visited an SSA country. Additionally, it was observed that the personality traits that are more attributed by respondents to Gabon are: vibrancy (embodying diverse, adventurous, vibrant, alive) with a mean of 4.05 (SD=0.763) out of 5, closely followed by creativity, 3.90 (SD=0.759) out of 5, (composed of enthusiastic, passionate, energetic, exciting) and finally courteousness with 3.84 (SD=0.713) out of 5 (with welcoming, polite, sincere, respectful).

Variable	%
<i>Gender</i>	
Male	41.0
Female	57.6
Other	1.0
Prefer not to say	0.5
<i>Age</i>	
≤ 20 years old	3.8
21 - 35	46.2
36 - 50	17.6
51 - 65	17.1
≥ 66 years old	15.2
<i>Education Qualifications</i>	

Less than High School	1.9
High school	11.4
Attending some college	11.4
College graduate	23.3
Postgraduate	50.0
Prefer not to say	1.9

Marital Status

Single - Never Married	39.5
Married or in a domestic partnership	48.1
Separated	1.0
Divorced	4.8
Widowed	4.8
Prefer not to say	1.9

Country

France	41.9
Morocco	33.3
Portugal	8.1
Other (Australia, Belgium, Canada, Ireland, Germany, Greece, UK, USA...)	16.7

Do you like travelling?

Very Little	5.6
Somewhat	28.7
To a great extent	65.7

How do you prefer to travel?

Alone	11.7
With your partner	28.1
With friends	29.5
With family	30.6

Have you ever visited a foreign country?

Yes	97.2
No	2.8

Have you ever visited a Sub-Saharan country?

Yes	24.1
No	75.9

Table 1. Demographic profiles (N= 210)

3.1. The measurement model assessment

Initially, CFA did not show an acceptable model fit (according to the thresholds recommended (Hu & Bentler, 1999), so a scale purification and the exclusion of three variables was done (CO3: Tranquility, TR1: Peaceful and TR2: Down-to-Earth), as their item loading value was below 0.6. This exclusion led to a final acceptable model fit: $\chi^2 = 955$, $df = 549$, $p = <.001$, CFI= 0.926, TLI= 0.915, SRMR= 0.0545, RMSEA= 0.0594 [90% CI= 0.0531; 0.0656].²

Afterwards, the final items underwent a reliability analysis. As presented in Table 2, all the Cronbach's alpha values were above 0.7 (according to the threshold set by Netemeyer et al., 2003), and the composite reliability scores were also all above 0.7 (in line with the one of Fornell & Larcker, 1981), indicating high reliability. Additionally, the AVE values were calculated, and all scores were above 0.5, which confirms the convergent validity of each latent construct (Fornell & Larcker, 1981).

Factor	Item Loading	Mean	SD	Cronbach's α	AVE	Composite Reliability	Source
Visual Stimuli		3.96	0.746	0.859	0.62	0.864	
VS1: The sights shown of Gabon in the video are aesthetic	0.679						Haase & Wiedmann (2018)
VS2: The sights shown of Gabon in the video are attractive	0.805						
VS3: The sights shown of Gabon in the video are beautiful	0.789						
VS4: The sights shown of Gabon in the video are pretty	0.854						
Auditory Stimuli		3.84	0.867	0.907	0.71	0.908	Haase & Wiedmann (2018)
AS1: The sounds heard in the video are harmonious	0.879						

² The table of model fit values for the measurement model is available in **Appendix 2**.

AS2: The sounds heard in the video are appeasing	0.925
AS3: The sounds heard in the video are melodic	0.801
AS4: The sounds heard in the video are good-sounding	0.765

Destination Personality

Courteousness

3.84 0.713 0.856 0.60 0.857

Gabon seems:

CT1: Welcoming	0.753
CT2: Polite	0.783
CT3: Sincere	0.775
CT4: Respectful	0.787

Vibrancy

4.05 0.763 0.855 0.61 0.860

Gabon seems:

V11: Diverse	0.704
V12: Adventurous	0.752
V13: Vibrant	0.782
V14: Alive	0.869

Creativity

3.90 0.759 0.890 0.67 0.891

Gabon seems:

CR1: Enthusiastic	0.787
CR2: Passionate	0.873
CR3: Energetic	0.781
CR4: Exciting	0.832

Conformity

3.55 0.716 0.766 0.65 0.786

Gabon seems:

CO1: Religious	0.805
CO2: Spiritual	0.805

Tranquility

3.77 0.702 0.816 0.82 0.903

Gabon seems:

TR3: Good	0.907
TR4: Agreeable	0.907

Attitude

3.94 0.784 0.895 0.74 0.897

AT1: Gabon is a very good place to visit	0.910
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Kumar &
Nayak
(2018)

Pereira et
al. (2019)

AT2: Gabon is a valuable place	0.841									
AT3: Gabon is very pleasant tourist destination	0.836									
Intention to visit		3.25	0.884	0.841	0.65	0.845				
IV1: I intend to visit this country in the future.	0.736									
IV2: I would choose this country for my next holiday.	0.902									Sánchez et al. (2018)
IV3: I would prefer to visit Gabon rather than other similar destinations.	0.764									
Positive WOM		3.55	0.743	0.869	0.70	0.873				
PWOM1: I will "talk up" about Gabon to people I know	0.817									
PWOM2: I will bring up Gabon in a positive way in conversations I have with friends and acquaintances	0.928									Arnett et al. (2003)
PWOM3: In social situations, I would often speak favorably about Gabon	0.752									

Table 2. Descriptive measures: Item loading, Cronbach's α values, AVE, Composite reliability, and Scale sources.

Lastly, the discriminant validity was also evaluated (Table 3). The results confirm the discriminant validity, as each squared root of AVE is bigger than its corresponding correlations scores (Fornell & Larcker, 1981).

Discriminant validity										
	VS	AS	CT	VI	CR	CO	TR	AT	IV	PWOM
VS	0.784									
AS	0.600**	0.845								
	*									
CT	0.570**	0.517**	0.775							
	*	*								

VI	0.568** *	0.490** *	0.607** *	0.779						
CR	0.595** *	0.549** *	0.652** *	0.760** *	0.819					
CO	0.345** *	0.306** *	0.526** *	0.526** *	0.553** *	0.805				
TR	0.543** *	0.523** *	0.629** *	0.603** *	0.734** *	0.575** *	0.907			
AT	0.613** *	0.496** *	0.649** *	0.583** *	0.663** *	0.450** *	0.623** *	0.863		
IV	0.532** *	0.390** *	0.525** *	0.466** *	0.530** *	0.309** *	0.552** *	0.694** *	0.804	
PWOM	0.551** *	0.479** *	0.558** *	0.455** *	0.491** *	0.357** *	0.563** *	0.678** *	0.655** *	0.835

Note. *** p < .001

Table 3. Discriminant Validity

3.2. The structural model assessment

In order to test the research model hypotheses, SEM was used. Initially a review of the model fit was done. This review led to a final acceptable model fit: $\chi^2 = 835$, $df = 575$, $p = < .001$, CFI = 0.997, TLI = 0.996, SRMR = 0.056, RMSEA = 0.063 [90% CI = 0.057; 0.069] $p = < .001$.³ Regarding the direct effects, as depicted in Table 4, both visual and auditory stimuli positively influence all destination personality's traits. Hence, H1 and H2 are supported. Additionally, Table 4 shows that all the traits have a positive significant effect on attitude, which supports H3a.

Path	Estimate	SE	P-value	Result
H1: Visual Stimuli → Destination Personality				
Visual Stimuli → Courteousness	0.560	0.054	< .001	S
Visual Stimuli → Vibrancy	0.617	0.056	< .001	S
Visual Stimuli → Creativity	0.635	0.055	< .001	S
Visual Stimuli → Conformity	0.332	0.062	< .001	S
Visual Stimuli → Tranquility	0.555	0.053	< .001	S
H2: Auditory Stimuli → Destination Personality				

³ The table of model fit values for the structural model is available in **Appendix 3**.

Auditory Stimuli → Courteousness	0.438	0.048	< .001	S
Auditory Stimuli → Vibrancy	0.460	0.052	< .001	S
Auditory Stimuli → Creativity	0.499	0.050	< .001	S
Auditory Stimuli → Conformity	0.267	0.054	< .001	S
Auditory Stimuli → Tranquility	0.450	0.047	< .001	S
H3a: Destination Personality → Attitude				
Courteousness → Attitude	0.698	0.059	< .001	S
Vibrancy → Attitude	0.613	0.057	< .001	S
Creativity → Attitude	0.676	0.054	< .001	S
Conformity → Attitude	0.459	0.069	< .001	S
Tranquility → Attitude	0.697	0.060	< .001	S
Note: S = Supported, NS = Non-supported				

Table 4. Path estimates between Sensory Stimuli, Destination Personality and Attitude constructs

Regarding the indirect relationships, Table 5 shows that all the destination personality dimensions mediates the paths between the sensory stimuli and attitude. Thus, providing support to H3b. Furthermore, attitude mediates the relationships between all personality dimensions and both outcomes (intention to visit and positive WOM). Hence, H4 and H5 are also supported.

It is also worth mentioning that the strongest mediated effects of both visual and auditory stimuli on attitude are exerted through creativity (B=0.291, $p < .001$; B=0.283, $p < .001$), closely followed by tranquility (B=0.249, $p < .001$; B=0.252, $p < .001$), courteousness (B=0.257, $p < .001$; B=0.247, $p < .001$) and vibrancy (B=0.225, $p < .001$; B=0.218, $p < .001$). The brand personality traits with the strongest impact on intention to visit, through the mediation of attitude is courteousness (B=0.536, $p < .001$), while on positive WOM, is creativity (B=0.291, $p < .001$; B=0.406, $p < .001$).

Path	Estimate	SE	P-value	Result
Destination Personality mediation				
(a) Visual Stimuli → Courteousness → Attitude	0.257	0.045	< .001	S
(b) Visual Stimuli → Vibrancy → Attitude	0.225	0.045	< .001	S

(c) Visual Stimuli → Creativity → Attitude	0.291	0.048	< .001	S
(d) Visual Stimuli → Conformity → Attitude	0.085	0.026	< .001	S
(e) Visual Stimuli → Tranquility → Attitude	0.249	0.045	< .001	S
(a) Auditory Stimuli → Courteousness → Attitude	0.247	0.040	< .001	S
(b) Auditory Stimuli → Vibrancy → Attitude	0.218	0.038	< .001	S
(c) Auditory Stimuli → Creativity → Attitude	0.283	0.043	< .001	S
(d) Auditory Stimuli → Conformity → Attitude	0.084	0.024	< .001	S
(e) Auditory Stimuli → Tranquility → Attitude	0.252	0.041	< .001	S
Attitude mediation				
(a) Courteousness → Attitude → Intention to Visit	0.536	0.067	< .001	S
(b) Vibrancy → Attitude → Intention to Visit	0.492	0.062	< .001	S
(c) Creativity → Attitude → Intention to Visit	0.504	0.063	< .001	S
(d) Conformity → Attitude → Intention to Visit	0.372	0.062	< .001	S
(e) Tranquility → Attitude → Intention to Visit	0.518	0.066	< .001	S
(a) Courteousness → Attitude → Positive WOM	0.379	0.053	< .001	S
(b) Vibrancy → Attitude → Positive WOM	0.369	0.050	< .001	S
(c) Creativity → Attitude → Positive WOM	0.406	0.054	< .001	S
(d) Conformity → Attitude → Positive WOM	0.281	0.048	< .001	S
(e) Tranquility → Attitude → Positive WOM	0.363	0.052	< .001	S
Note: S = Supported, NS = Non-supported				

Table 5. Mediation effects model

Chapter 4

Discussion and Conclusion

Throughout the years, tourism and marketing research have identified various antecedents and outcomes of brand personality and expanded its application to destination marketing strategy. In this research, an attempt to associate sensory marketing and destination marketing strategies was done to observe the effects on behavioral outcomes towards visiting SSA countries to address the identified shortcomings. In this study, it was concluded that sensory stimuli (visual and auditory) positively influence destination personality (courteousness, vibrancy, creativity, conformity and tranquility), which, in turn, positively influences attitude and consequently intention to visit and positive WOM.

Throughout the findings obtained in this study, it was observed that including the senses in a promotional strategy for a destination appears to bear positive results and, in turn, influence tourist's attitudes and behaviors. This finding is agreeing with previous research stressing the importance of considering sensory cues in destination marketing by creating a personality for the destination in the consumer's mind (Agapito et al., 2014; Berg & Sevón, 2014; Hultén et al., 2009; Löfgren, 2014). It was noted that the traits more attributed to the place, based on the visual and auditory stimuli provided in the video, are: vibrancy, creativity and courteousness. This finding was also strengthened by the results of the path estimates highlighting creativity, in particular, as more influential for attitude.

Additionally, it was observed that destination personality positively impacts behavioral intentions and attitudes towards a destination, agreeing with the findings of Souiden et al. (2017), Chen and Phou (2013), but also, visiting intentions in line with Apostolopoulou and Papadimitriou (2015). However, Apostolopoulou and Papadimitriou (2015) state that strengthening destination

personality could be of help enhancing the overall destination image and improve destination branding efforts, which are in line with the findings of this study as the behavioral results were positively impacted by the perceived personality after watching the video. Moreover, while attitude is a construct that has been studied as a mediating variable (Reitsamer et al., 2016; Kim et al., 2019) in a destination marketing context, destination personality hasn't been widely researched as a mediating variable (Ekinici et al., 2007), and even less explored as such in the light of sensory cues.

Finally, while these findings were related more specifically to the country of Gabon, the same challenges that this country faces in creating and developing a destination personality and image are common to other SSA developing countries (Cloquet, 2014; Laurance et al., 2006; Osei & Gbadamosi, 2011; Wanjiru, 2006), making these results relevant for them to consider. It could also be beneficial for them to develop a competitive advantage in putting forward their unique differential value proposition as a touristic destination, as for example, Kenya does through safaris and animals' diversity; or for instance in the case of Gabon, their multiple preserved national parks and diverse aquatic and terrestrial fauna and flora, offering an option for all type of tourists' experiences.

4.1. Theoretical Contributions

This thesis adds to the literature in several ways. Firstly, it adds by further exploring the concept of destination personality, for which interest has been growing in the past decade due to competitiveness of the market (Chen & Phou, 2013; Kumar & Nayak, 2014; Usakli & Baloglu, 2011). Secondly, considering the typical use of the senses in the promotion of a brand, and as most of the concepts related to brand personality were transposed and adapted to a destination, it was made clear the importance of exploring and introducing the sensory information

variables that bind the strategies of sensory marketing and destination marketing together. Furthermore, there are limited studies that consider destination personality as a mediating variable, and even fewer that consider the role of attitude and sensory cues in the light of this serial mediating relationship. Finally, it also adds valuable insights to the literature sphere of research about SSA countries as touristic destinations.

4.2. Managerial Implications

The findings of this study have important implications for tourism marketers in Gabon and other SSA countries. First and foremost, marketers should consider integrating sensory elements in their promotional campaigns. This approach has been shown to positively influence the creation of a destination personality and improve tourist attitudes and behavioral intentions towards the destination. Specifically, marketers in Gabon should focus on emphasizing the vibrancy, creativity, and courteousness of the destination in their promotional efforts, as these were found to be the most prominent characteristics associated with Gabon but also the most effective in impacting the consumers favorably. Marketers should consider trying different combinations of stimuli to better understand which are the ones that positively affect the most the destination personality and include them in future strategies. As Gabon possess a very rich culture, history, and diversity, as much regarding the fauna as the flora, they should consider using all these assets in enhancing promotional efforts to highlight their unique value proposition as a touristic destination and better position themselves in the actual highly competitive market.

Secondly, marketers in Gabon should focus on strengthening the destination personality in order to improve overall destination branding efforts, before considering extending their efforts on destination image, since a positive

personality favorably influences the image (Souiden et al. 2017). This could be achieved through a variety of marketing strategies such as storytelling, experiential marketing, and more consistent social media campaigns, as well as, creating an easy-to-find official social media account across various platforms.

Thirdly, marketers in Gabon should continue to increase their efforts to promote the tourism opportunities and differentiation points of the country. As creativity was identified the most influential variable in both direction of the mediating contexts, marketers should use the sensory stimuli as such it enhances the perception of consumers of the creative dimensions (enthusiastic, passionate, energetic, exciting) of Gabon. In this context, marketers should invest in putting forth stimuli in line with these traits, and similarly, consider enhancing both courteousness, vibrancy and tranquility as they were the other most influential traits.

Overall, the findings of this study suggest that by incorporating sensory marketing cues, highlighting originality and differentiation points and strengthening the destination personality, destination marketers in Gabon can improve the overall image and perception of the place, attract more tourists, and ultimately contribute to the growth of the tourism industry in the country. Thus, this could lead other countries to follow their example by acting like an innovator in the field.

4.3. Limitations and Future Research

The present study has enabled the identification of new opportunities and future research through some limitations found. Firstly, the sample, although not extremely small, isn't large enough to draw very strong and definitive conclusions. Despite the diversity of the sample, most of the respondents were coming from French speaking countries. The fact that Gabon is a French speaking country could

have biased some respondents' answers, as some people may, or may not, feel comfortable travelling to a country depending on its native language. Furthermore, the data collection wasn't in a controlled environment which can inspire some doubts whether respondents did, indeed, watch the video presented. Also, as the survey was administrated in a convenience snowball sampling method, some biases could appear, due to existing, or not, interpersonal relationships. For these above-mentioned reasons, it is recommended for future research to consider administrating the survey with different methods in a more controlled environment and to a more language-diverse sample, or also to collect data about the perceived personality before providing a promotional video to the sample and collect once more after the visualization in order to elaborate a clear comparison of the effect of the promotional medium.

Additionally, Gabon is currently increasing their promotional touristic efforts and promoting actively their eco-tourism plans (Laurance et al., 2006; Ministry of Tourism in Gabon, 2021). Nowadays, with the very serious and growing concern around the sustainability and environmental matter, it could be interesting to provide information about the eco-touristic initiatives of Gabon to observe whether it influences the perception and behaviors of consumers about the destination to conclude on the impact of communicating about those efforts actively. Finally, it is of great importance to explore the effects of different sensory cues, or even to create a multi-sensorial holistic dimension to understand the possible effects of these sensory marketing strategies on destination personality and tourist behaviors (Hultén et al., 2009; Krishna, 2012; Melzner & Raghurir, 2022). Additionally, as the world is immersed in an ever-growing digital and social media environment, it could bring value to investigate the role of different technological communication tools in destination branding strategies.

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Appendix

Appendix 1 – Percentage of each SSA country visited

<i>Name of the SSA country visited***</i>	<i>%</i>
Angola	4.7
Benin	0.9
Burkina Faso	3.8
Cameroon	8.5
Cape Verde	0.9
Central African Republic	1.9
Djibouti	0.9
Ethiopia	1.9
Gambia	1.9
Ghana	1.9
Guinea	1.9
Guinea-Bissau	0.9
Ivory Coast	9.4
Kenya	5.7
Madagascar	1.9
Mali	1.9
Mauritania	1.9
Mozambique	5.7
Namibia	0.9
Nigeria	2.8
RDCongo	4.7
Senegal	17.0
South Africa	10.4
Swaziland	0.9
Tanzania	2.8
Tchad	0.9
Togo	2.8

Note: 58 people visited an SSA country

***the percentage calculated for this category is based on the total number of people having visited an SSA country

Appendix 2 – Measurement model fit measures

Model Fit					
Test for Exact Fit					
χ^2	df	p			
955	549	< .001			
Fit Measures					
CFI	TLI	SRMR	RMSEA	RMSEA 90% CI	
				Lower	Upper
0.926	0.915	0.0545	0.0594	0.0531	0.0656

Appendix 3 – Structural model fit measures

Model Fit					
Test for Exact Fit					
χ^2	df	p			
835	575	< .001			
Fit Measures					
CFI	TLI	SRMR	RMSEA	RMSEA 90% CI	
				Lower	Upper
0.997	0.996	0.056	0.063	0.057	0.069