

**Ecole des Hautes Etudes Commerciales**  
**HEC Alger**

**Theses in partial fulfilment of the requirements for a  
Master's degree in commercial Sciences  
Major: Marketing**

**Research topic:**

**The influence of the e-WOM on the visit intention**

**The study case: Taghit**

**Submitted by:**

Mrs. Chaima BENSALÉM

**Supervised by:**

Pr. Faouzi GHIDOUCHE

**7<sup>th</sup> promotion  
September 2020**



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**Abstract:**

In recent years, mobile phones and access points to free Wi-Fi services have been enhanced, which has made it easier for travellers to share their stories, pictures, and video clips online during a trip. At the same time, online travel review (OTR) websites have grown significantly, allowing users to post their travel experiences, opinions, comments, and ratings in a structured way. Moreover, Internet search engines play a crucial role in locating and presenting OTRs before and throughout a trip. This evolution of social media and information and communication technologies has upset the classic sources of information of the projected tourist destination image (TDI), allowing electronic word-of-mouth to occupy a prominent position.

Therefore, e-WOM plays an important role in directing tourists' intention to visit tourism places because it is a new phenomenon of digital era where people depend so much on information from online social media to help those determining places or tourism object to visit.

Objective of this study is to analyse and explain how much influence Electronic Word of Mouth (eWOM) has towards visit intention within digital destination image as mediating variable and familiarity as a moderated variable,

**Key words:** Attitude toward e-WOM, e-WOM, visit intention, loyalty, familiarity and digital destination image.

## ملخص:

في السنوات الأخيرة، تم تحسين الهواتف المحمولة ونقاط الوصول إلى خدمات Wi-Fi المجانية، مما سهل على المسافرين مشاركة قصصهم وصورهم ومقاطع الفيديو عبر الإنترنت أثناء رحلاتهم. في الوقت نفسه، توسعت مواقع الويب الخاصة بمراجعة السفر عبر الإنترنت بشكل ملحوظ، مما سمح للمستخدمين بنشر تجارب سفرهم وآرائهم وتعليقاتهم وتقييماتهم بطريقة منظمة.

علاوة على ذلك، تلعب محركات البحث على الإنترنت دورًا مهمًا في تحديد الموقع وتقديمها قبل الرحلة وخلالها. أدى هذا التطور في وسائل التواصل الاجتماعي وتقنيات المعلومات والاتصالات إلى زعزعة مصادر المعلومات الكلاسيكية لصورة الوجهة السياحية المتوقعة، مما سمح للكلمات الإلكترونية المنطوقة باحتلال مكانة بارزة.

لذلك، تلعب هذه الأخيرة دورًا مهمًا في توجيه نية السياح لزيارة الأماكن السياحية لأنها ظاهرة جديدة في العصر الرقمي حيث يعتمد الناس كثيرًا على المعلومات من وسائل التواصل الاجتماعي عبر الإنترنت لمساعدة أولئك الذين يحددون الأماكن أو المعالم السياحية التي يجب زيارتها.

الهدف من هذه الدراسة هو تحليل وشرح مدى تأثير الكلام المنطوق الإلكتروني (eWOM) على نية الزيارة ضمن صورة الوجهة الرقمية كوسيط متغير والصورة المألوفة كمتغير معتدل،

**الكلمات الأساسية:** الموقف من e-WOM و WOM-ونية الزيارة والولاء والألفة وصورة الوجهة الرقمية.

**Dedication:**

*To my beloved ones,*

*To my beautiful ALGERIA,*

*I dedicate this work.*

## **Acknowledgment**

First and foremost, I sincerely appreciate the almighty God for His graces, strength, sustenance and above all, His faithfulness and love from the beginning of my academic life. His benevolence has made me excel and successful in all my academic pursuits.

My delighted thanks to a role model and a pillar of support in my Guide, **Pr GHIDOUCHE Faouzi**, for his heartfelt support and guidance all the times.

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I take pride in acknowledging the insightful guidance of all my friends who have, in their own ways, kept me going on my path to success, assisting me as per their abilities, in whatever manner possible and for ensuring that good times keep flowing.

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-Chaima BENSALÉM-

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## **List of abbreviation:**

AVE: Average Variance Extracted

CFA: Confirmatory factor analysis

CMIN/DF: Minimum value of the discrepancy function divided by degrees of freedom

CR: Composite Reliability

CSV: Comma separated values.

DF: Destination Familiarity.

DDI: Digital destination Image.

DI: Digital Image.

DL: Destination Loyalty.

DMO: Destination Management Organisation.

EFA: Exploratory Factor Analysis.

E-WOM: electronic Word of Mouth.

GDP: Gross Domestic Product.

ICT: Information communication technologies.

KMO: Kaiser-Meyer-Olkin.

NTO: National Tourist Organisation.

OECD: The Organisation for Economic Co-operation and Development

OTR: Online Travel Review.

PCLOSE: “p value” for testing the null hypothesis of the close fit

RMSEA: Root Mean Squared Error of Approximation (Browne and Cudeck)

SEO: Search engine Optimization.

TDI: tourist Destination Image.

TGC: Tourist Generated Content.

TPB: Theory Planned Behaviour.

UGC: User Generated Content VI: Visit Intention.

UNWTO: United Nation World Tourism Organisation.

VR: Visit Recommendation.

WOM: Word Of Mouth.

WTO: World Tourism Organisation.

# 1. Introduction:

## 1.1. Background:

Word of mouth is one of the oldest ways of conveying information, these interpersonal exchanges provide access to information related to the consumption of that product or service over and above formal advertising that goes beyond the messages provided by the companies and involuntarily influences the individual's decision-making<sup>1</sup>. WOM is widely regarded as one of the most influential factors affecting consumer behaviour<sup>2</sup>. This influence is especially important with intangible products that are difficult to evaluate prior to consumption, such as tourism or hospitality. Consequently, WOM is considered the most important information source in consumers' buying decisions<sup>3</sup> and intended behaviour. For example, tourist satisfaction is of utmost importance because of its influence on behavioural intentions, WOM and purchasing decisions. In other words, overall satisfaction leads to the possibility of revisiting and recommending the destination<sup>4</sup>.

Rapid growth of interactive tourism brings some advantages to certain groups of individuals. It has strategic role in generating foreign exchange. It creates job opportunities, helps community members develop their career through retail business, construction, manufacturing industry, telecommunication and tourist agency<sup>5</sup>. Furthermore, development of information technology has encouraged researchers to conduct academic studies that discuss tourism.

Growth of information technology has generated a new terminology, namely electronic Word of Mouth (eWOM), a new paradigm in Word of Mouth communication. EWOM can reach a wider market compared to conventional advertisement. Information technology, scope and prospectus of WOM have increased exponentially. Type of exchange of knowledge on online and public platform is called Electronic Word of Mouth.<sup>6</sup>

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<sup>1</sup> Brown, C., Burgess, F., & Braithwaite, V. A. (2007). Heritable and experiential effects on boldness in a tropical poeciliid. *Behavioral Ecology and Sociobiology*, 62(2), 237-243.

<sup>2</sup> Daugherty, T., & Hoffman, E. (2014). eWOM and the importance of capturing consumer attention within social media. *Journal of Marketing Communications*, 20(1-2), 82-102

<sup>3</sup> Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management*, 29(3), 458-468.

<sup>4</sup> Sotiriadis, M. D., & Van Zyl, C. (2013). Electronic word-of-mouth and online reviews in tourism services: the use of twitter by tourists. *Electronic Commerce Research*, 13(1), 103-124

<sup>5</sup> (Mohamad, and.al., 2014)

<sup>6</sup> Charo, N., Sharma, P., Shaikh, S., Haseeb, A. and Sufya, M. (2015). Determining the Impact of Ewom on Brand Image and Purchase Intention through Adoption of Online Opinions. *International Journal of Humanities and Management Sciences (IJHMS)*, 3(1), pp.41-46

Because of ICT, today consumers from all over the world can leave comments that other users can use to easily obtain information about goods and services. Both active and passive consumers use this information medium.

EWOM can affect tourist decision to buy a product, for example attract visitors to certain tourist attraction. It promotes certain tourist attraction more effectively describing positive image of the tourist destination and previous visitors' opinion about the tourist destination. It improves destination image of a tourist attraction and increases customer satisfaction and loyalty.

This thesis investigates whether there exists relations between visit intention more precisely loyalty ( recommendation intention) and EWOM, with digital destination image as mediating variable, as well as familiarity as moderating variable, on a particular touristic destination. For data collection and analysis, one of the most touristic places of Algeria, Taghit, is chosen for study in this research. Relationship is tested through conceptual model by distributing questionnaires to 412 students from the main universities poles in the four coins in Algeria.

Taghit is a commune of the Wilaya of Béchar in Algeria, located 93 km southeast of Béchar. 1098 Km from the capital Algiers.

## **1.2. Research gap:**

It is surprising that, such a big country like Algeria, with its diversity and greenery, from the east to the west, and from the north to the south. With its beautiful beaches, forest, oasis, and its cultural richness, is not worthy to be a subject for research related to destination image, tourism loyalty, and visit intention, because of its crucial contribution in the economic growth,

With the emergence of the new information and communication technologies, considering the internet, and users' platforms, people nowadays are being so addicted to the online tools, especially while talking about purchasing process. Thus, blogs, posts on social media as Facebook are being main influencers in the consumer decision process, in another word, the reference for them to take their final decision about choosing and adopting either a product or service. Consequently, the online post have been relevant for researchers to take it in hands. However, the previous studies has not token in consideration the impact of the online reviews on social media in another term the electronic-word-of-mouth in the tourism industry, and there effect on the willingness of the visitor to revisit or recommend the destination on his blogs, stories, posts, videos or photos.

Ajzen, (1985, 1991) suggested that there are very few studies in tourism marketing field.

Investigating through the database, it is hard to find tourism literature relating to Taghit. Alternatively, its main attractive places. Actually, a very limited scientific articles, and research about Taghit, that if we could say none of the marketing touristic research took in Taghit in purpose. On the other hand, suggested to measure destination image of Taghit using more specific variables such as natural environment, eWOM, destination familiarity, etc.

In addition, the study is recommended to test the relationship between four main variables, digital destination image, visit and recommendation intentions, EWOMs and familiarity of tourists.

We typically, started with no idea about the tourist of Taghit and their willingness to recommend or revisit it. Furthermore, even though agencies do not spent efforts on promote it to encourage more arrivals.

Another issue for the behavioural loyalty measures in tourism contexts is the determination of an appropriate period during which customers may or may not return to a destination<sup>7</sup>. However, the loyalty behaviour approach may not be an adequate assessment of repeated visitation for tourism destinations because many consumers undertake their holiday only on an annual basis. These approaches remain unclear with respect to their conceptual framework and inability to explain the factors that influence customer loyalty<sup>8</sup>.

### **1.3. Research problem and purpose of study:**

The dissertation seeks to provide emphasis on the influence of online reviews about the tourist choice of destination. The existence of literature in this particular field has been limited. The following research was based on the influence of e-WOM towards tourist destination choice<sup>9</sup>.

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<sup>7</sup> Ekinci, Y., Sirakaya-Turk, E. & Preciado, S. 2013, 'Symbolic consumption of tourism destination brands', *Journal of Business Research*, vol. 66, no. 6, pp. 711-718

<sup>8</sup> Bastida and Huan, 2014 U. Bastida, T.C. Huan Performance evaluation of tourism websites' information quality of four global destination brands: Beijing, Hong Kong, shanghai, and Taipei *Journal of Business Research*, 67 (2) (2014), pp. 167-170

<sup>9</sup> Jalilvand, M. and Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention.: An empirical study in the automobile industry in Iran, *Marketing Intelligence & Planning*, 30(4), pp.460-476.

The primary research question constitutes the following: “How online reviews influence tourism destination choice: An analysis of the Irish market?” The dissertation will aim to provide insights concerning the influence that online reviews through e-WOM can have on the travel decisions and the intention to travel.

### **Scope and Limitations:**

The dissertation aims at finding out the influence of e-WOM through online review have on tourists with respect to the decision regarding travel destination choice. Furthermore, it also aims to find out the attitudinal changes the tourist may have by viewing online reviews with respect to intention to travel to a particular destination. Nevertheless, the dissertation also poses certain limitations as well. Sampling techniques used was identified as a limitation as the population of a sample depicted in the analysis was bigger compared to the other existing sample. Moreover, certain questions were added to the questionnaire in order to provide better clarity to the research project. Finally, the lack of open-ended questioned restricted the researcher to gather more in-depth information about tourists behaviours.

When a web user receives notices from several consumers regarding a tourist destination, what aspects of a received message more or less influence the receiver and encourage him/her to follow that message?

To understand how individuals are influenced by eWOM messages in virtual communities. In addition, in order to understand the impact of the eWOM on tourist behaviour, in particular on their intention to visit and the intention to recommend a destination

Through our research, we try to answer a series of questions about the influence of eWOM messages on consumer behaviour by integrating the mediator variable of digital destination image, and the moderator variable of familiarity.

We seek to understand the ways in which eWOM messages on virtual consumer communities are perceived, processed, evaluated and adopted by consumers for their decision in terms of choosing a tourist destination in Algeria,

From this main research question a set of sub-questions, emerge:

- **Are eWOM messages in virtual communities considered credible, vivacious and of high quality? Do they influence consumer behaviour?**

- **How do factors such as credibility, quality and vivacity of eWOM messages influence the customer experience in virtual communities?**
- **What characteristics of eWOM messages influence the image of a tourism destination as perceived by the consumer in virtual communities?**
- **How does the digital destination image through virtual communities affect the perceptions and behavioural intentions of tourists?**
- **Does eWOM have significant influence towards digital destination image?**
- **Does eWOM have significant influence towards visit intention?**
- **Does digital destination image have significant influence towards visit intention?**

## **1.4. Expected Contributions:**

### **1.4.1. Theoretical contributions:**

This research has contributed in theoretical body of knowledge on destination image and behavioural intentions in several ways. The study tested the impact of the EWOM. Based on the extensive review of past studies, the current study proposed and confirmed a model, which included multiple dimensions of the EWOM (credibility, quality and vivacity).

Moreover, this study conceptually and theoretically investigates the effect of EWOM on visit intentions, which has not been performed before, especially in the context of Taghit. Thus, it has added in tourism literature of Taghit.

### **1.4.2. Practical and managerial contributions:**

With advances in Internet technology, more and more travellers are using the Internet to search for information about their destinations and conduct online transactions. In addition, they will consult the opinions and experiences of others on tourism plans, recommended points of interest and destinations to visit.

Our study, in first place, aims to give tourist managers a light path. To recognize how to promote for their tourist destinations, on the competitive scale, valorising the online reviews on their sites and blogs, also encouraging visitors to leave feedbacks on their trips, which will help to fix the lack in several stations, as well, hostelry, transport, expenses, environments, means of entertainment, the appropriate timing for trips.

These managerial and practical contributions will be discussed later at the end of the dissertation.

## **2. Literature review:**

### **2.1. Information and communication technologies**

The expression "information and communication technologies" is a translation of an English expression used in various international fora that corresponds roughly to the field of telematics. It has different definitions depending on the author's point of view or on the period, due to the progressive blurring of the boundaries of the fields concerned and the rapid evolution of technology with digital convergence.

The definition of ICTs remains particularly vague: the term "technology", which means "discourse on technology", is used instead of "technique", which would be both simpler and more accurate. Information and communication technologies are supporting tools for information processing and communication, with information processing and communication of information remaining the goal, and technology the means.

The Larousse dictionary defines information and communication technologies as "a set of computer techniques and equipment enabling remote communication by electronic means (cable, telephone, Internet, etc.). However, this definition is limited to the convergence of information technology and telecommunications for the purpose of communication and does not take into account the impact of digital convergence in multimedia and audio-visual media<sup>10</sup>.

The OQLF's Grand dictionary of terminology defines information and communication technologies as being "*a set of technologies resulting from the convergence of computer science and the advanced techniques of multimedia and telecommunications, which have enabled the emergence of more efficient means of communication by improving the processing, storage, dissemination and exchange of information*"<sup>11</sup>. This definition is much more comprehensive than the previous one, taking into account digital convergence as a whole. It better reflects the views of international institutions, which consider information and communication technologies as the integration of telecommunications, computer, multimedia and audio-visual techniques. The rapid spread of high-speed Internet access has led to an explosion in the uses of audio-visual services, which are taking on greater importance in the concept of ICT, not only at the level of communication, but also at the level of information and knowledge management and dissemination. This extension of the concept of ICTs is at the origin of many debates because of the importance of its impact on society.

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<sup>10</sup> Larousse, encyclopaedic illustrated dictionary, edition 1998,

<sup>11</sup> The OQLF's Grand dictionary of terminology

According to an international convention established by the OECD, information and communication technologies (ICTs) encompass the following economic sectors:

- ICT-producing sectors (manufacture of computers and computer equipment, TV, radio, telephone...)
- ICT distribution sectors (wholesale of computer equipment, etc.)
- ICT services sectors (telecommunications, computer and audio-visual services, etc.).

## **2.2. WOM:**

Word of mouth is a phenomenon of recommending a product, service or company within a circle of acquaintances. It is a viral practice, whose origin is generally spontaneous. It can be positive as well as negative and has an impact on the notoriety of a brand or company. Today, word of mouth is increasingly spreading through the Internet and social networks, which are conducive to the dissemination of information<sup>12</sup>.

In addition, WOM can be defined as the “personal communication between people who are not commercial entities”<sup>13</sup>. Furthermore, the findings of the research conducted by Hu and Ha (2015), shows that traditional WOM was the source used by the sample for the purpose of online shopping. It can be concluded that traditional WOM is still relevant.

Furthermore, WOM can be oral and as well can be personal communication, it can be positive as well as negative and can be about a product or service or brand. On the contrary, the most important element of WOM is that it is non-commercial in nature. WOM includes sharing of personal experiences and opinions to friends, colleagues that is thereby, transferred through

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<sup>12</sup> <https://www.1min30.com/evenementiel/wom-marketing-viral-guerrilla-marketing-buzz-5544> (consulted on 29<sup>th</sup> may,2020)

<sup>13</sup>Koji Ishida & Lisa Slevitch & Katia Siamionava, 2016. "The Effects of Traditional and Electronic Word-of-Mouth on Destination Image: A Case of Vacation Tourists Visiting Branson, Missouri," Administrative Sciences, MDPI, Open Access Journal, vol. 6(4), pages 1-17, September.

the written word<sup>14</sup>, face to face, text messages, phone conversations and via the internet. Online WOM can be sourced through online review sites, social media and finally, blogs<sup>15</sup>.

WOM has around since the early ages of human beings and since, then the phenomenon has had a drastic transition from being termed as traditional WOM to now electronic WOM (e-WOM). The main reason for the transition has come down due to the innovations undergone in the technology sector, which has broadened the reach of social connectivity<sup>16</sup>. Therefore, making it a less complicated and effortless affair to review and to understand an individual's views on a product or a service. Most importantly, it must be understood that WOM plays a significant role in consumer behaviour mainly due to information being credible and reliable as fellow members pass it on. Furthermore, Bronner and Hoog (2014), affirms that WOM has had a change in consumers behaviour by enhancing an individual's information seeking capabilities and this, therefore, has resulted in the information provided by the suppliers being less of an influencing factor to the consumers.

### **2.3. EWOM:**

EWOM is defined as positive or negative statement of potential, actual and previous customers about a product or company made accessible to wider audience through the internet .Ideas and opinions of an individual are more accessible for other internet users. Who write reviews on tourist destination, hotels and tourist agencies and these reviews have become important sources of information for prospective tourists.

Electronic WOM, can be defined as “any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the internet<sup>17</sup>. The main benefit of e-WOM is that it allows

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<sup>14</sup> Sun, Tao, Seounmi Youn, Guohua Wu, and Mana Kuntarapor (2006), “OnlineWord-of-Mouth (or Mouse): An Exploration of Its Antecedents and Con-sequences,” *Journal of Computer-Mediated Communication*, 11 (4), article11,<http://jcmc.indiana.edu/vol11/issue4/sun.html>

<sup>15</sup> Berger, J., & Iyengar, R. (2013). Communication channels and word of mouth: How the medium shapes the message. *Journal of Consumer Research*, 40(3), 567–579. <https://doi.org/10.1086/671345>

<sup>16</sup> Whitler, K. A. (2014) Why Word Of Mouth Marketing Is The Most Important Social Media.[online]Available at: <https://www.forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/#3882882c54a8>.

<sup>17</sup> Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D.Gremler (2004), “Electronic Word-of-Mouth Via Consumer-Opinion Plat-forms: What Motivates

consumers to be in charge of the brand message and allows recommendations, which prove to be a greater influence in terms of purchase behaviour<sup>18</sup>. E-WOM can be accessed through various mode such as blog, videos, but the most important mode of e-WOM is through online reviews. Online platform such as TripAdvisor and Yelp accommodates millions of online reviews based on various industries.

The significance with respect to the influence and reach that e-WOM through online reviews provide makes it an interesting avenue to investigate. Furthermore, there has been a shift in marketing strategies, where in marketers are beginning to make use of e-WOM as a tool for communicating with the consumers.

Goldenberg, et.al (2001) emphasized that tourist decision-making is strongly influenced by EWOM from other tourists. Gretzel and Yoo (2008) reported that readers often considered reviews provided by other travellers more up-to-date, interesting and reliable compared to information from travel agency. EWOM is considered as an important source of information that influences visit intention and choices of destination<sup>19</sup>.

### **2.3.1. EWOM quality**

Rieh (2002) defined quality as the standard that measures excellence and truth. Taylor (1986) associated quality with value and emphasized that the essence of quality lies in the benefits to the user. Wang and Strong (1996) believed that information is also a product and should respond to consumer demand.

In an online context, consumers can judge the validity of the information by checking whether the arguments make sense, against common sense. If they are perceived to be of good quality, the receiver of the message will have confidence in the information and will thus adopt the message or information.

In fact, researchers have found that the quality of online advisories has positive effects on consumers' purchasing intentions.

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Consumers to Articulate Themselves on the Inter-net,” *Journal of Interactive Marketing*, 18 (1), 38–52

<sup>18</sup> Chahal, H. and Kumari, N. (2012), "Consumer perceived value: The development of a multiple item scale in hospitals in the Indian context", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 6 No. 2, pp. 167-190.

<sup>19</sup> (Yun and Good, 2007 Yun, Z.S. &Good, L.K. (2007), Developing customer loyalty from e tail store image attributes, *Managing Service Quality*, 17(1), 4-22. Jalilvand and Samiei, 2012 Jalilvand, M.R. & Samiei, N. (2012), The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TBP), *Internet Research*, 22 (5), Forthcoming).

### **2.3.2. EWOM credibility**

From an experiential marketing perspective, consumers will have a positive customer experience because of the authentic content that can elicit consumer agreement. In addition, research by Bloch et al. (1986) showed that accumulation of experiences is the goal of gathering information from a variety of sources. This implies that the credibility of information can be treated as a combined resource of meaning, vision, feelings and recognition that is transformed into unforgettable and valuable customer experiences. Social networks and tourists who regularly share their travel experiences (e.g., hiking, sightseeing, etc.); in addition, they report related news and discuss applicable announcements. They also present reliable and objective information, as well as messages published by credible authors, can help the receiver determine whether to adjust his or her plan accordingly.

However, consumers want credible information about their products that dazzles their senses, touches their hearts and stimulates their minds and that they can identify with and incorporate into their lifestyles. In addition to providing information in the form of text and photographs via virtual communities, brands can also integrate other types of media, such as videos (Lives, Stories...), to increase the relevance of information and activities for consumers who read the content.

### **2.3.3. EWOM vivacity**

The vivacity of an eWOM message can appear in different forms, including text, graphics, images or videos. In virtual communities, multimedia tools such as video and photo can be seen as tools to increase vividness by enhancing the richness of the experience. In applying the notion of vividness to online content, content described as vivid should be sensor-rich and appeal to multiple senses, as vividness is considered a contributing factor to the customer experience.

The study by Sheng and Teo (2012) showed that product information with an entertaining and aesthetic presentation could increase users' appreciation of the product brand. In other words, bright and vivid content could increase users' value of travel information and enable them to adopt it.

Credibility of messages is defined as the extent to which a recommendation is perceived as credible, true, or factual. This variable is strongly related to the content of the message itself and its validity, and thus generates central or systematic processing of information. In an online context, the credibility of messages is a critical issue. Indeed, some previous studies have indicated that eWOM information is perceived to be less credible than traditional WOM communication due to the lack of benchmarks on the Internet. The credibility, similarity and

strength of the relationship between the receiver and sender are important determinants for consumers evaluating the traditional WOM. However, in the context of the eWOM, messages are volatile and anonymous in most cases. The difference between the WOM and the eWOM is that online information is broader. There are no restrictions of time and place. In addition, consumers are often unaware of who the information providers are and what their motivations are.

Thus, several authors attempt to understand perceived credibility in the context of the Internet. Zhang and Watts (2008) describe the adoption of the eWOM message as an indicator of the acceptance of content by a credibility judgment. In the process of adopting an eWOM message, the credibility of the message then precedes the intent to purchase. In short, in an eWOM context, consumers consider recommendations that they perceive to be credible. To evaluate eWOM messages, therefore, several filters exist such as the perceived credibility of online messages. This assessment is a prerequisite for the consumer's decision.

#### **2.4. E-WOM and tourism**

The rise in competition in almost every sector of the tourism industry has made it difficult for tourism service providers to develop strategies, to acquire and keep hold of existing customers.

According to Loncaric, Ribaric and Farkas (2016), before choosing a tourist destination, individuals are more inclined to spend a considerable amount of time, researching and collecting information, which would back up their decision. Moreover, as a result, one of the major sources of information comes in the form of experiences of fellow tourist, in other words known as online reviews. In addition, as travel products are regarded as being high risk and high involvement purchase, travellers therefore, place faith on opinions of fellow friends or peers prior to a decision<sup>20</sup>.

Recent researches have illustrated the influence of e-WOM in tourism. Tham, Croy and Mair (2013), explored the essence of WOM with respect to online tourism website and came to a conclusion that e-WOM is distinctive to traditional WOM in terms of factors such as information seeking behaviour, content management, message retention and so on.

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<sup>20</sup> SHEN, Xiao-Liang, CHEUNG, Christy MK, et LEE, Matthew KO. What leads students to adopt information from Wikipedia? An empirical investigation into the role of trust and information usefulness. *British Journal of Educational Technology*, 2013, vol. 44, no 3, p. 502-517.

Furthermore, from the study conducted on travel behaviour and destination selection of international students in Western Australia by Shanka, All-Knight and Pope (2002) showed that the source of information was derived because of WOM communication. Moreover, a more recent study by Albarq (2013) reveals that e-WOM has a significant impact on the attitudes as well as travel intentions of tourists.

Finally, a survey conducted by Nielsen (2015), indicate that 66% of the respondents showed trust in online opinions than compared to owned online channels. To conclude, by critically examining the above researches, it can be said whatever were the reasons to measure e-WOM; all showed a positive relation with respect to tourism. Whereas, reports show that every year hundreds of millions of prospective visitors use online reviews as reference prior to go on vacation<sup>21</sup>84% of the visitors use online reviews as reference when making their travel reservation<sup>22</sup>.

A large number of tourism studies have advocated that eWOM has the ability to influence tourism intentions<sup>23</sup>. eWOM is more reliable than WOM because of its anonymous nature, and the absence of incentives<sup>24</sup>. Marketers can seize the opportunity in the platform to improve product and service quality, innovation and future product characteristics, instilling trust in the minds of consumers, which of course stimulates purchase intentions<sup>25</sup>. As revealed by Jalilvand & Samiei (2012), eWOM also has an influence on brand image and purchase intentions. In addition, it also proves that eWOM has a positive influence on the image of destinations<sup>26</sup> and intentions to travel and to visit<sup>27</sup>.

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<sup>21</sup> Tripadvisor.com, (posted in 2011, consulted on 15<sup>th</sup> june2020).

<sup>22</sup> Travelindustrywire.com, (posted in 2007, consulted on 15<sup>th</sup> june 2020).

<sup>23</sup> Arsal, Backman, & Baldwin, 2008; Filieri & McLeay 2014; Vermeulen & Seegers, 2009; Ye, Law, & Gu, 2009.

<sup>24</sup> Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201

<sup>25</sup>Ibid, 192- 201

<sup>26</sup> Setiawan, P. (2014). The Effect of e-WOM on Destination Image, Satisfaction and Loyalty. *International Journal of Business and Management Invention*, 3(1), pp.22-29.

<sup>27</sup> Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201

## 2.5. Tourist destination:

UNWTO (2007) defined destination as places tourists visit and the visit can influence other's decision to travel. Therefore, tourist destination represents final destination for tourism<sup>28</sup>. Tourist destination, place, region or country, is the main reason for and product of tourism. It also includes special places different from ordinary location due to culture, history, archaeology or nature<sup>29</sup>. Berman (2005) defined destination as a country, state, region, area or city that is marketed or markets itself as a place for tourists to visit.

## 2.6. Destination image

The concept of image has been studied for years in areas such as marketing, customer behaviour. There are various definitions available in literature regarding image

Destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination<sup>30</sup>. An overall or composite results from interactions between these consumer choice attitudes<sup>31</sup>. The characteristics of tourism products or services, such as multidimensionality<sup>32</sup>, complicate the measurement of the destination image construct. However, the relationship between destination image and behaviour intentions remains a debatable matter. A good image can influence repeat patronage<sup>33</sup>.

Destination image influences tourists in the process of choosing a destination and revisiting the destination in the future<sup>34</sup>.

Echtner and Ritchie (1991) defined destination image as multidimensional concept that consists of symbolic and tangible features. As an addition, Baloglu and McCleary (1999) defined destination image as qualified experience, attraction, value/environment, relaxation/getaway, awe/adventure, knowledge, social aspect and prestige. According to Lopes

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<sup>28</sup> Leiper, Neil, "The Framework of Tourism: Towards a Definition of Tourism, Tourist, and the Tourist Industry," *Annals of Tourism Research*, 1979, VI(4):390–407.

<sup>29</sup> Chris Rojek and John Urry *Touring cultures: transformations of travel and theory* (eds) London, Routledge, 1997, ix, 214 pp

<sup>30</sup> (Költringer & Dickinger, 2015; Tasci & Gartner, 2007)

<sup>31</sup> Gartner, 1989 W.C. Gartner *Tourism image: Attribute measurement of state tourism products using multidimensional scaling techniques* *Journal of Travel Research*, 28 (2) (1989), pp. 16-20

<sup>32</sup> *Ibid*, P16-20

<sup>33</sup> Dick, A.S., Basu, K., (1994), "Customer Loyalty: Toward an Integrated Conceptual Framework", *Journal of the Academy of Marketing Science*, Vol. 22, No. 2, pp. 99-113

<sup>34</sup> Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research*, 66(6), 730–737.

(2011), even though an individual has yet to visit one place, he or she can have destination image about the place in their head based on information they can access.

Gartner <sup>35</sup>proposed that destination image is composed of three integrated components: Cognitive, affective and overall destination image.

### **2.6.1. Cognitive destination image:**

Cognitive destination image is determined through belief and knowledge that an individual hold of a tourism place. It is a multi-attribute approach. Those attributes are the elements of destination that attracts tourists i.e. places to be seen, environment to perceive and experience to remember for lifetime<sup>36</sup>.

### **2.6.2. The affective destination image:**

The affective destination image represents the tourist's feeling towards the destination represented by sleepy-arousing, unpleasant-pleasant, gloomy-exciting, and distressing-relaxing<sup>37</sup>. It is commonly agreed upon by researchers that affective image depends on the cognitive image and knowledge helps in formation of emotion<sup>38</sup>.

### **2.6.3. Overall destination image:**

Overall destination image can thus be understood as an umbrella term which includes both cognitive and affective image components<sup>39</sup>.The tourism study findings provide enough evidence to support that both cognitive and affective components have direct impact on the overall destination image formation process<sup>40</sup>.

## **2.7. Digital destination image:**

Following the above definitions, the online representation of a destination's image, or simply referred to as "online DI", can be defined as the online representation of the collective beliefs,

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<sup>35</sup> Nassar, M.A and Mustofa, M.M. and Resinger, Y. 2015. Factor Influencing Travel to Islamic Destinations: An Empirical Analysis of Kuwaiti Nationals. Emerald Insight. Vol. 9 No.1 pp.36-53.

<sup>36</sup> Pike, S., & Ryan, C. (2004). Destination Positioning Analysis Through a Comparison of Cognitive, Affective, and Conative Perceptions. *Journal of Travel Research*. 42(4): 333-342.

<sup>37</sup> Beerli and Martin, 2004 A. Beerli, J.D. Martin Factors influencing destination image *Annals of Tourism Research*, 31 (3) (2004), pp. 657-681

<sup>38</sup> 1. Ryan C, Cave J. Structuring Destination Image: A Qualitative Approach. *Journal of Travel Research*. 2005;44(2):143-150. doi:10.1177/0047287505278991

<sup>39</sup> Fakeye and Crompton, 1991 P. Fakeye, J. Crompton Image differences between prospective, first-time, and repeat visitors to the lower Rio Grande valley *Journal of Travel Research*, 30 (2) (1991), pp. 10-16

<sup>40</sup> Beerli and Martin, 2004 A. Beerli, J.D. Martin Factors influencing destination image *Annals of Tourism Research*, 31 (3) (2004), pp. 657-681

knowledge, ideas, feelings and overall impressions of a destination. A crucial distinction between DI and online DI is that Web 2.0 technologies allow tourists to create and share TGC on various social media platforms, thereby, empowering them to co-construct the online DI. Moreover, the communication of online DI is no longer predominantly one-way from the supply side (e.g., NTOs, DMOs, travel agencies) to the demand side (e.g., tourists); both sides are equally empowered to harness the potential and possibilities afforded by Web 2.0 technologies. In light of this, online DI has increasingly garnered attention as a major determinant of tourist behaviour, destination choice, eWOM as well as affecting the reputation and success of a destination. However, most existing studies have explored online DI through DMO or NTO-generated contents (e.g., Choi, Lehto, & Morrison, 2007; Govers & Go, 2005), leaving a gap in understanding online DI manifested in TGC.

### **2.8. Attitude toward destination:**

Attitude toward destination emphasize tourist behaviour, tourist attitude describes the psychological tendencies expressed by the positive or negative evaluation of tourists when involved in certain behaviours. As well as image destination, Tourist's attitude comprised cognitive, affective and behavioural components.

The cognitive response is the evaluation made in forming an attitude, the effective response is a psychological response expressing the preference of a tourist for an entity and the behavioural component is a verbal indication of the tourist intention to visit. Attitudes predisposes a person to act or perform in a certain manner as shown in studies of household recycling behaviour, environmental behaviour, and tourism behaviour . Tourist attitudes is an effective forecasting of tourist decision for traveling to a certain destination.

### **2.9. Theory of Planned Behaviour:**

One frequently discussed aspect of consumer behaviour is Theory of Planned Behaviour (TPB). TPB treats both as social (namely subjective norm) and psychology (namely attitude), factors in developing consumer behaviour and have been widely accepted and implemented to predict individual behaviour in hotel booking , selecting destination , and social psychological studies . TPB is derived from assumption that human is rational being and uses information systematically. Prior to decision-making, individuals run analysis on implication of their actions.

In order to analyse how consumers buy tourism services, a brief review of the theories regarding purchasing process is presented in traveller buying process. Based on to the decision-making studies, the traveller buying process consists of five stages, need recognition,

information search evaluation of alternatives, purchase decision, and post purchase behaviour. A perspective of analysis of the tourists' planning process (travel planning theory) suggests a temporal perspective based on a process generally composed by three phases, pre-trip, during-trip, and post-trip the anticipatory phase, the experiential phase and the reflective phase.

### **2.10. Visit intention :**

Visit intention refers to possibility to visit particular places in certain period. Some behavioural theories investigated how motivational factors help developing visitor's behaviour and how the phenomenon leads to visit intention.

Intention to visit refers to the willingness of potential visitors to visit a tourist destination this is a rational evaluation of the costs / benefits of a set of alternative goals, derived from external information sources, including eWOM or tourist blogs'. Experts have supported the idea that eWOM positively has a tendency to increase the possibility of reservations and sales spaces.

Visit intention is a central model and represents the extent of the individual's intentions to perform or not perform one certain behaviour. Travel intention represents how a person is willing to adopt a behaviour and how much effort he is likely to deploy against that behaviour. Behaviour in travel intentions are an indication of the readiness to undertake a given behaviour and are assumed to precede actual behaviour.

For investigating decision-making process leading to the choice of travel destination, the theory of planned behaviour is often used as a research framework to predict the behavioural intention of choosing a destination. The central paradigm of the theory of planned behaviour is that people are apt to implement particular types of behaviour. The specific referents will value and approve of the behaviour and that they have necessary resources, abilities, and opportunities to perform such behaviour.

### **2.11. Destination familiarity:**

Destination familiarity is the visual or mental impression of a destination or tourist experience that can stimulate the consumer's visit intention. We explain how consumers establish familiarity based on their cognitive knowledge, structures or schemas. Schemas allow consumers to visualize relationships between stimuli attributes, as they are "conceptual abstractions that mediate between stimuli received by the sense organs and behavioural responses." .Consumers encode, decode, categorize, and act according to the schemas they construct. Previous studies suggest that a high level of destination familiarity positively affects image and visit intention. Consequently, social media have made DDI formation a more

dynamic process, with great importance being given to the information available and other users' opinions. Consumers “experience” destinations, and form DDI, without actually visiting, through their interaction with multimedia- enhanced websites and social media.

## **2.12. Destination loyalty:**

Newman and Werbel in 1973 define loyal customers as those who re-buy a brand. Tellis in 1988 defines loyalty in behavioural terms as a repeating purchasing frequency.

The concept of loyalty is a concept that has existed for centuries. In ancient times, loyalty was used to enhance control and power. The powerful generals of the Ancient Roman Empire used loyalty to gain political power for the armies or in order to oust empires<sup>41</sup>.

In the 21<sup>st</sup> century, loyalty is considered an activity, which companies carry out to protect the market shares they have achieved by establishing customer loyalty. It is considered a significant gain in competitive markets<sup>42</sup>, and “*the sincere commitment of a consumer to continue to purchase a preferred product/service in the future*” (Oliver, 1999). According to Lee and Cunningham in 2001 customer loyalty is the tendency of customers based on previous experiences and their expectations for the future to be customers of the existing suppliers again. In other words, it is a display of attitude of customers in terms of product categories, brands, stores and services<sup>43</sup>.

Literature indicates that there are various definitions regarding customer loyalty and that there is no full consensus. An examination of the different definitions by various authors indicates that another definition for customer loyalty may be evident. Customer loyalty can be referred to “*repeated purchase, positive attitudes, long term commitment, intention of continuing the affiliation, positive word-of-mouth advertising*”<sup>44</sup>

Attitudinal loyalty is a repeated purchase by a customer and recommend it to others (Kandampully & Suhartanto, 2000). Attitudinal loyalty is an approach, which benefits from the

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<sup>41</sup> Kumar et al., 2014 R.S. Kumar, W.M. Lassar, G.T. Butaney The mediating impact of stickiness and loyalty on word-of-mouth promotion of retail websites: A consumer perspective European Journal of Marketing, 48 (9/10) (2014), pp. 1828-1849

<sup>42</sup> Srivastava, R.K., Fahey, L. and Christensen, H.K. (2001), “The resource-based view and marketing: the role of market-based assets in gaining competitive advantage”, Journal of Management, Vol. 27 No. 6, pp. 777-802

<sup>43</sup> M. D. Uncles, G. R. Dowling and K. Hammond, “Customer Loyalty and Customer Loyalty Programs,” Journal of Consumer Marketing, Vol. 20, No. 4, 2003, pp.

<sup>44</sup> Sramek, D. B., Mentzer T. J., & Stank, P. T. (2008). Creating consumer durable retailer customer loyalty through order fulfillment service operations. Journal of Operations Management, 26(6), 781–797.

use of attitudinal data consisting of psychological and affective commitment, which are inherent in the nature of loyalty<sup>45</sup>.

According to Ganesh, Arnold, and Reynolds (2000) attitudinal loyalty is defined as the tendency a customer has in terms of a brand, which includes commitment and word-of-mouth advertising.

In literature, it is emphasized that neither behavioural nor attitudinal dimensions alone are sufficient to measure customer loyalty. For this reason, authors recommend the combined approach, which is a combination of behavioural and attitudinal loyalty. The significance of this approach is emphasized in measuring true loyalty<sup>46</sup>.

The level of loyalty of tourists to a given destination is expressed in their intention to revisit the destination and their intention to recommend the destination to others<sup>47</sup>.

For this reason, the components of the intention to revisit and recommendations to others are used in the measuring of destination loyalty. The positive experiences tourists have at a tourism destination will not only enhance their intent to revisit the destination, it will also ensure that they say positive things about the destination to their friends and/or relatives. Likewise, word-of-mouth advertising is an important source of information for potential tourists<sup>48</sup>.

### **2.13. Facebook and tourism:**

According to Facebook-commissioned research by Accenture, 67% of travellers across Europe, the Middle East, and Africa make use of Facebook for travel-related reasons. Moreover, it enables marketers to not only introduce their brands and target travellers similar to the existing ones, but also even connect with holidaymakers before they have chosen a destination<sup>49</sup>. In addition to this, it has been proven that social influence; family, friends, and previous experiences significantly affect travellers' booking decisions. In this connection, according to a Facebook study, 76% of U.S travellers use Facebook for travel related activities,

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<sup>45</sup> Değermen, A. H. (2006). Hizmet ürünlerinde kalite, müşteri tatmini ve sadakat: Türkmen Kitabevi: İstanbul del Bosque, I. A. R., Martin, S. H., & Collado, J. (2006). The role of expectations in the consumer satisfaction formation process: Empirical evidence in the travel agency sector. *Tourism Management*, 27(3), 410–419.

<sup>46</sup> Selvi, S. M. (2007) Müşteri sadakati. Detay Yayıncılık: Ankara

<sup>47</sup> Oppermann, 2000 M. Oppermann Tourism destination loyalty *Journal of Travel Research*, 39 (1) (2000), pp. 78-84

<sup>48</sup> Chi and Qu, 2008 C.G.Q. Chi, H. Qu Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach *Tourism Management*, 29 (4) (2008), pp. 624-636

<sup>49</sup> Marketing for Travel Industry/Facebook Travel Marketing. (2019). Retrieved from <https://www.facebook.com/business/m/travel> , consulted on July 17<sup>TH</sup>

87% of them are influenced by recommendations from friends and family when deciding which option to book, 68% of them discover products online, 42% use messenger to chat with friends about trips, 73% purchase travel online, and 59% of travellers desire post-purchase engagement from brands<sup>50</sup>.

In sum, thanks to Facebook, businesses and organizations can now introduce their brands and products on this platform as well as maintaining relationships with their customers based on the features of interaction that this platform offers. Moreover, Facebook acts as an electronic word of mouth tool that facilitates travellers' decisions concerning the choice of destinations. Therefore, Facebook deserves a special mention with regard to the promotion of a tourism destination.

#### **2.14. Tourism through Facebook in Algeria:**

Facebook, the best known in Algeria, is also the most used by Algerian companies. Content sharing platforms: each user can create an account and publish a certain type of content - videos on YouTube, photos on Flickr or Pinterest for the best known. This content can be viewed by other users who can comment on it, rate it, and sometimes place it in their favourite content selection (playlist).

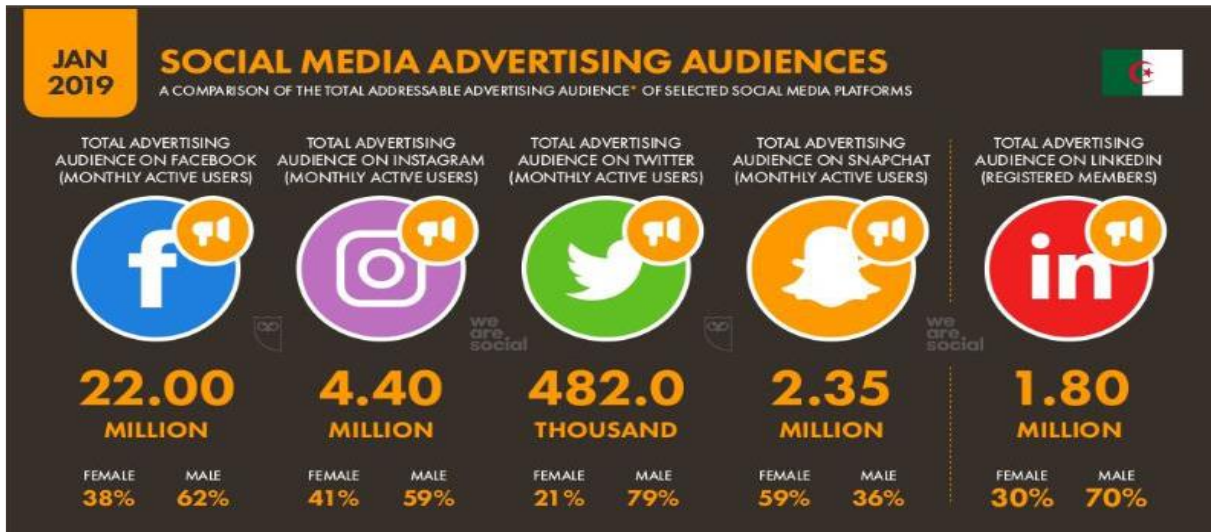
Nearly 23 million Algerian Internet users are active on social media. They spend an average of more than 2 hours a day there. The use is daily in 91% of cases.

With 54% of active users in Algeria on social media (54% of the population), 21 million on mobile (50%), a use that will increase in 2018. YouTube is leading the platforms used (58% of the population) in January 2019 ahead of Facebook (22 million). Instagram is experiencing a growing success, which can be seen in figures. With 4 million users in Algeria, it reaches 9% of the population. Men are more numerous than women (59% vs. 41%) in front of Snapchat (2.35 million), LinkedIn (1.8 million) and Twitter (482 000) which recorded an increase of 2%.

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<sup>50</sup> Marketing for Travel Industry/Facebook Travel Marketing. (2019). Retrieved from <https://www.facebook.com/business/m/travel> ,Consulted on July 17TH

Figure 2.1: social media users in Algeria, January 2019



Source: <https://datareportal.com/reports/digital2019algeria?fbclid=IwAR29TT4RxGVTNyYLkmmxNH8tEIbyNRAndNQwvjykm1NDeuqy6EKVIc6Na>

The 18-44 age group accounts for two-thirds of Facebook users. There are as many men as women (61% vs. 31%). 90% of them access the site from a mobile phone. Over a year, the number of new accounts has increased by 17%.

The figures offered on Facebook pages show an increase in page likes of 0.02% per month on average, with a reach of 9.2%. 10% of the pages use pay-per-view to boost their posts on Facebook.

Video remains the type of post with the best engagement rate (4.72% per post on average), ahead of photos (4.14%) and links (3.46%). The average rate for all types of posts combined is 2.76%.

### 2.15. User generated content:

UGC is the abbreviation or shortcut for "User Generated Content" or "user-created content". UGC therefore refers to all content created by visitors on e-commerce or branded sites as well as content posted on community or exchange spaces such as forums or social media.

Social networks, forums, personal videos on platforms such as YouTube, public photo albums, consumer reviews, and comments on articles or blogs are based on UGC content.

Depending on the context of use, UGC content can mainly respond to two non-exclusive logics.

Firstly, they allow the generation of content at reduced costs (excluding hosting, moderation and maintenance costs) since they are produced by visitors. This content can then be the source

of potential advertising revenue. However, the advertising enhancement of UGC content is complex, as this type of space is sometimes not very popular with advertisers because it can pose problems of content quality control and possible image problems.

Their other use is also to make it possible to have "free" access to content that promotes loyalty and/or transformation, in particular through the collection of customer opinions or social contributions. These contents can then help create traffic through SEO and promote conversion. They can also contribute to the visibility and image of the brand, such as photos of customers using a product on social networks<sup>51</sup>.

## **2.16. Tourist-generated content**

User-generated content (UGC) refers to media content that is produced by the public rather than by paid professionals and is primarily distributed via Web 2.0 technologies online<sup>52</sup>. This study focuses on examining a special form of UGC –“tourist-generated content” (TGC) – which has increasingly been recognised as an indispensable source of online travel information<sup>53</sup> and a critical component of perceived online DI. In this study, TGC is defined as travel-related content created and uploaded by tourists on the Internet. TGC fulfils the UGC characteristics described by Vickery and Wunsch-Vincent (2007): it is often published on publicly accessible travel blog sites. It is commonly presented in textual and photographic formats, which entail a great deal of creative effort; and tourists who are unpaid, and who play the dual role of producers and consumers of the travel-related content generally create it.

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<sup>51</sup> <https://www.definitions-marketing.com/definition/ugc/> (consulted on august 2020)

<sup>52</sup> Daugherty, Terry et al. “Exploring Consumer Motivations for Creating User-Generated Content.” *Journal of Interactive Advertising* 8 (2008): 16 - 25.

<sup>53</sup> Xiang, Zheng & Gretzel, Ulrike. (2010). Role of Social Media in Online Travel Information Search. *Tourism Management*. 31. 179-188. 10.1016/j.tourman.2009.02.016.

### 3. Conceptual model:

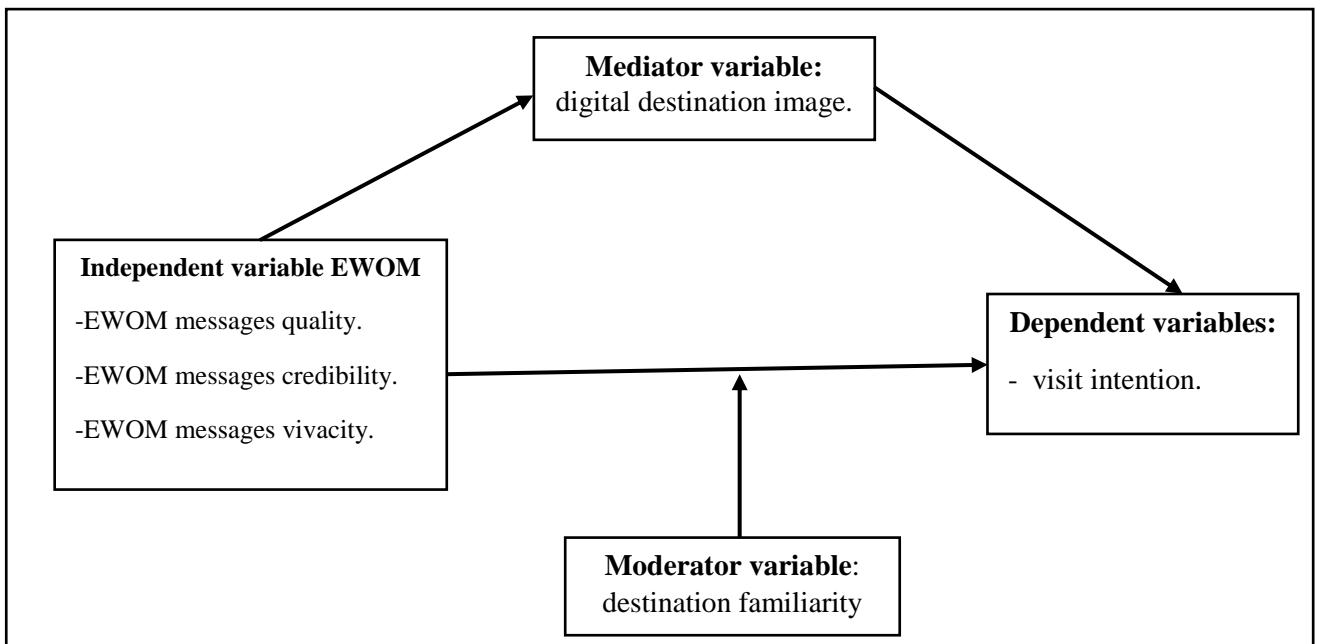
In this section, we propose a conceptualization of the role of eWOM messages on tourist behaviour when choosing a tourist destination.

This final conceptualization is the result of a literature review. Recall that the overall objective of this study is to measure the influence of eWOM on tourist behaviour by integrating mediating and moderating variables. The hypotheses are based on the theoretical framework. The theoretical framework is derived from the literature review.

#### 3.1. The theoretical framework of the research:

From the literature review above, our theoretical framework takes the following form:

Figure 3.1: Theoretical framework of the research



Source: Elaborated by ourselves

In order to understand the impact of the eWOM on tourist behaviour, in particular on their intention to visit and the intention to recommend a destination and to develop our conceptual framework,

- **Research variables :**

According to the research model we have defined, we will consider the following variables:

- Independent variable: Characteristic of the EWOM: quality, credibility and vivacity of the content.
- Mediator variable: Digital destination image.
- Moderator variable: Destination Familiarity.

- Dependent Variable: Visit intention.

### **3.2. Research hypotheses:**

Based on the theoretical model of the research, we develop, in the following section, our research hypotheses.

#### **3.2.1. Independent and dependent variables:**

##### **3.2.1.1. EWOM quality and visit intention:**

In the eWOM literature, the strength of the message or argument has been identified as a characteristic of the message content. The strength of the arguments concerns the quality of the received information. The strength of the argument relates to the accuracy, relevance, intelligibility, completeness, timeliness, dynamism, personalization, and diversity of the message<sup>54</sup>. Argument strength is the extent to which the receiver of the information perceives the message as having valid and convincing arguments<sup>55</sup>. In the online context, the strength of the message is a function of the objective or subjective nature of the message. Objective information is characterized by factual information such as price or product specifics. While subjective information includes personal information based on experience and interpretation<sup>56</sup>. Consumers prefers objective information when they search for information online and subjective information when they process information offline<sup>57</sup>.

From here, we can pose the following hypothesis:

- ***H1: EWOM quality positively affect the costumer's visit intention to tourist destination.***

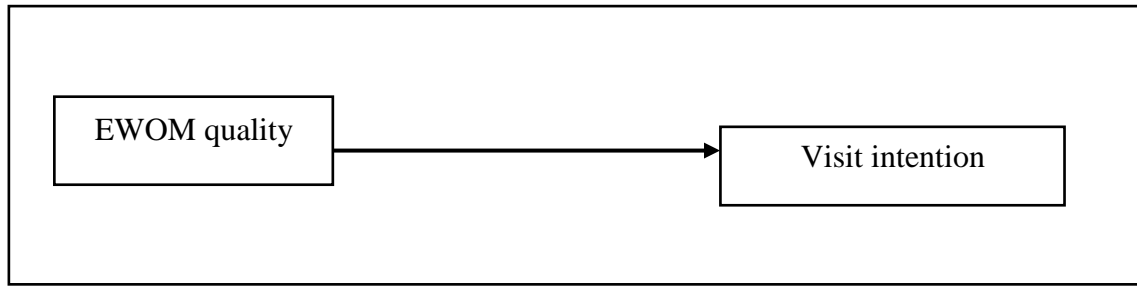
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<sup>54</sup> Delone, William & McLean, Ephraim. (2003). The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *J. of Management Information Systems*. 19. 9-30. 10.1080/07421222.2003.11045748.

<sup>55</sup> Cheung, Man & Luo, Chuan & Sia, Choon & Chen, Huaping. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*. 13. 9-38. 10.2753/JEC1086-4415130402.

<sup>56</sup> Lee, Kyung-Tag & Koo, Dong-Mo. (2012). Effects of attribute and valence of e-WOM on message adoption: Moderating roles of subjective knowledge and regulatory focus. *Computers in Human Behavior*. 28. 1974–1984. 10.1016/j.chb.2012.05.018.

<sup>57</sup> Cacioppo, J. T., Petty, R. E., Kao, C. F., & Rodriguez, R. (1986). Central and peripheral routes to persuasion: An individual difference perspective. *Journal of Personality and Social Psychology*, 51(5), 1032–1043. <https://doi.org/10.1037/0022-3514.51.5.1032>



### 3.2.1.2. EWOM credibility and visit intention :

The perceived credibility of the source is defined as a characteristic of the message sender. This characteristic influences the acceptance or rejection of a message<sup>58</sup>. The credibility of the source then influences the persuasiveness of a message<sup>59</sup>, the purchase intention and consumer behaviour. Source credibility has been discussed in dual process theory<sup>60</sup> and has been found to be one of the most important factors that individuals use in the information adoption process<sup>61</sup>. The more credible the source, the more persuasive the receiver finds the message and is willing to adopt it<sup>62</sup>. The credibility of the source is therefore a precedent for the adoption of a message<sup>63</sup>. The latter then rests on the judgment of the receiver of a message. The credibility of the source rests on two variables: expertise and reliability. In a classic word-of-mouth context, these two variables are easily assessed by the message receiver. Trust such as family and friends<sup>64</sup>, or perceived to be experts in the field (Bone, 1995).

The notion of credibility in an online context has been the subject of numerous studies. However, these studies focus primarily on the credibility of the source, which refers to the extent to which the source is considered credible and competent. The eWOM comes from individuals who are foreign and may not have expertise on the product category. The

<sup>58</sup> Petty, Richard & Cacioppo, John. (1986). The Elaboration Likelihood Model of Persuasion. *Advances in Experimental Social Psychology*, 19, 123-205. 10.1016/S0065-2601(08)60214-2.

<sup>59</sup> CARL I. HOVLAND, WALTER WEISS, The Influence of Source Credibility on Communication Effectiveness, *Public Opinion Quarterly*, Volume 15, Issue 4, Winter 1951, Pages 635–650, <https://doi.org/10.1086/266350>

<sup>60</sup> Ibid., p.630-635

<sup>61</sup> Cacioppo, J.T., Petty, R.E., & Morris, K.J. (1983). Effects of need for cognition on message evaluation, recall, and persuasion. *Journal of Personality and Social Psychology*, 45(4), 805.

<sup>62</sup> CARL I. HOVLAND, WALTER WEISS, The Influence of Source Credibility on Communication Effectiveness, *Public Opinion Quarterly*, Volume 15, Issue 4, Winter 1951, Pages 635–650, <https://doi.org/10.1086/266350>

<sup>63</sup> Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, 39(5), 752–766

<sup>64</sup> Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3, 166-177. doi: 10.1177/109467050032005

anonymous nature of eWOM communications makes it difficult for consumers to determine the quality and credibility of the eWOM<sup>65</sup>. Because it is difficult to determine credibility based on the characteristics of the sender of the message<sup>66</sup>, the receiver uses other tools such as messages posted in online platforms<sup>67</sup>. Thus, in the context of eWOM, because of the anonymous and especially unlikely nature of the sender's identity, the perceived credibility of the messages is a critical factor<sup>68</sup>. The perceived credibility of eWOM messages can then be assessed using clues available online that result from the content of the message and its direction<sup>69</sup>.

A person may perceive some of the information on a website as credible and doubt other piece of information on the same website. Thus, the credibility of eWOM messages is assessed using online cues such as information. The credibility of the information is a key step in the early stages of the persuasion process. Several studies demonstrate the relationship between message credibility, adoption, and then purchase intent<sup>70</sup>. Consequently, credibility is not necessarily an attribute specific to the source, but rather a subjective perception based on information acquired and experiences with the source, because the messages present are credible<sup>71</sup>.

The perceived credibility of an eWOM message is then defined as the extent to which a recommendation is perceived to be credible, true, or factual<sup>72</sup>.

EWOM product information is perceived to be more credible, relevant, and identifying because it comes from other consumers than information from branded sites<sup>73</sup>. The perceived credibility of eWOM messages is predictive of future consumer actions<sup>74</sup>. An eWOM receiver

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<sup>65</sup> Chatterjee, P. (2000). Online consumer reviews: Do consumers use them? Paper presented at the 2000 Association of Consumer Research Annual Conference, Salt Lake City, UT.

<sup>66</sup> Dellarocas, Chrysanthos. (2003). The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science*. 49. 10.2139/ssrn.393042.

<sup>67</sup> (Senecal and Nantel, 2004; Xue and Phelps, 2004; Schindler and Bickart, 2005)

<sup>68</sup> Ibid.,p135

<sup>69</sup> Wathen, C.N. et Burkell J. (2002), Believe it or not: factors influencing credibility on the web, *Journal of the American Society for Information Science and Technology*, 53 (2), 134-144.

<sup>70</sup> Ibid.,p144-155

<sup>71</sup> (Self, 1996)

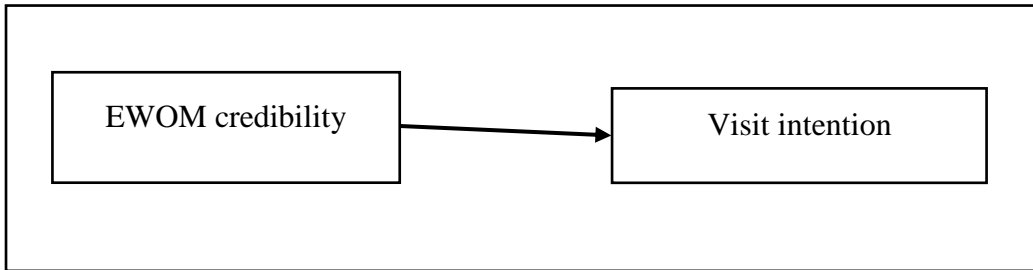
<sup>72</sup> Fogg, B.J., Marshall, J., Laraki, O., Osipovich, A., Varma, C, Fang, N., Paul, V

<sup>73</sup> Bickart, B. et Schindler R.M (2001), Internet forums as influential sources of consumer information. *Journal of interactive marketing*, 15(3), 31–40.

<sup>74</sup> McKnight, D.H. et Kacmar, C., (2006), Factors of Information Credibility for an Internet Advice Site *hicss*, vol. 6, pp.113b, Proceedings of the 39th Annual Hawaii International Conference on System Sciences.

who perceives online recommendations or opinions about a product as credible is more likely to accept the information because it allows them to learn about a product. On the contrary, when they perceive the information as not credible, they perceive the risk of not following the recommendations<sup>75</sup>. As consequence, we post the next hypothesis:

- ***H2: EWOM credibility positively affect costumer visit intention to touristic destination.***

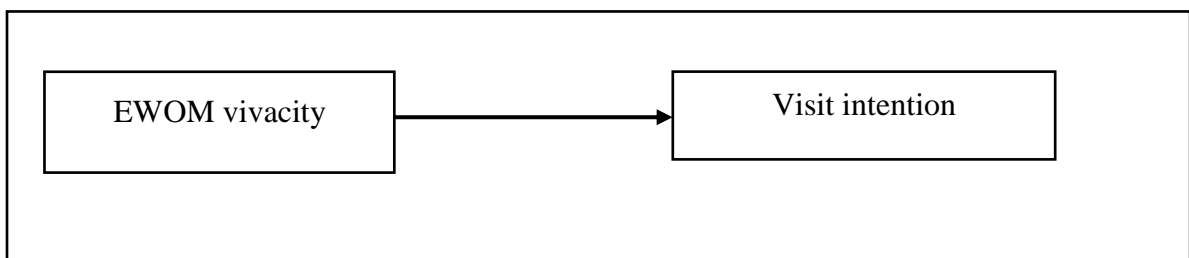


**3.2.1.3.EWOM vivacity and visit intention :**

The vivacity of eWOM can appear in a variety of forms, including text, graphics, images or video. In virtual communities, multimedia tools such as video and photo can be seen as tools to increase the liveliness by enhancing the richness of the experience. In applying the notion of vivacity to online content, content described as vivacious should be sensor-rich and appeal to multiple senses, as vivacity is considered a contributing factor to the customer experience<sup>76</sup>.

Previous studies showed that product information with an entertaining presentation could increase users' appreciation of the product brand. In other words, bright and vivacious content could increase users' value of travel information and enable them to adopt it. So we propose:

- ***H3: EWOM vivacity, positively affect costumer’s visit intention to tourist destination.***

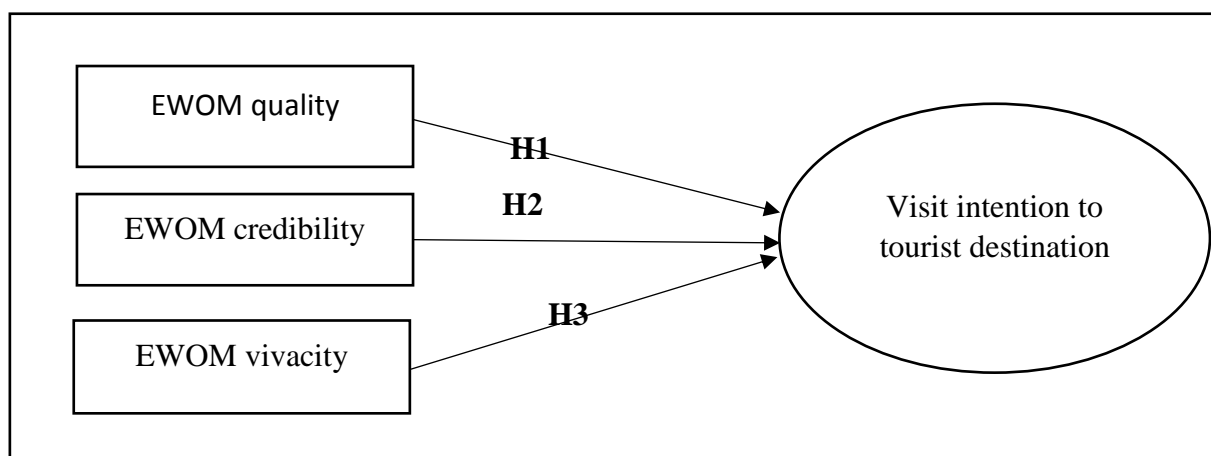


<sup>75</sup> Cheung, M.Y, Luo C., Sia C.L et Chen H. (2009), Credibility of electronic word-of-mouth: informational and normative determinants of on-line consumer recommendations. International Journal of Electronic Commerce, 13 (4), 9–38.

<sup>76</sup> Hung, K. H. et Li, S. Y. (2007), The Influence of eWOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes, Journal of Advertising Research, 47 (4), 485-495.

To sum up the influence of eWOM characteristics on costumer’s attitude toward a destination:

Figure 3.2: Summary of H1, H2, and H3 hypothesis:



Source: Elaborated by our selves

### 3.2.2. Mediator variable, Digital destination image:

Based on a review of the literature on the relationship between social media marketing, eWOM characteristics, tourist destinations and tourists' behavioural attitudes, the relationship between eWOM posted by virtual community members on social networks, influences the image of the destination and tourists' behavioural intentions was found.

Tourist behavioural intentions consist of the intention to visit the destination and the intention to recommend it.

Intention to visit has been extensively studied in the tourism literature<sup>77</sup>. Intent to recommend a destination has been emphasized since word-of-mouth effects have proven to influence the creation of a positive destination image<sup>78</sup>.

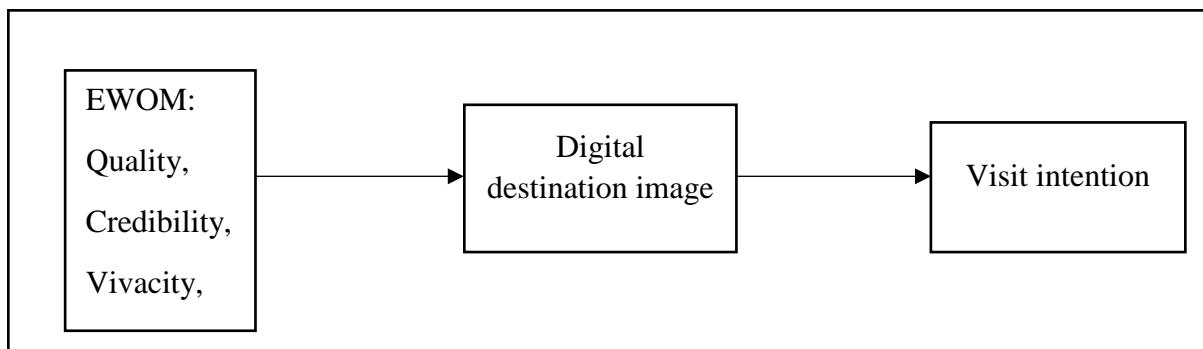
It was generally accepted that the digital image of the destination had an impact on the behavioural intentions of tourists to revisit the destination. Given the importance of the destination's image, Qu et al (2011) argued that the image of the destination has an impact on the intention to visit the destination. In particular, the destination marketing literature indicates that increased credibility has been shown to influence the creation of a positive destination

<sup>77</sup> chen, Ching-Fu & Tsai, Dung Chun. (2007). How Destination Image And Evaluative Factors Affect Behavioral Intentions? *Tourism Management*. 28, 1115–1122

<sup>78</sup> Simpson, P. M. and Siguaw, J. A. 2008. Destination word of mouth: The role of traveler type, residence and identity salience. *Journal of Travel Research*, 47(2): 167–182.

image<sup>79</sup>. Therefore, those tourists with a positive destination image are more likely to visit or recommend a destination to others.

- **H4: The digital destination image positively affect the intention to visit a destination.**
- **H5: The digital destination image mediates between the eWOM quality and the intention to visit a destination.**
  - **H5.1: EWOM quality positively affect the digital destination image.**
- **H6: The digital destination image mediates between the eWOM credibility and the intention to visit a destination.**
  - **H6.1: EWOM credibility positively affect the digital destination image.**
- **H7: The digital destination image mediates between the eWOM vivacity and the intention to visit a destination.**
  - **H7.1: EWOM vivacity positively affect the digital destination image.**



### 3.2.3. Moderator variable, Destination familiarity:

Familiarity is often defined in terms of repetition of previous visits<sup>80</sup>, the number of earlier visits<sup>81</sup>, or it is used to contrast first visits and revisits. In other words, familiarity is the basis for explaining the differences in the various aspects of travel behaviour among regular visitors and first time visitors. According to Chen and Lin (2012), destination familiarity allows us to

<sup>79</sup> Simpson, P. M. and Siguaw, J. A. 2008. Destination word of mouth: The role of traveler type, residence and identity salience. *Journal of Travel Research*, 47(2): 167–182.

<sup>80</sup> Milman, A., & Pizam, A. (1995). The role of awareness and familiarity with a destination: The central Florida case. *Journal of Travel Research*, 33(3), 21–27

<sup>81</sup> Sun, T., Youn S., Wu G., et Kuntaraporn M. (2006), Online Word-of-Mouth (or Mouse): An Exploration of Its Antecedents and Consequences, *Journal of Computer-Mediated Communication*, 11, 4, 1104-1127.

understand how individuals shape the image of a destination. Prior studies on tourism found that many visitors feel secure in familiar environments; on the contrary, novel environments are likely to be riskier for the visitors<sup>82</sup>, although one of the main motivations for tourism is that tourists often search for the unfamiliar. An important existing literature showed that the degree of familiarity or novelty sought on vacation are different amongst tourists, which could in turn be understood as different levels of risk that they are willing to perceive or endure<sup>83</sup>. Milman and Pizam (1995) suggested that destination familiarity significantly affects travel intentions and can potentially play an important role in the travelling decisions. However, tourists with low familiarity relied more upon external information to decide their travels than tourists with high familiarity<sup>84</sup>.

Visitors can attain a definite level of familiarity created by contact with other individuals, travel guides, mass media, and through education<sup>85</sup>. Previous studies proposed that increased destination familiarity has a positive affect the decision-making process and destination's image<sup>86</sup>. Lin et al. (2014) contended that destination familiarity has moderating effects on the relationships amongst EWOM, digital destination image and visit or recommendation intentions. The majority of tourists tend to gain particular knowledge about a destination that they will be more familiar with it. This knowledge can bring them a sense of comfort and security, leading to an increase in their confidence in choosing a destination

Similarly, Lee and Lockshin (2011) suggested that the more destination familiarity increases, the less destination images visitors are likely to depend on to create product beliefs. In the meantime, Horng et al. (2012) stated that greater destination familiarity has a positive moderating effect on the relationship between EWOM and loyalty in travel intention within tourism. Henthorne et al. (2013) concluded that repeat tourist visitors present higher levels of comfort with their surround environments than first-time tourists do, which leads to a constraint

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<sup>82</sup> Andrew Lepp, Heather Gibson, Tourist roles, perceived risk and international tourism, *Annals of Tourism Research*, Volume 30, Issue 3, 2003, Pages 606-624,

<sup>83</sup> *Ibid.*, p.624-630

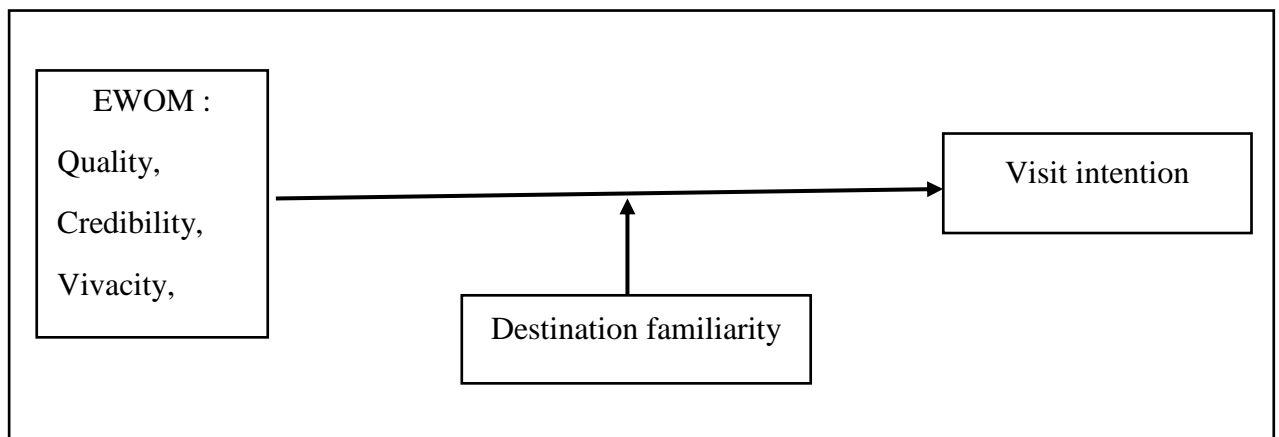
<sup>84</sup> Murphy, L., Benckendorff, P., Moscardo, G., 2007. Destination brand personality: visitor perceptions of a regional tourism destination. *Tour. Anal.* 12 (5–6), 419–432.

<sup>85</sup> Prentice, R., Andersen, V. (2003), Festivals as creative destination, *Annals of Tourism Research*, 30, 1, 7-30

<sup>86</sup> Lee, J. Park D.H. et Han, I. (2008), The effect of negative online consumer reviews on product attitude: An information processing view, *Electronic Commerce Research and Applications*, 7 (3), 341-352.

of purchase behaviour. Hence, it is proposed that destination decisions might rely on the degree of tourists' destination familiarity. This study acknowledges the following matters:

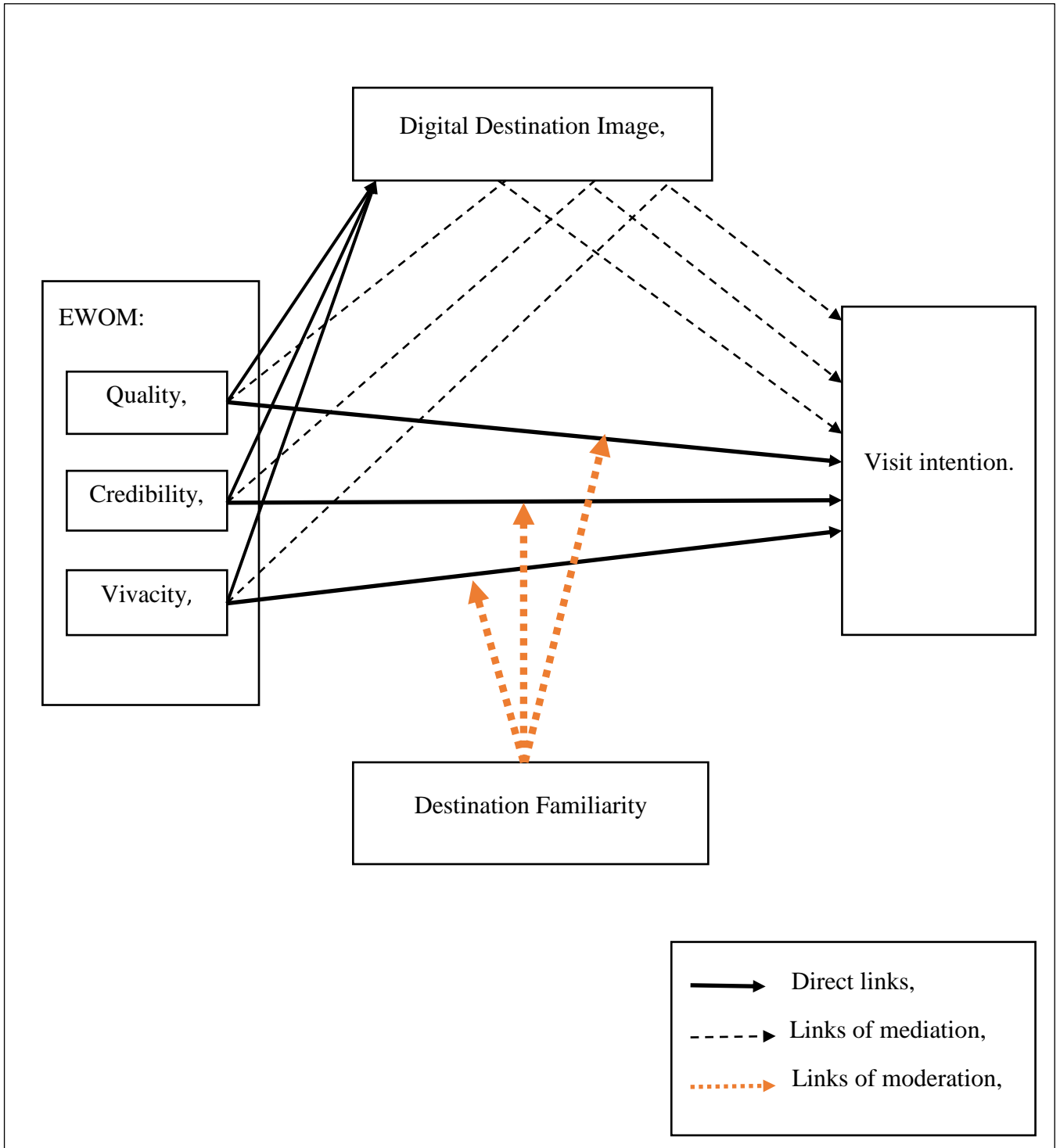
- ***H8.1: Destination Familiarity moderate a direct effect between quality of eWOM messages and visit intention.***
- ***H8.2: Destination Familiarity moderate a direct effect between Credibility of eWOM messages and visit intention.***
- ***H8.3: Destination Familiarity moderate a direct effect between Vivacity of eWOM messages and visit intention.***



### 3.3. Conceptual model :

We will present the set of research hypotheses in the following conceptual model:

Figure 3.3: conceptual model:



Source: Elaborated by ourselves

## **4. Concept of tourism in TAGHIT:**

### **4.1. History of tourism in Algeria:**

Tourism is the best known of the pleasures of travelling across a country, a continent or across the world or. Algeria has a unique heritage wealth. Indeed, in addition to its natural heritage, the country can be satisfied with an important material cultural heritage and immaterial resulting from the passage of many civilizations and its geographical immensity.

Algeria's tourist wealth was discovered quite early on, well before the first World War II, a significant flow of foreign tourists was recorded and led to the colonizer the idea of setting up the infrastructures to meet the tastes of this clientele.

Before 1914, Algeria was already attracting many foreign tourists in search of unknown landscapes and a temperate climate in winter. In this, Algiers and Biskra were centres of much-appreciated stays. After the First World War, it was the time of the great tours through the great Sahara.

After the 1939-1945 war, tourism, which until then had been "luxury" tourism... is gradually declining and a new clientele is emerging because of favourable social legislation at leisure. In this case, the clientele is low income but numerous. Two forms of tourism have emerged from this change: a tourism of stay and circuit tourism.

It is within this framework that in 1950 the number of visitors was already estimated at 150,000. In order to cope with the increasingly significant increase in these flows, a programme to extend the existing tourist facilities has been included in the plan for Constantine of 1957, and consisted of the construction of 1720 rooms of urban hotels. Of which 17% are located in Algiers and 1130 rooms in the seaside resorts, spas and climatic conditions.

### **4.2. Tourism and Economic Growth in Algeria:**

Given that Algeria is the 10th largest country in terms of total surface area of which the Sahara is classified as the second largest desert in the world as a main tourist pole, the government has taken all the positive discriminations aimed at promoting the tourist sector and taking measures to exploit the potential of Algeria as a tourist destination. However, all these reforms in the field for more than a decade have been a persistent failure.

Tourism flows seem to contribute only 2.3% to GDP and represent 4% of active employment for the year 2011. The revenues generated by tourism in Algeria are estimated at 400 million dollars, compared to 3.4 billion dollars in Tunisia, and 16 billion dollars in Morocco for the year 2011. According to the WTO (World Tourism Organization), the revenue generated by

tourism in Algeria is estimated at 400 million dollars, compared to 3.4 billion dollars in Tunisia and 16 billion dollars in Morocco for the year 2011.

In 2017, tourism-related revenues in Algeria were estimated at \$300 million, or 1.4 per cent of GDP. The number of foreigners visiting the country during the same year between two million three hundred thousand and two million seven hundred thousand tourists per year", This figure includes more than one million nationals living abroad "who return to Algeria for family visits" and other foreign workers. In 2018, the number of tourists coming to Algeria through travel agencies did not exceed 2,000, according to this expert. "In fact, the number of tourists has not exceeded 3,000 per year over the last twenty years<sup>87</sup>,

### **4.3. Taghit, tourism capital of Bechar:**

The Algerian Sahara is famous for its magnificent palm trees, which give dates of a rare quality in the world. One of the best destinations of local and foreigners visitors is the Taghit oasis. Taghit is a beautiful little oasis located in the state of Bechar, 1100 kilometres south-west of Algiers (the capital). It is nicknamed the enchantress or the Mecca of tourists.

Taghit, which is not only a regional but national and even universal heritage, was once an important prehistory capital of North Africa. It contains Tifinagh (Tuareg language) inscriptions and cave engravings whose drawings and reflections go back more than 30,000 years...

In recent years, the South has become popular. Thousands of people from different parts of the country, and foreign tourists are currently attracted by the many sites and historic places of rare beauty that Taghit contains.

Taghit, with its legendary palm grove of over 100.000 date palms. Its dunes of more than 200 meters high and its various tourist, natural and archaeological sites, such as the rock drawing stations, and its new lake which appeared following the filling of the brand new dam "El-Ouina". With a capacity of retaining water from the floods of the wadi "Zousfana" of more than 3 million M3, has all the assets to be one of the best tourist destinations in the Algerian Sahara, according to local tourism professionals.

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<sup>87</sup> [https://www.lepoint.fr/economie/algerie-mais-pourquoi-le-tourisme-ne-decolle-t-il-pas-page-2-28-10-2018-2266709\\_28.php#xtatc=INT-500](https://www.lepoint.fr/economie/algerie-mais-pourquoi-le-tourisme-ne-decolle-t-il-pas-page-2-28-10-2018-2266709_28.php#xtatc=INT-500) consulted on June 10<sup>th</sup>, 2020

## 5. Research methodology:

Research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. This chapter introduces the research methods that are used to conduct this research. The chapter starts with research design in which, detail plan of data collection will be discussed. Then, sampling and data collection process are described in detail followed by data pre-test, construct measurement and sample descriptions. Finally, reliability and validity of constructs are discussed.

Let us recall that the objective of our research is to explain consumer behaviour in terms of tourist destination, following the reading of eWOM messages on virtual communities.

### 5.1. Research design:

It includes the research methodology of the study from the research strategy to the result dissemination. The researcher outlines the research strategy, research design, research methodology, the study area, data sources such as primary data sources and secondary data, population consideration and sample size determination.

The research design is intended to provide an appropriate framework for a study. A very significant decision in research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions<sup>88</sup>. Its topic explains the type of research (experimental, survey, correlational, semi-experimental, review) and its sub-type (experimental design, research problem, and descriptive case study).

It is obvious to have such a clear understanding of the various types of research design to select which model to implement for a study. The design of any study can be broadly classified into quantitative, qualitative or both mixed approach:

**Qualitative research design:** Qualitative research determines relationships between collected data and observations based on mathematical calculations. Theories related to a naturally existing phenomenon can be proved or disproved using statistical methods. Data collection process in qualitative methods are interview, observation, audio-visual material etc.<sup>89</sup>. This method of theory development based on observation of subject is also known as

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<sup>88</sup> Aaker, D. (1996). Building strong brands. New York: Free Press.

<sup>89</sup> Creswell, J. W. (2014). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.). Thousand Oaks, CA: Sage.

inductive research design<sup>90</sup>. Researchers rely on qualitative research design methods that conclude “why” a particular theory exists along with “what” respondents have to say about it.

**Quantitative research design:** Quantitative research is for cases where statistical conclusions to collect actionable insights are essential. Numbers provide a better perspective to make critical business decisions<sup>91</sup>. Quantitative research design methods are necessary for the growth of any organization. Insights drawn from hard numerical data and analysis prove to be highly effective when making decisions related to the future of the business.

This research employed the quantitative approach of research design, as it will be based on pre-existing theory and result. Furthermore, this study purpose to establish the effect and relationship among variables, where EWOM and its characteristics are being the independent variable (the central variable), on the other hand, visit intention and recommendation intention are being the dependant variable, thus, digital destination image is the mediated variable, and destination familiarity is the moderated variable.

As quantitative research design studies consequences occurred by any specified cause, quantitative research method best suits this study.

Quantitative data can be collected through various methods as survey, experiment, observation, secondary data etc.<sup>92</sup>. In order to make the research more reliable, first hand data is collected, ignoring the secondary source of data in this research. The survey method is most suited for behavioural and opinion related data collection from large number of population sample<sup>93</sup>. Because this research looks after costumer’s attitude toward tourist destination, so survey method is used to collect the data.

Survey method of data collection can be categorised into factual survey, exploratory survey and inferential survey<sup>94</sup>. Factual survey is used to collect such data where there is one correct answer relating to facts. It is used to collect figure-based facts as age, weight, consumption behavioural etc. Exploratory survey is used to develop generally acceptable principles by studying behavioural patterns in a particular setting where there is no other pre-existing theory

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<sup>90</sup> Bryman, Alan, and Emma Bell. *Business Research Methods*. Cambridge: Oxford University Press, 2011

<sup>91</sup> Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage.

<sup>92</sup> Ibid.,

<sup>93</sup> Li, Shenxue & Easterby-Smith, Mark & Bartunek, Jean. (2009). *Research Methods for Organizational Learning: The Transatlantic Gap*. *Management Learning*. 40. 439-447. 10.1177/1350507609339682.

<sup>94</sup> Ibid.,p.439-447

or ideas in similar field. Inferential survey investigates the relationship among variables in the form of hypothesis. Cause and consequence among the dependent and independent variables are studied through inferential survey method<sup>95</sup>. Inferential survey is carried out at a particular point or location in a specific time. It provides snapshot of happening in a particular group in a particular time, which is also called cross-sectional design<sup>96</sup>.

This research also aims to show the relationship between several variables through development of hypothesis in a particular point of time, thus inferential/cross-sectional survey method will be most applicable tool.

## **5.2. Sampling and data collection:**

Sampling is a selection of individuals targeted for a survey. Respondents are sorted from the reference population. The results are then extrapolated to the target population.

Sampling can be explained as a specific principle used to select members of population to be included in the study. It has been rightly noted that “because many populations of interest are too large to work with directly, techniques of statistical sampling have been devised to obtain samples taken from larger populations<sup>97</sup>.”

The study can also be based on a random or representative sample. The random sample is selected following a questionnaire or survey. The probability system is used to randomly sort the people included in the sample. The results are then schematized using statistical tools<sup>98</sup>.

We made a survey study using a questionnaire that was distributed to Algerian student from the main university poles in Algeria.

The sampling method adopted in our research is Convenience Sampling (also called availability sampling), it is a non-probability/non-random sampling technique used to create sample as per ease of access, readiness to be a part of the sample, availability at a given time.

Researchers use sampling techniques in situations where there are large populations to be tested as, in most cases, testing the entire population is practically impossible. Convenience sampling is the most commonly used sampling technique as it is extremely prompt, uncomplicated, and economical and also, members are readily approachable to be a part of the

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<sup>95</sup> Li, Shenxue & Easterby-Smith, Mark & Bartunek, Jean. (2009). Research Methods for Organizational Learning: The Transatlantic Gap. Management Learning. 40. 439-447. 10.1177/1350507609339682.

<sup>96</sup> Fox, Nick & Mathers, Nigel & Hunn, Amanda. (2000). Surveys and Questionnaires.

<sup>97</sup> Proctor, T. (2003) “Essentials of Marketing Research”, 3rd edition, Prentice Hall

<sup>98</sup> <https://www.e-marketing.fr/Definitions-Glossaire/echantillonnage-304247.htm> (consulted on 20th July, 2020)

sample.

The administration of the questionnaire was carried out online via social media, most common Facebook. The questionnaire was developed through Google forms, which allows online surveys to be conducted and consolidates the collected data directly into a spreadsheet in Excel

The advantages derived from this method of sending are the reduction of costs, the high technicality of the software and the control of the investigation through the traceability of the process and the recording of the answers in the database. Since it is difficult to collect sufficient number of responses from large population using random sampling method, this research uses non-random convenience sampling method of data collection. Even though, convenience sampling has less generalizable result, it has significant role in the field of business, marketing and consumer behaviour in comparison to probability sampling<sup>99</sup>. Nevertheless, this method of collection presents limits concerning the time of administration of the questionnaire. This phase of our research took place over one month in 2020.

After 30 days of data collection, 411 responses were collected. They were used for the data analysis process. Among 411 responses, 214 respondents (52.10%) were female and the remaining 197 respondents (47.90%) were male. The level of education among the participants were high. The majority of the participants were Master degree students covering (65.9%), while 19.5 % of respondents were bachelor students, and 14.6% were PhD students. 54.5% of our participants were from the centre area, 31.9 % were from the east of Algeria, however only 9% and 4,6% were from the west and the south of Algeria respectively.

Most of our participants with a rate of 91.5% have been using internet for more than 6 years, 6.6% have been using it for 4-6 years, 1.7% admitted that they used internet approximately since 3 years, and only 0.2% have been on internet for less than one year.

Concerning the use of social media generally, 59.1% participants check the social media applications more than 10 times a day. 21.9% of them serf on social media between 5 to 10 times, 16.5 % use it for 2 to 5 times. However only a percentage of 0.5% check social media once a day, meanwhile 1.9% do not check what on social media every day.

Regarding the use of the FACEBOOK platform in recent years, actually 83.7 % from our participants have been on it for more than 6 years already, 13.1 % for 4 to 6 years. 2.2 % and 1.0 % have been on Facebook for 3 years and less than one year respectively.

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<sup>99</sup> Bryman, Alan, and Emma Bell. *Business Research Methods*. Cambridge: Oxford University Press, 2011

Table 5.1: Demographic profile of people who took part in in this survey:

Sample survey :		Frequency:	Percentage:
Gender	Male	197	47.9%
	Female	214	52,1%
Education level	Bachelor	80	19.5%
	Master	271	65.9%
	PhD	60	14.6%
Area	Centre area	224	54.5%
	East area	131	31.9%
	Western area	37	9%
	Southern area	19	4.6%
internet using:	Less than 1 year.	1	0.2%
	1-3 years	7	1.7%
	4-6 years	27	6.6%
	More than 6 years	376	91.5%
Social media using:	Not every day	8	1.9%
	1 time	2	0.5%
	2-5 times	68	16.5%
	5-10 times	90	21.9%
	More than 10 time	243	59.1%
Facebook using:	Less than 1 year	4	1%
	1-3 years	9	2.2%
	4-6 years	54	13.1%
	More than 6 years	344	83.7%

Source: Elaborated by ourselves

### 5.3. Pre-test:

It is a step too often neglected, yet it is recommended. It is called test, pre-test or pilot survey. Its objective is to verify the feasibility of the survey, the relevance and acceptability of the questionnaire. If problems are identified at this stage, adjustments can be made. What is forgotten or badly formulated is difficult to make up for afterwards.

Pre-testing is a necessary and important step in the process of constructing and validating a questionnaire<sup>100</sup>. It consists of verifying the measurement instrument (the questionnaire) with a small sample of individuals to improve the quality of the questionnaire<sup>101</sup>. The objective of this phase is to detect errors, ensure understanding of the questions, and assess response time<sup>102</sup>. The questionnaire pre-test is conducted to validate the scales of measurement used and the overall quality of the research questionnaire.

After the completion of draft of questionnaire, consultation with supervisor was done to ensure that the questions were in order, not biased and will collect desired data that are needed for research purpose. Consultation with supervisor helped to mitigate complexities in questionnaire and resulted in several correction in the draft.

In addition, a small-scale pilot-study was conducted on a convenient sample of 25 fellow students who are student at the university pole of Kolea. Questions, which were found to be redundant and ambiguous, were either deleted, replaced or modified for better collection of relevant data.

#### **5.4. Construct Measurement:**

Scales concisely show how a theoretical construct has been empirically measured. Their reliability and validity ratios give a notion of the quality of the scale. Since most scales are developed by the respective authors and are therefore in a first version, they can be used as a basis for supplementation and further development.

To test the proposed hypotheses, it is necessary to measure all the constructs that are presented in conceptual framework. Attribute items are assigned to each construct in order to measure them. Attributes are developed based on previous researches conducted in the similar studies. Constructs are measured on a 5-point Likert scale: 1= strongly disagree; 2=Disagree; 3=Neutral; 4= Agree; 5=Strongly agree. Except general attitude toward online reviews were measured on 6-point Likert scale: 1= Strongly disagree; 2=Disagree; 3=Somewhat disagree; 4=Somewhat agree; 5= agree; 6= strongly agree.

The questionnaire consists of nine main sections:

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<sup>100</sup> Boudreau M-C., Gefen D. et Straub D.W. (2001), "Validation in Information Systems research: A state-of-the-art assessment", *MIS Quarterly*, 25(1), p. 1-16.

<sup>101</sup> Malhotra, N.K. et McCort, J.D. (2001), A cross-cultural comparison of behavioral intention models - Theoretical consideration and an empirical investigation, *International Marketing Review*, 18 (3), 235 – 269

<sup>102</sup> (Converse and Presser, 1986; McLaughlin, 1999; Evrard et al., 2003; Jolibert and Jourdan, 2006)

- a. Introduction to the questionnaire,
- b. General attitude toward online reviews,
- c. EWOM credibility,
- d. EWOM quality,
- e. EWOM vivacity,
- f. Visit intention,
- g. Digital destination image,
- h. Destination familiarity.
- i. Data sheet and demography related questions,

- **Introduction:**

The first section is an open letter to respondents in which we mention the general characteristic and purpose of the research as well as our commitments on the policy for the use of respondents' information.

The first section consists of three filter questions:

1. Have you ever visited an Algerian town in the purpose of tourism?
2. Do you have the intention to visit an Algerian town, in the upcoming holidays, for tourism?
3. Do you use social media -Facebook- for travel related purposes?

- **General attitude toward online reviews :**

First section 'general attitude toward online reviews' comprises of 7 questions adapted from thorough review of findings from various destination image studies. The used scale was adopted from the previous studies conducted by Do-Hyung Park, Jumin Lee, and Ingoo Han. Participants were asked to answer this question using a 6-point Likert scale, anchored on 1= strongly disagree and 6= strongly agree.

- **EWOM credibility:**

EWOM credibility is assessed through five attributes adapted from (Ayeh et al., 2013; Gefen et al., 2003; Larzelere & Huston, 1980; Morgan & Hunt, 1994; Ponte et al., 2015; Tsfati & Ariely, 2014) using 5-point Likert scale.

- **EWOM quality:**

EWOM quality is assessed through five attributes adapted from Erkan et Evans (2016) et Chang et al (2001), using 5-point Likert scale.

- **EWOM vivacity:**

The vivacity or richness of eWOM content has been measured according to evidence based on measurement instruments used in the literature (Babin and Burns (1997, 1998), Ellen and Bone's (1991), Ben Naser et al, (2011), Gavard-Perret et al, (2014), Milleret al, (2010).

In this study, eleven statements adapted from the Miller et al. scale (2010), and Gavard-Perret et al. scale (2014) were used to measure alertness, using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

- **Visit intention :**

The literature provides a set of tools to measure the behavioural intention of tourists

The visiting intention is "the willingness of tourists to visit the destination". Our goal is to evaluate the intention to visit a tourist destination after reading the eWOM messages on virtual communities; this is why we decided to adopt the Lam scale. T., Hsu. C.H., (2006). This scale has already been used in a similar context by these authors. Moreover, the scale has a very satisfactory reliability with a Cronbach's alpha of 0.9 using a 5-point Likert scale (1=Strongly disagree to 5=Strongly agree).

- **Digital destination image:**

In this research, to make respondents' perception of the digital image of the destination measurable, perceptions were defined according to five elements based on measurement instruments used in the literature<sup>103</sup>. In this study, brand image was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), and an adaptation of a scale used by Goodstein (1993), Qu et al. (2011) and Zhang et al. (2012) was used to measure the digital image of the destination. The scale included five attitudinal objectives to interpret the perceptions and impressions generated by the digital image of the destination

- **Destination familiarity:**

Destination familiarity is measured by three-item semantic differential scale adopted from, Moore, Robert S., Claire Allison Stammer Johan, and Robin A. Coulter (2005), "Banner Advertiser-Web Site Context Congruity and Colour Effects on Attention and Attitudes," JA, 34 (2), 71-84. Oliver, Richard L. and William O. Bearden (1985), "Crossover Effects in the Theory of Reasoned Action: A Moderating Influence Attempt," JCR, 12 (December), 324-340.

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<sup>103</sup> Bruce, N. I., Foutz, N. Z., & Kolsarici, C. (2012). Dynamic Effectiveness of Advertising and Word of Mouth in Sequential Distribution of New Products. *Journal of Marketing Research (JMR)*, 49(4), 469–486. <https://doi.org/10.1509/jmr.07.0441>

- **Data sheet:**

The final section of questionnaire consists of demography related questions including, gender, education level, origins area, how long one has been using internet, how many times a day, one checks Facebook, how long have he been on Facebook.

Table 5.2: The summary of measurement scales and sources of attributes:

Construct :	Measurement items:	References:
a- Attitude toward online reviews:	<ul style="list-style-type: none"> <li>•When I buy a product on-line, I always read reviews that are presented on the Web site.</li> <li>•When I buy a product on-line, the reviews presented on the Web site are helpful for my decision-making.</li> <li>•When I buy a product on-line, the reviews presented on the Web site make me confident in purchasing the product.</li> <li>•If I do not read the reviews presented on the Web site when I buy a product on-line, I worry about my decision.</li> <li>•When I buy a product on-line, reading the reviews presented on the Web site impose a burden on me.</li> <li>•When I buy a product on-line, reading the reviews presented on the Web site irritates me.</li> </ul>	used by Do-Hyung Park, Jumin Lee, and Ingoo Han
a- EWOM credibility:	<ul style="list-style-type: none"> <li>...honest.</li> <li>...trustworthy.</li> <li>...reliable.</li> <li>...sincere.</li> <li>...dependable</li> </ul>	Ayeh et al., 2013; Gefen et al., 2003; Larzelere & Huston, 1980; Morgan & Hunt, 1994; Ponte et al., 2015; Tsfati & Ariely, 2014)

b- EWOM quality:	<p>...convencing.  ...is objective.  ...is understandable.  ...is credible.  ...is clear.  In general, the quality of ... is high.</p>	<p>Erkan et Evans (2016) et  Chang et al (2001).</p>
c- EWOM vivacity:	<p>Clear  Pale  Fuzzy  Detailed  Weak  Vivid  Intense  Vague  Lifelike  Sharp  Well-defined</p>	<p>Milleret al., (2010)  Ben Naser et al., (2011)  Gavard-Perret et al.,  (2014)</p>
d- Visit intention:	<p>It is very likely that I will visit Taghit in the next few months.  I plan to visit one of these destinations in the coming months.  If I were going to visit an Algerian city in the next few months, I would opt for one of the destinations presented on this testimony.</p>	<p>Lam. T., Hsu. C.H.,  (2006)  Zeithaml et al., (1996)  Srinivasan et al., (2002)</p>
e- Digital destination image:	<p>...good.  ...positive.  ...likable.  ...favorable.  ...pleasant.</p>	<p>García et al., 2012b;  Garretson et Burton, 1998;  Quintal et al., 2014; Zhang et al., 2012</p>

f- Destination familiarity:	<p>In general,</p> <p>1. Would you consider yourself familiar or unfamiliar with _____?</p> <p>Very familiar / very unfamiliar</p> <p>2. Would you consider yourself informed or uninformed about _____?</p> <p>Not at all informed / highly informed</p> <p>3. Would you consider yourself knowledgeable about _____?</p> <p>Know a great deal / know nothing at all</p>	<p>Moore, Robert S., Claire Allison Stammerjohan, and Robin A. Coulter (2005), "Banner Advertiser-Web Site Context Congruity and Color Effects on Attention and Attitudes," JA, 34 (2), 71-84.</p> <p>Oliver, Richard L. and William O. Bearden (1985), "Crossover Effects in the Theory of Reasoned Action: A Moderating Influence Attempt," JCR, 12 (December), 324-340.</p>
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Source: Elaborated by ourselves

## 5.5. Construct Reliability and Validity:

Reliability and validity are concepts used to evaluate the quality of research. They indicate how well a method, technique or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure.

It is important to consider reliability and validity when creating a research design, planning methods, and writing up results, especially in quantitative research<sup>104</sup>.

### 5.5.1. Reliability:

Reliability refers to the consistency of a measure. It measures the consistency of research by repeating the study several times later<sup>105</sup>. Psychologists consider three types of consistency: over time (test-retest reliability), across items (internal consistency), and across different researchers (inter-rater reliability). Reliability tells the extent to which the results can be reproduced when the research is repeated under the same conditions by checking the consistency of results across time, across different observers, and across parts of the test itself.

<sup>104</sup> <https://www.scribbr.com/methodology/reliability-vs-validity/> (consulted on 15<sup>th</sup> august2020)

<sup>105</sup> Bryman, A., & Bell, E. (2011). Ethics in business research. *Business Research Methods*, 7(5), 23-56.

### 5.5.2. Validity:

Validity refers to how accurately a method measures what it is intended to measure. If research has, high validity that means it produces results that correspond to real properties, characteristics, and variations in the physical or social world.

High reliability is one indicator that a measurement is valid. If a method is not reliable, it probably is not valid. While reliability is necessary, it alone is not sufficient. For a test to be reliable, it also needs to be valid. Tripartite model developed by Cronbach & Meehl in (1995) showed three types of research validity. First, criterion validity, correlation between test measure and referent (criteria). Second is content validity, consulting with experts to ensure the study is covering all aspects. Lastly, construct validity, it measures how well the questions yield data that measure what the study is trying to measure. Construct validity is divided into convergent and discriminant validity. Convergent validity shows how well a measure correlates with other measures that measure the same thing. Whereas, discriminant validity indicates that measures are not related to one another<sup>106</sup>.

This study consists of 7 constructs with 42 measurement items where, at least 4 items are assigned to each construct. Thus, in order to ensure that the measurement items best represent the constructs and will measure the intended attributes, reliability tests are conducted through SPSS. Internal consistency of measures is tested by using Cronbach's alpha. In addition, for the validity test, construct validity test is conducted through Pearson Correlation.

All the measures were found above the minimum threshold level proving the test reliable.

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<sup>106</sup> Sauro, J. (2014). Assessing the validity of your research. *Measuring U*. Retrieved from <https://measuringu.com/validity-research/>

## **6. DATA analysis:**

Before analysing the data, it is necessary to ensure that the measurement items are in positive measurement (same direction) using reverse coding. It helps to reduce the acquiescence bias<sup>107</sup>. Since all the measurement items in this research were placed in positive scale during the questionnaire development reverse coding was not necessary.

In this research data analysis was carried out in series of steps using multivariate techniques with the use of SPSS.

Firstly, data screening and cleaning is done to check for missing data and errors, hence, it should be cleaned. The data, which is collected, may contain duplicate records, white spaces or errors. The data should be cleaned and error free. This phase must be done before Analysis because based on data cleaning; output of Analysis will be closer to the expected outcome<sup>108</sup>.

Secondly, descriptive analysis of data is done on the basis of frequency and percentage to analyse the demographic feature of data.

Thirdly, reliability and validity are analysed using Cronbach's alpha, Pearson correlation, KMO and Bartlett's test and factor loading.

Finally, hypothesis testing is done with the use of multiple regression analysis.

### **6.1. DATA screening and cleaning:**

To ensure the quality of the analyses carried out and the interpretation of the results, the data collected must be well prepared and structured (Evrard et al. 2003). The purpose of preparing the data is to examine the quality of the data required for multivariate analyses. Action processing must be performed to properly correct or transform inadequate data. It is important to check for missing data, errors and outliers before analysing it statistically. When researcher deletes the information, or the respondents simply do not answer the question, problem of missing data occurs. Errors occur when the answer received from respondent is outside of the given score. The errors can be simply deleted or corrected<sup>109</sup>. Outliers are those observations, which are significantly different from other responses and may influence the result of analysis<sup>110</sup>.

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<sup>107</sup> Qasem, M. A. N., & Gul, S. B. A. (2014). Effect of items direction (positive or negative) on the factorial construction and criterion related validity in Likert scale. *Asian Journal of Research in Social Sciences and Humanities*, 4(4), 114-121.

<sup>108</sup> <https://www.guru99.com/what-is-data-analysis.html> (consulted on 16<sup>th</sup> august,2020)

<sup>109</sup> Pallant, J. (2013). *SPSS survival manual*. New York: McGraw-Hill Education.

Parahoo, K. (2014). *Nursing research: Principles, process and issues* (third edition).

<sup>110</sup> Hair Jr, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). *SEM: An*

During the study of dataset, none of the responses was missing data as all the questions were marked with, compulsory response needed, asterisk sign.

## **6.2. Descriptive Analysis**

According to our study, our sample is represented by 52.1% of women and 47.9% of men and more than 54% of the surveyed population reside in the centre region of the country, beside of 31.9% in the Eastern region. Of the 411 responses exploited, more than 65% have a master degree for education and. In relation to our research objectives, more than 91% of respondents have been using the Internet for more than 6 years, 83.7% of whom spend more than 6 hours a day on Facebook, and 59.1% people log on social media for more than 10 hours a day. Moreover, willing to visit an Algerian tourist destination is the factor that makes a big difference in the net population. Thus 91.4% of the respondents are willing to visit an Algerian destination in the near time. Meanwhile 77.4% of them are using Facebook in order to sick for information about the aimed destination.

## **6.3. Measurement Model Analysis**

The analysis of measurement models ensures compatibility between the declared model and the collected data<sup>111</sup>. The analysis of measurement models allows the identification of consistency between the different concepts, which ultimately allows the internal reliability, validity and reliability of the concepts to be measured<sup>112</sup>. Factor analysis, Cronbach's alpha, Pearson's reliability value and their valid response are prerequisites for identifying research reliability and validity<sup>113</sup>. In this research, to find out the behavioural intentions of tourists visiting Taghit, exploratory factor analysis, Cronbach's alpha and Pearson's are calculated.

To achieve a multivariate technique, it is predominant to have a set of variables that can form a link. The variables are the crucial body of the relationships. This technique of defining the structure between the variables in the analysis is called factor analysis<sup>114</sup>. Factor analysis allows

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introduction. *Multivariate Data Analysis: A Global Perspective*, 629-686.

<sup>111</sup> Thorpe, G. L., & Favia, A. (2012). *Data Analysis Using Item Response Theory Methodology: An Introduction to Selected Programs and Applications*. Psychology Faculty Scholarship

<sup>112</sup> Malhotra, N. (2010). *Marketing research: An applied orientation*. New Jersey: Pearson education.

<sup>113</sup> Aziz, A. (2010). *Rasch model fundamentals: scale construct and measurement structure*. Kuala Lumpur: Perpustakaan Negara Malaysia.

<sup>114</sup> Hair Jr, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). *SEM: An introduction*. *Multivariate Data Analysis: A Global Perspective*, 629-686.

the data, and hence the variables, to be reduced before using a multivariate analysis such as multiple regression<sup>115</sup>.

### 6.3.1. Exploratory factor analysis:

Exploratory factor analysis attempts to bring inter correlated variables together under more general, underlying variables. More specifically, the goal of factor analysis is to reduce “the dimensionality of the original space, and to give an interpretation to the new space, spanned by a reduced number of new dimensions which are supposed to underlie the old ones”<sup>116</sup>, or to explain the variance in the observed variables in terms of underlying latent factors”<sup>117</sup>. Thus, factor analysis offers not only the possibility of gaining a clear view of the data, but also the possibility of using the output in subsequent analyses<sup>118</sup>.

#### I. Sample size adequacy:

the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO-test). The sample is adequate if the value of KMO is greater than 0.6 according to the next table:

Table 6.1: KMO's common variance degree:

KMO value	Degree of common variance:
$KMO \geq 0.8$	Excellent.
$KMO \geq 0.7$	Good.
$KMO \geq 0.5$	Medium.
$KMO \leq 0.5$	Rejected.

Source:<http://spss.espaceweb.usherbrooke.ca/pages/interdependance/analyse-encomposantes-principales/interpretation>. Consulted on August 15<sup>th</sup>, 2020

Since the study has 411 sample size, KMO test is done to ensure the sample adequacy. The following tables show the result of KMO- measure of sample adequacy and Bartlett’s test of Sphericity:

<sup>115</sup> Pallant, J. (2013). SPSS survival manual. New York: McGraw-Hill Education.

Parahoo, K. (2014). Nursing research: Principles, process and issues (third edition).

<sup>116</sup>Rietveld, T. & Van Hout, R. (1993). Statistical Techniques for the Study of Language and Language Behaviour. Berlin – New York: Mouton de Gruyter

<sup>117</sup> Habing, B. (2003). Exploratory Factor Analysis. Website:

<http://www.stat.sc.edu/~habing/courses/530EFA.pdf> (accessed 10 May 2020).

<sup>118</sup> Field, A. (2000). Discovering Statistics using SPSS for Windows. London – Thousand Oaks – New Delhi: Sage publications.

**1- Attitude toward online reviews:**

Table 6.2: KMO and Bartlett's test for attitude toward online reviews:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,803
Bartlett's Test of Sphericity	Khi-deux approx.	647,551
	Ddl	6
	Signification	0,000

**2- E-WOM credibility:**

Table 6.3: KMO and Bartlett's test for EWOM credibility

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,866
Bartlett's Test of Sphericity	Khi-deux approx.	759,924
	Ddl:	10
	Signification:	0,000

**3- E-WOM quality:**

Table 6.4: KMO and Bartlett's test for EWOM quality:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,809
Bartlett's Test of Sphericity	Khi-deux approx.	607,236
	Ddl	10
	Signification	0,000

**4- E-WOM vivacity:**

Table 6.5: KMO and Bartlett's test for EWOM vivacity:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,858
Bartlett's Test of Sphericity	Khi-deux approx.	837,174
	Ddl	21
	Signification	0,000

**5- Visit intention:**

Table 6.6: KMO and Bartlett's test for visit intention:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,801
Bartlett's Test of Sphericity	Khi-deux approx.	473,692
	Ddl	6
	Signification	0,000

## 6- Digital destination image:

Table 6.7: KMO and Bartlett's test for digital destination image:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,907
Bartlett's Test of Sphericity	Khi-deux approx.	1433,441
	Ddl	10
	Signification	0,000

## 7- Destination familiarity:

Table 6.8: KMO and Bartlett's test for destination familiarity:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,708
Bartlett's Test of Sphericity	Khi-deux approx.	403,338
	Ddl	3
	Signification	0,000

The tables above shows the summary of SPSS calculation of KMO and Bartlett test. Kline (2014) mentioned that the KMO value greater than 0.5, which indicates that the sample is adequate and we may proceed with the Factor Analysis. Bartlett's Test should be significant at the concerning Chi-Square. In our case KMO is ranging from 0.708 to 0.907, above the threshold level 0.6 which is very close to 1 showing strong sample adequacy and Bartlett's test is another indication of the strength of the relationship among variables. In our case, its result is significant ( $p < 0.0005$ ) indicating that a nonzero correlation exists among variables. Thus, the strength of relationship among variable is strong enough to conduct factor analysis. demonstrate that the scale is suitable for further analysis.

## II. Correlation matrix:

To proceed the Cronbach's alpha test, it is necessary to analyse the correlation matrix to assess whether the data are "factorable" to allow a factor analysis to be run: We choose principal component analysis, since it allows us to explain a large part of the variance with a minimum of factors.

Then we have to choose the number of factors to be extracted. To do this, we analyse the table of the total variance explained:

**a. Attitude toward online reviews:**

Table 6.9: Total explained variance of attitude toward online reviews:

<b>Total explained variance</b>						
Construct	Initial own values			Sums extracted from the square of the loads		
	Total	% of variance	% accumulates	Total	% of variance	% accumulates
1	2,837	70,918	70,918	2,837	70,918	70,918
2	0,605	15,121	86,038			
3	0,338	8,449	94,487			
4	0,221	5,513	100,000			

Looking at the second column, we see that only four factors (or component) have a higher eigenvalue. We therefore keep them for the analysis. The first factor alone explains 70.918 per cent of the total variance of the 6 items in the analysis. Since factors, 4 to 6 do not explain enough of the variance, so they are not included.

Table 6.10: Components matrix of attitude toward online reviews:

<b>Components matrix</b>	
Attitude_1	0,879
Attitude_2	0,904
Attitude_3	0,863
Attitude_4	0,709

According to components matrix, we observe that four variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 4 items are loaded into one factor.

**b. EWOM credibility:**

Table 6.11: Total explained variance of EWOM credibility:

<b>Total explained variance</b>						
Constr	Initial own values			Sums extracted from the square loads		
	Total	% of variance	% accumulated	Total	% of variance	% accumulated
1	3,341	66,828	66,828	3,341	66,828	66,828
2	0,564	11,271	78,099			
3	0,432	8,646	86,745			

4	0,345	6,890	93,635			
5	0,318	6,365	100,000			

Analysing the table of the total variance explained. Looking at the second column, we see that the five factors have a higher eigenvalue. We therefore keep them for the analysis. The first factor alone explains 66.828 per cent of the total variance of the 5 items in the analysis.

Table 6.12: components matrix of EWOM credibility:

<b>Components matrix:</b>	
Credib_1	0,838
Credib_2	0,821
Credib_3	0,774
Credib_4	0,856
Credib_5	0,795

We observe that 5 variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 5 items are loaded into one factor.

**c. EWOM quality:**

Table 6.13: Total explained variance of EWOM quality:

Total explained variance						
Constr	Initial own values			Sums extracted from the square loads		
	Total	% of variance	% accumulated	Total	% of variance	% accumulated
1	2,996	59,919	59,919	2,996	59,919	59,919
2	0,761	15,227	75,145			
3	0,540	10,790	85,936			
4	0,428	8,551	94,487			
5	0,276	5,513	100,000			

According to the table of the total variance explained. Looking at the second column, we see that the five factors have a higher eigenvalue. We therefore keep them for the analysis. The first factor alone explains 59.919 per cent of the total variance of the 5 items in the analysis.

Table 6.14: Components matrix of EWOM quality:

<b>Components matrix:</b>	
Quality_1	0,735
Quality_2	0,666
Quality_3	0,841
Quality_4	0,835
Quality_5	0,779

We observe that 5 variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 5 items are loaded into one factor.

**d. EWOM vivacity:**

Table 6.15: Total explained variance of EWOM vivacity:

Total explained variance :						
Construct	Initial own values			Sums extracted from the square loads		
	Total	% of variance	% accumulated	Total	% of variance	% accumulated
1	3,727	53,240	53,240	3,727	53,240	53,240
2	0,910	13,006	66,246			
3	0,661	9,436	75,682			
4	0,537	7,676	83,358			
5	0,434	6,203	89,561			
6	0,392	5,603	95,164			
7	0,338	4,836	100,000			

Analysing the table of total variance explained. Looking at the second column, we see that seven factors (or components) have higher eigenvalue. We therefore retain them for analysis. The first factor alone explains 53.240 per cent of the total variance of the 11 items in the analysis. When combined, the nine factors explain 100% of the variance. Since factors 8 to 11 do not explain enough of the variance, they are not included.

Table 6.16: Components matrix of EWOM vivacity:

<b>Components matrix:</b>	
Vivacity_1	0,675

Vivacity_4	0,744
Vivacity_6	0,687
Vivacity_7	0,738
Vivacity_9	0,770
Vivacity_10	0,745
Vivacity_11	0,743

We observe that 7 variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 7 items are loaded into one factor.

**e. Visit intention:**

Table 6.17: Total explained variance of visit intention:

Total explained variance						
Constr	Initial own values			Sums extracted from the square loads		
	Total	variance%	% accumulated	Total	variance%	accumulated%
1	2,657	66,435	66,435	2,657	66,435	66,435
2	0,588	14,706	81,141			
3	0,391	9,763	90,904			

According to the table of the total variance explained. Looking at the second column, we see that the three factors have a higher eigenvalue. We therefore keep them for the analysis. The first factor alone explains 66.435 per cent of the total variance of the 3 items in the analysis.

Table 6.18: components matrix of visit intention:

Matrix des composants	
Intention_1	0,837
Intention_2	0,824
Intention_3	0,856

We observe that 3 variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 3 items are loaded into one factor.

**f. Digital destination image:**

Table 6.19: Total explained variance of digital destination image:

Total explained variance :						
Constr uct:	Initial own values:			Sums extracted from the square loads		
	Total	variance%	% accumulated	Total	% variance	% accumulated
1	4,085	81,700	81,700	4,085	81,700	81,700
2	0,279	5,573	87,273			
3	0,254	5,077	92,350			
4	0,208	4,165	96,515			
5	0,174	3,485	100,000			

According to the table of the total variance explained. Looking at the second column, we see that the five factors have a higher eigenvalue. We therefore keep them for the analysis. The first factor alone explains 81.700 per cent of the total variance of the 5 items in the analysis.

Table 6.20 : components matrix of digital destination image :

Component matrix:	
Image_1	0,886
Image_2	0,921
Image_3	0,904
Image_4	0,907
Image_5	0,900

We observe that 5 variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 5 items are loaded into one factor.

**g. Destination familiarity:**

Table 6.21: Total explained variance of destination familiarity:

Total explained variance						
Constr uct:	Initial own values :			Sums extracted from the square loads		
	Total	% variance	% accumulated	Total	% variance	% accumulated
1	2,282	76,078	76,078	2,282	76,078	76,078
2	0,442	14,733	90,810			
3	0,276	9,190	100,000			

According to the table of the total variance explained. Looking at the second column, we see that the three factors have a higher eigenvalue. We therefore keep them for the analysis. The first factor alone explains 76.078 per cent of the total variance of the three items in the analysis.

Table 6.22: components matrix of destination familiarity:

Components matrix	1
Familiar_1	0,838
Familiar_2	0,903
Familiar_3	0,875

We observe that 3 variables saturate more strongly on the factor 1 and therefore it allows us to define it. As a result, these 3 items are loaded into one factor.

### 6.3.1.1. Reliability analysis:

In order to justify our proposed model and ensure that the scales used for the different measurements are reliable we used the exploratory factor analysis.

Table 6.23: Reliability value and its score:

Reliability:	Score:
Cronbach's alpha $\geq 0.9$	Excellent
Cronbach's alpha $\geq 0.8$	Good
Cronbach's alpha $\geq 0.7$	Medium
$0,5 \leq$ Cronbach's alpha $\leq 0.6$	Acceptable

Source : <https://www.semanticscholar.org/paper/A-Study-on-User-Behavior-for-I-Pass-by-UTAUT> consulted on April 09th at 12h20

Table 6.24: Summary of reliability test results conducted in SPSS software:

Construct:	N° of items:	Cronbach's Alpha value:
Attitude toward online reviews:	4	0.856
EWOM credibility:	5	0.874
EWOM quality:	5	0.831
EWOM vivacity:	7	0.851
Visit intention:	4	0.829

Digital destination image:	5	0.944
Destination familiarity:	3	0.840

The table above shows the summary of reliability test conducted in SPSS software. It presents the Cronbach's alpha coefficient for each variable where all of them are robust, ranging from 0.829 to 0.944, above the threshold level 0.6 according to Malhotra, 2010 and Kline, 1994. It indicated high internal consistency among the variables. The scale is suitable for further analysis.

### 6.3.2. Confirmatory factor analysis:

Confirmatory factor analysis makes it possible to assess the appropriateness of the fit of the specified model to the data collected from the various benchmark statistical indices as proved by Byrne in 2015, which depend on the software used, the estimation method chosen and the sample size according to Jolibert and Jourdan.

#### 6.3.2.1. Validity analysis:

Reliability is necessary, but not sufficient to ensure that there is no measurement error. Other important statistical tool is validity. The validation of measurement scales is a necessary condition for the quality of research results. There are two main concerns: Do we measure what we intend to measure? Is the measurement obtained of high quality? (Evrard et al., 2009). It refers to the extent to which a scale measures what was originally intended to measure (Hair et al., 2014). Moreover, validity starts from the in-depth knowledge of what is going to be measured and the measurement is as accurate as possible.

In our case, the convergent validity, evaluated by the calculation of the AVE (Average Variance Extracted), corresponds to the explained variance of the constructs, which must be greater than 0.5 (Hair et al., 2010). The convergent validity is also verified if the value of the CR (Composite Reliability) > 0.70 (Hair et al., 2010).

Table 6.25: validity test result of composite reliability and average variance extracted:

<b>Construct :</b>	<b>CR</b>	<b>AVE:</b>
Attitude toward online reviews	0.867	0.625
EWOM credibility	0.876	0.587
EWOM quality	0.831	0.505
EWOM vivacity	0.853	0.501

Visit intention	0.833	0.558
Digital destination image	0.944	0.772
Destination familiarity	0.846	0.648

As shown in the table, the convergent validity has been confirmed, and evaluated, by the calculation of the AVE (Average Variance Extracted). Which corresponds to the explained variance of the constructs and which is greater than 0.5 for all variables. As the value of the CR (Composite Reliability) is greater than a  $> 0.70$ , this implies that our scales are reliable and valid.

### 6.3.3. Model ajustement :

We are choosing a number of indicators representing the adjustment. We select indices, adjusted according to the degrees of freedom of the model such as the CFI (Bentler 1990), CMIN, DF.

On the other hand, these indices should be partially insensitive to the sample size. Browne and Cudeck (1993) also advise observing the residuals, particularly the SRMR, and the RMSEA in order to have a more precise indication of the degree of fit between the theoretical model and the empirical data.

The following adjustment indices are obtained: CMIN/DF = 1.415, CFI = .993, SRMR = 0.029, RMSEA = 0.036 and Pclose = 0.753.

Table 6.26: Adjustement indices:

Measure	Estimate	Threshold	Interpretation
CMIN	26,891	--	--
DF	19	--	--
CMIN/DF	1,415	Between 1 and 3	Excellent
CFI	0,993	$>0.95$	Excellent
SRMR	0,029	$<0.08$	Excellent
RMSEA	0,036	$<0.06$	Excellent
PClose	0,753	$>0.05$	Excellent

The data presented in the table above from the fit test of the measurement model show us that the quality of fit is quite satisfactory. The incremental index CFI is greater than 0.9 and is

therefore above the thresholds recommended by the literature, the absolute indices are satisfactory SRMR and RMSEA and, finally, Pcloe is greater than 0.05. We can conclude that the fit of the model to the data is satisfactory.

The main conclusions that can be drawn from these results are as follows:

- These scales provide good indicators of internal consistency.
- Confirmatory analyses show that these scales offer a good quality of fit.

At the end, we conclude from the results obtained that the fit of the final model is quite satisfactory, which does not necessarily require modification (Byrne, 2001; Hair et al., 2006). The various indices assessed are in line with the thresholds recommended by the literature.

#### 6.4. Regression analysis:

In order to test the research hypotheses of this thesis, which generally refer to cause and effect relationships between the variables in the model, we applied regression analyses. First of all, we will assess the following tests:

**Examination of the T-test:** this test allows us to compare the means (the fixed mean = 3).

**Examination of significance:** This examination rejects the null hypothesis that there is no relationship between two variables. The test is significant if  $p < 0.05$  (i.e. a 95% confidence interval).

**Regression coefficients (the factorial weight of each variable):** these allow us to evaluate the weight of the influence of one explanatory variable on another to be explained.

The direct effects are evaluated based on the value of the t-test and the p-value associated with each link.

##### 6.4.1. Test of direct links:

Table 6.27: Regression analysis test result of direct links:

				B	S.E.	t	P	Label
<b>H1</b>	VI	<-----	Quality	0,427	0,12	3,55	***	<b>Supported</b>
<b>H2</b>	VI	<-----	Credibility	0,168	0,038	4,444	***	<b>Supported</b>
<b>H3</b>	VI	<-----	Vivacity	0,522	0,123	4,247	***	<b>Supported</b>
<b>H4</b>	VI	<-----	DDI	0,274	0,064	4,29	***	<b>supported</b>
<b>H5.1</b>	DDI	<-----	Quality	0,386	0,117	3,289	**	<b>supported</b>
<b>H6.1</b>	DDI	<-----	Credibility	0,112	0,036	3,066	**	<b>supported</b>
<b>H7.1</b>	DDI	<-----	Vivacity	0,388	0,118	3,282	**	<b>Supported</b>

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

The table shows the result of multiple regression analysis conducted in SPSS. Based on the P-value, it is significant at  $P < 0.05$ , ( $P = 0.00$ ), which indicates that the model was applicable for this study. T-value is checked for each predictor, this test allows us to compare the means (the fixed mean = 3).

**6.4.2. Test of mediation links :**

Here, we are examining the mediating effect of the digital destination image between the quality of the eWOM and the visit intentions. In addition, the mediating effect of the digital destination image between the credibility of eWOM and the visit intention on the one hand and the mediating effect of the digital destination image between vivacity of eWOM and visit intention on the other hand.

This intermediary variable can be very useful for our analysis. It improves the understanding of the process linking the independent variable and the dependent variable.

Table 2.28: Regression analysis result of mediation links:

<b>H5</b>	VI	DDI	Quality	0,079			**	<b>supported</b>
<b>H6</b>	VI	DDI	Credibility	0,045			**	<b>Supported</b>
<b>H7</b>	VI	DDI	Vivacity	0,075			**	<b>Supported</b>

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

The table shows the result of multiple regression analysis conducted in SPSS. Based on the P-value, it is significant at  $P < 0.05$ , ( $P = 0.00$ ), which indicates that the model was applicable for this study. T-value is checked for each predictor, this test allows us to compare the means (the fixed mean = 3).

The results show a significant mediating effect of digital destination image in the link between EWOM quality and visit intention ( $\beta = 0.079$ ), and in the link between EWOM credibility and visit intention ( $\beta = 0.045$ ). As well as a significant mediating effect of digital destination image in the link between the vivacity of eWOM messages and the intention to visit ( $\beta = 0.075$ ). This allows us to validate the hypotheses on the moderating effects H5, H6 and H7.

**6.4.3. Test of moderation links :**

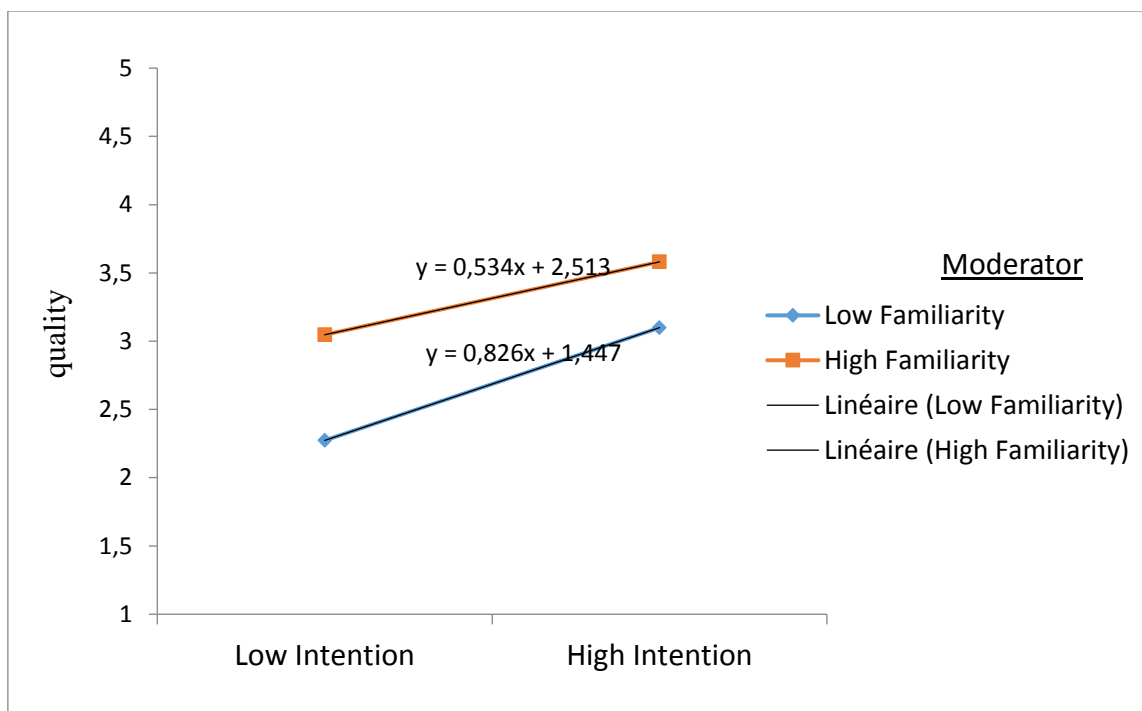
We tested our hypotheses of moderation linkage using the macro PROCESS (Model 1) of Hayes (2013), with 5000 bootstraps.

**H8.1: Destination Familiarity moderate a direct effect between quality of eWOM messages and visit intention.**

Table 6.29: Regression analysis result of H8.1 hypotheses:

	coeff	se	t	p
Familiarity	,210	,049	4,331	,000
Quality	,478	,048	10,066	,000
int_1	-,085	,038	-2,270	,024

Figure 6.4: Moderation graphic: Visit intention, quality and destination familiarity



**H8.2: Destination Familiarity moderate a direct effect between Credibility of eWOM messages and visit intention.**

Table 6.30: Regression analysis result of H8.2 hypotheses:

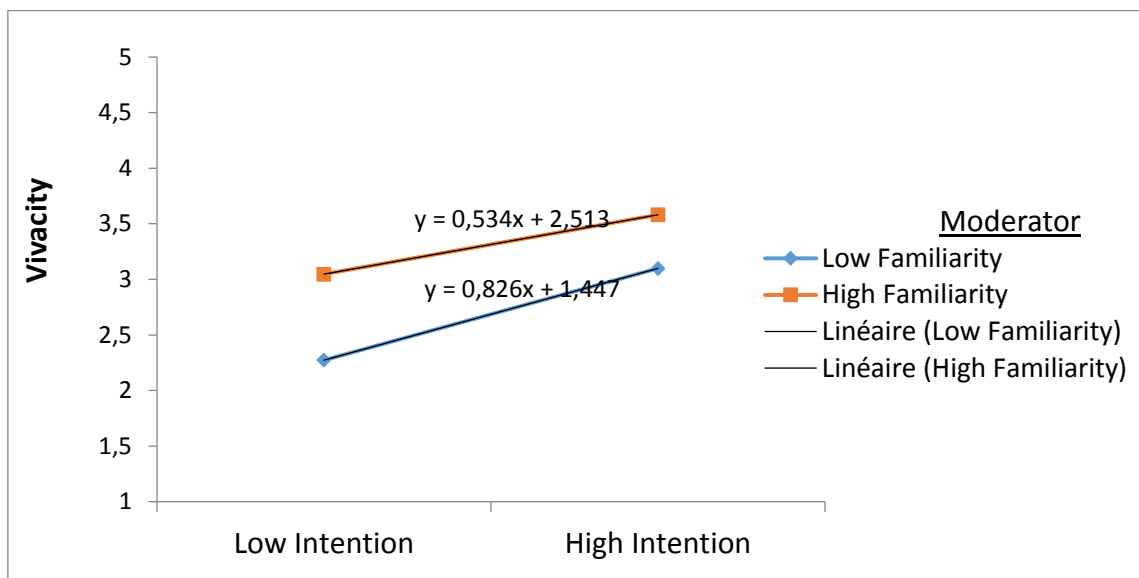
	coeff	Se	t	P	R	R <sup>2</sup>	F	P
constant	,018	,049	,371	,711	,533	,284	41,457	,000
Familiarity	,314	,050	6,221	,000				
Credibility	,340	,049	6,890	,000				
int_1	-,073	,046	-1,583	,114				

**H8.3: Destination Familiarity moderate a direct effect between Vivacity of eWOM messages and visit intention.**

Table 6.31: Regression analysis result of H8.3 hypotheses:

	Coeff	se	t	P	R	R <sup>2</sup>	F	P
constant	,019	,045	,421	,674	,627	,393	67,734	,000
Familiarity	,259	,047	5,529	,000				
Vivacity	,473	,046	10,221	,000				
int_1	-,066	,038	-3,759	,005				

Figure 6.5: Moderation graphic: visit Intention, vivacity and destination familiarity:



**6.5. Hypothesis testing:**

There are 7 main hypotheses and 6 sub-hypothesis presented in this study and they are tested using multiple regression analysis in SPSS software. They are shown as follows:

- **Hypotheses H1:** is accepted, Regression table shows that: The quality of eWOM messages positively affects customer’s visit intention to tourist destination, ( $\beta= 0.427$ ;  $t=3.55$ ;  $p < 0.001$ ).
- **Hypotheses H2:** is accepted, Regression table shows that: The credibility of eWOM messages positively affects customer’s visit intention to tourist destination, ( $\beta= 0.168$ ;  $t=4.444$ ;  $p < 0.001$ ).

- **Hypotheses H3:** is accepted, Regression table shows that: The vivacity of eWOM messages positively affects customer's visit intention to tourist destination, ( $\beta= 0.522$ ;  $t=4.247$ ;  $p < 0.001$ ).
- **Hypotheses H4:** is accepted, Regression table shows that: The digital destination image positively affects customer's visit intention to tourist destination, ( $\beta= 0.274$ ;  $t=4.29$ ;  $p < 0.001$ ).
- **Hypotheses H5:** is accepted, digital destination image has a significant mediator effect in the link between quality of eWOM messages and intention to visit a tourist destination, ( $\beta= 0.079$ ;  $p < 0.01$ ).
- **Hypotheses H5.1:** is accepted, Regression table shows that: The quality of eWOM messages positively affects digital destination image of tourist destination, ( $\beta= 0.386$ ;  $t=3.289$ ;  $p < 0.01$ ).
- **Hypotheses H6:** is accepted, digital destination image has a significant mediator effect in the link between credibility of eWOM messages and intention to visit a tourist destination, ( $\beta= 0.045$ ;  $p < 0.01$ ).
- **Hypotheses H6.1:** is accepted, Regression table shows that: The credibility of eWOM messages positively affects digital destination image of tourist destination, ( $\beta= 0.112$ ;  $t=3.066$ ;  $p < 0.01$ ).
- **Hypotheses H7:** is accepted, digital destination image has a significant mediator effect in the link between vivacity of eWOM messages and intention to visit a tourist destination, ( $\beta= 0.075$ ;  $p < 0.01$ ).
- **Hypotheses H7.1:** is accepted, Regression table shows that: The vivacity of eWOM messages positively affects digital destination image of tourist destination, ( $\beta= 0.388$ ;  $t=3.282$ ;  $p < 0.01$ ).
- **Hypotheses H8.1:** is accepted, the results show a significant interaction effect between familiarity with a tourist destination and the quality of the EWOM. ( $\beta = -0.085$ ;  $t = -2.27$ ;  $p < 0.05$ ). Familiarity moderates, therefore the relationship between the quality of EWOM messages and the intention to visit a tourist destination.
- **Hypotheses H8.2:** is rejected, the moderating effect of familiarity on the relationship between EWOM credibility and intention to visit a tourist destination is not verified because of :( $\beta= -0.073$ ;  $t = -1.58$ ;  $p > 0.05$ ).

- **Hypotheses H8.3:** is accepted, the moderating effect of familiarity on the relationship between EWOM vivacity and intention to visit a tourist destination is verified after adjustment of p-value: ( $\beta=-, 066$ ;  $t-3,759$ ;  $p < 0.05$ ).

## **7. Conclusion and Implications:**

### **7.1. Discussion and Conclusion:**

Our ambition was to address a topic that has been little covered in the academic literature so far on the behaviours related to messages coming from the eWOM. The objective is to understand tourists' perceptions of the online reviews, and how these affect their choice of tourist destination. The acknowledgment of this research is to determine the influence of the EWOM on travel intentions and recommendation through digital destination image and destination familiarity. Specifically, we aimed to study the effect of each of its characteristics as well as credibility, quality and vivacity. This study endeavoured how these ones affects tourists' behavioural intention to choose a tourism destination, in particular in the case of Taghit.

The nature of the stimulus, which is the message itself, has been the subject of many studies. The stimulus in communication on which our research focuses is the eWOM message and its characteristics and its effect on behavioural intentions. We have limited the examination of behavioural intention visit intention and recommendation intention to the destination concerned.

At the end of this study we found out that, the quality of EWOM messages positively influences the intention to visit or recommend a destination.

Nowadays, The Internet, specifically online platforms are considered a useful tool for learning about other consumers' characteristics or experience with the product, and their decision-making. EWOM messages that are considered useful can affect product or brand behaviour. The relationships between credibility and quality of EWOM messages with visit intention show that these variables are positively related.

Credibility affects information exchange and sharing because it allows individuals to justify their decision by obtaining useful information. Indeed, consumers are interested in the likelihood of the messages. This is why messages considered credible lead to their consideration and a high level of quality of information leads to recognition of its usefulness. When readers believe the information is useful for planning future trips, their intentions to adopt the information are greater. From a theoretical point of view, these results are very interesting and in our opinion in line with the essence of the role of eWOM messages as being useful for decision making.

The vivacity of online reviews can appear in different forms, including text, photos or videos. Vivid content inspires readers to visit a particular destination and the detailed information provided by an experienced traveller helps them plan their own trip.

As far as the digital destination image is concerned, the literature has not paid much attention to eWOM as one of the main antecedents of the digital destination image. Furthermore, previous studies did not focus on the eWOM in the context of virtual communities and its impact on the digital destination image in online communications between tourists. Some tourism researchers have pointed out that the eWOM plays an important role in the construction and perception of the destination's image (Litvin et al., 2008, Vermeulen and Seegers, 2009, Jalilvand et al., 2011). According to our results, the effects of the quality, credibility and vivacity of eWOM messages on the destination image are significant.

This study also took into account the influences of the customer experience. Today's environment focuses on the wealth of online travel information, which can influence readers' emotions and change their intention to use it. In addition, the quality, credibility and vivacity of information significantly affect the customer experience. Detailed and rich information content allows readers to imagine themselves in a travel scene. Their vicarious experiences often prompt them to plan their own visits to destinations described on social networks. In virtual communities, testimonials about a travel experience with lively narration (beautiful photos, videos) enhance customer experiences. Although the results indicate that eWOM, messages could influence users' adoption intentions.

The results indicate that the digital destination image mediates between eWOM and the behavioural intentions of tourists in our case visit intention, our study confirm that digital destination image has a significant effect on the link between EWOM characteristics and the intention to visit a tourist destination.

## **7.2. Implications of this study:**

### **7.2.1. Theoretical implications:**

This research has contributed in theoretical body of knowledge on destination image and behavioural intentions in several ways. The study tested the impact of the EWOM. Based on the extensive review of past studies, the current study proposed and confirmed a model, which included multiple dimensions of the EWOM (credibility, quality and vivacity).

Moreover, this study conceptually and theoretically investigates the effect of EWOM on visit intentions, which has not been performed before, especially in the context of Taghit. Thus, it has added in tourism literature of Taghit.

We view eWOM messages as a source of information for decision-making. The consumer thus engages in a process of researching, evaluating and processing information prior to purchase<sup>119</sup>.

However, we have tried to understand consumers' intentions to adopt information; taking into account factors such as vivacity, credibility, quality, destination digital image and destination familiarity.

One of the objectives of this study is to provide a systematic review of the literature on eWOM communication, as research on eWOM communication is vast and fragmented<sup>120</sup>.

The relationship between destination branding and tourists' behavioural intentions has already been studied in previous research. The results of this study confirm this relationship in the context of virtual communities. This research also extends the current literature on social media by examining, through an empirical approach, how the digital image of destinations through social networks influences the perceptions and intentions of tourists.

Most studies on social networks have focused on eWOM and destination image, but few studies have attempted to combine the four concepts (EWOM, visit and recommendation intention, destination familiarity and digital destination image). Ayeh et al (2013b) confirmed the importance of examining concepts such as reliable user-generated content on social networks, attitudes towards the use of user-generated content for travel planning and behavioural intentions. In response to the previous literature, the results of the measurement model contribute to this line of research on social networks by focusing on the digital destination image as a mediator, and the destination familiarity as a moderator.

Our study made an important contribution to knowledge. We proposed and validated an integrated framework of the tourists' travel intention model, which could be applied in other service contexts. We provided the antecedent soft ravel intention in the context of online communications and proposed eWOM, destination image, and attitude toward destination as the three most important criteria. The results have several implications that are of practical importance. When tourists articulate eWOM, inexperienced tourists gain an opportunity to

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<sup>119</sup> Stigler, G. (1961). The Economics of Information. *Journal of Political Economy*, 69(3), 213-225. Retrieved September 11, 2020, from <http://www.jstor.org/stable/1829263>

<sup>120</sup> Lee M. et Youn S. (2009). Electronic Word of Mouth (Ewom): How Ewom Platforms Influence Consumer Product Judgement. *International Journal of Advertising*, 28(3), p. 473-99.

enhance the understanding of destination attributes. Making a decision to travel to a particular destination may lead tourists to become dependent to the interpersonal influence of eWOM<sup>121</sup>

### **7.2.2. Practical and managerial implications:**

With advances in Internet technology, more and more travellers are using the Internet to search for information about their destinations and conduct online transactions. In addition, they will consult the opinions and experiences of others on tourism plans, recommended points of interest and destinations to visit.

Moreover, the impact of eWOM on a tourism destination choice is significant because it is likely to help destination managers build a positive destination image and, more important, to increase tourists' intentions to travel.

In fact, recommendations originated from previous visits can be taken as the most reliable information sources for potential tourists. Recommendations to other people in online environments are one of the most important types of information for tourists interested in traveling. An enjoyable travel experience with excellent services provided by the destination encourages tourists' altruistic behaviour toward the destination and arouses a psychological tension in tourists to share their good experience with other people in an online environment.

The eWOM information in the community is different from tourist enterprise's propagation. It has the characteristics of two-way information exchange and having no commercial motivation<sup>122</sup>. Therefore, eWOM has the more influence on tourists' decision than the propagation of tourism enterprise.

Destination managers should try to encourage travellers to participate in discussing in the online community. When the volume of tourist reviews on a destination is high, the more information about a certain destination will disseminate among potential tourists and as a result, the possibility of choosing the destination will increase. At present, however, the activity that travellers write the tourist blogs and tourist reviews is not very high. Hence, destination managers should adopt each way to motivate the travellers to publish tourist reviews. For example. Furthermore, the characteristics of an online travel community (such usefulness and ease of use) may also help to form more positive tourist attitude. To motivate tourists for participating in online travel communities, managers should promote the benefits of

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<sup>121</sup> Lewis, R.C., & Chambers, R.E. (2000). *Marketing leadership in hospitality. Foundations and practices*. New York: Wiley.

<sup>122</sup> Zhu, M., & Lai, S. (2009). A Study About The EWOM influence on tourism destination choice. In 2009 International Conference on Electronic Commerce and Business Intelligence (pp. 120–124). <https://doi.org/10.1109/ECBI.2009.104>.

participating in these communities and thereby enable consumers to perceive the usefulness of participation. Indeed, ease-of-use favours improve comprehension of the contents and the structure of the community and offer a more comfortable atmosphere to users<sup>123</sup>. Managers may also monitor the exchange volume of eWOM to evaluate the image of tourism destination and the tourist's cognition through the content of online reviews. Destination managers may purposefully meld the image of tourism destination and improve their services. Additionally, managers need a better understanding of how an image is formed and what determines the process. Destination managers can analyse the review messages and divide them into such categories as infrastructure and socioeconomic environment, atmosphere, natural environment, and cultural environment. Satisfaction with those items can be measured quantitatively. The review site may also provide demographic and geographic information that could be utilized. By contentiously working with such destination image assessment, continuous tourism stream can be developed in the destination. Because of the positive contribution of eWOM as an important information source of tourists to perceptual/cognitive evaluations, destinations should find ways to make tourists use eWOM. Positive WOM and eWOM play an important role in increasing tourists' travel intentions, creating a favourable image of the destination, and reducing promotional expenditures. The construction of a suitable image for a destination will determine its capacity to attract and retain tourists. The intense competition that exists nowadays among tourism destinations makes it even more important to identify the image held by actual and potential tourists. It also implies that the proactive use of online WOM information could prove to be an important competitive advantage for early adopters. In tourism industry, there are empirical evidences that tourists' satisfaction is a strong indicator of their intentions to revisit and recommend the destination to other people<sup>124</sup>. Satisfied tourists are more likely to return to the same destination, and are more willing to share their positive traveling experience with their friends and relatives. The results suggest that online user reviews have a significant impact on travel intention, and confirm the importance of online WOM for tourism firm performance, as has been found in other industries like online

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<sup>123</sup> Casalo', L.V., Flavia' n, C., & Guinali' u, M. (2008). The role of satisfaction and website usability in developing loyalty and positive word-of-mouth in the banking business. *International Journal of Bank Marketing*, 26(6), 399–417.

<sup>124</sup> Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784–807.

retailing<sup>125</sup> and movie industry<sup>126</sup>. Interestingly, it is argued that a person with a perceived positive image is more likely to recommend the destination<sup>127</sup>. It was also found that destination image is a crucial part of a consumer's destination selection process. Destination image not only influences the decision-making process but also conditions after-decision-making behaviours of tourists. In other words, the influence of destination image is not limited to the stage of selecting the destination, but also affects the behaviour of tourists in general<sup>128</sup>. Hence, endeavours to build or improve the image of a destination facilitate loyal visitors revisiting or recommending behaviours, thus being critical to the success of destination tourism development. Destination marketers and tourism policy makers should reinforce destination image to consequently meet expectations of the tourists. The key to commercial success lies in understanding potential tourists, their lifestyles and attitudes and in creating the product-service combinations that match their expectations and needs. As the success of any vacation destination depends on the tourist's willingness and intention to visit the destination, any effort made to provide accurate information concerning the destination should be tailored to suit the needs and expectations of those tourists.

### **7.3. Limitations and future research:**

This exploratory study is subject to several limitations. First, study was limited only to Taghit in Bechar. However, it is acknowledged that, not only Taghit, but Algeria as a whole is a potential touristic destination. Considering the fact that Taghit is one of the many touristic places in Algeria, the scope of this study is very limited. To overcome this limitation, similar research in other touristic destinations of Algeria could be administered in the future, which may include a more representative sample.

Another limitation is that the survey instrument was designed in English and French language. It is because; English and French are the best to appropriate the closest terms to the concepts. Another limitation was confronted is translating the questionnaire survey from English to French language was susceptible to biases which often occurs while conducting surveys with different languages.

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<sup>125</sup> Chevalier, J.A., & Mayzlin, D. (2006). The effect of word-of-mouth on sales: online book reviews. *Journal of Marketing Research*, 43(3), 345–354.

<sup>126</sup> Duan, W., Gu, B., & Whinston, A. B. (2008). Do online reviews matter? An empirical investigation of panel data. *Decision Support Systems*, 45(4), 1007–1016.

<sup>127</sup> Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607-616.

<sup>128</sup> Ibid., p 607-616

The survey was conducted for a short period; as a result, only 411 valid responses were collected. 411 is considered as minimum required sample number for behavioural research<sup>129</sup>. In addition, the data was collected from the target population during a limited time of year. Since Taghit is famous for its natural beauty, different season and the time of year, can impact differently on how a visitor perceives the image of Taghit. Therefore, future studies can be conducted in longitudinal way throughout the year. Collecting data from larger samples across time will allow gaining more general understanding of tourist behaviour change across all the seasons.

The current study is limited because each experimental stimulus combines the effects of eWOM via social networks. However, for future studies, the online evaluation-only groups can be separated into two groups: one group that reads positive reviews online and another that reads only negative reviews online. The moderating role of eWOM effects can be detected more clearly with the inclusion of the reference group in future research.

In Taghit context, many tourists come in-group to do expeditions and discovery, actually, group behaviour plays an important role in their future visit decisions. Thus, future study can focus on group behaviour using different theoretical approach.

Digital destination image”, “destination familiarity”, “eWOM characteristics as well quality, credibility and vivacity” were considered as the predictors of tourist behavioural intentions in this study. Additional antecedents of tourist behavioural intention could be investigated in future research. It uncovers variable omissions, which may lead towards further refinement and addition in tourism literature. Moreover, the development and use of complete and psychometrically suitable measures would best support the reliability of findings and assist future research as well as theory development process.

Finally, this study used Facebook as a social network. Researchers should be cautious in generalizing the results of the study to other social platforms. Facebook remains the most popular social network based on its number of users, but future studies may use other social media platforms such as Instagram and YouTube.

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<sup>129</sup> Pallant, J. (2013). SPSS survival manual. New York: McGraw-Hill Education.

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## Appendices1 : Statistical analysis

### A. Statistical analysis:

		Visite			
		Fréquence	Pourcentage		
	No	29	7,1		
	Yes	382	92,9		
	Total	411	100,0		

		Intention			
		Fréquence	Pourcentage		
	No	35	8,5		
	Yes	376	91,5		
	Total	411	100,0		

		Facebook			
		Fréquence	Pourcentage		
	No	93	22,6		
	Yes	318	77,4		
	Total	411	100,0		

		Gender			
		Fréquence	Pourcentage		
	Female	214	52,1		
	Male	197	47,9		
	Total	411	100,0		

		Level		
		Fréquence	Pourcentage	Pourcentage cumulé
	Licence	80	19,5	19,5
	Master	271	65,9	85,4
	Doctorat	60	14,6	100,0
	Total	411	100,0	

		Area			
		Fréquence	Pourcentage		
	Center Area	224	54,5		
	East Area	131	31,9		
	Western Area	37	9,0		
	Southern Area	19	4,6		
	Total	411	100,0		

		Use Internet		
		Fréquence	Pourcentage	Pourcentage cumulé
	Less than 1 year	1	0,2	0,2

1-3 years	7	1,7	1,9
4-6 years	27	6,6	8,5
More than 6 years	376	91,5	100,0
Total	411	100,0	

### Use\_SocialM

	Fréquence	Pourcentage	Pourcentage cumulé
Not every day	8	1,9	1,9
1 time	2	0,5	2,4
2-5 times	68	16,5	19,0
5-10 times	90	21,9	40,9
+ 10 times	243	59,1	100,0
Total	411	100,0	

### Use\_Facebook

	Fréquence	Pourcentage	Pourcentage cumulé
Less than 1 year	4	1,0	1,0
1-3 years	9	2,2	3,2
4-6 years	54	13,1	16,3
More than 6 years	344	83,7	100,0
Total	411	100,0	

## B. Indice KMO et test de Bartlett :

Attitude toward online reviews :

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,803
Test de sphéricité de Bartlett	Khi-deux approx.	647,551
	ddl	6
	Signification	0,000

Quality :

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,809
Test de sphéricité de Bartlett	Khi-deux approx.	607,236
	Ddl	10
	Signification	0,000

### Credibility :

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,866
Test de sphéricité de Bartlett	Khi-deux approx.	759,924
	ddl	10
	Signification	0,000

### Vivacity :

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,858
Test de sphéricité de Bartlett	Khi-deux approx.	837,174
	ddl	21
	Signification	0,000

### Visit intention :

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,801
Test de sphéricité de Bartlett	Khi-deux approx.	473,692
	ddl	6
	Signification	0,000

### Digital destination image :

#### **Indice KMO et test de Bartlett**

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,907
Test de sphéricité de Bartlett	Khi-deux approx.	1433,441
	Ddl	10
	Signification	0,000

### Destination familiarity :

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		0,708
Test de sphéricité de Bartlett	Khi-deux approx.	403,338
	ddl	3
	Signification	0,000

### C. Total explained variance :

Attitude toward online reviews :

Composante	Total	Valeurs propres initiales		Sommes extraites du carré des chargements		
		% de la variance	% cumulé	Total	% de la variance	% cumulé
1	2,837	70,918	70,918	2,837	70,918	70,918
2	0,605	15,121	86,038			
3	0,338	8,449	94,487			
4	0,221	5,513	100,000			

Quality :

Composante	Total	Valeurs propres initiales		Sommes extraites du carré des chargements		
		% de la variance	% cumulé	Total	% de la variance	% cumulé
1	2,996	59,919	59,919	2,996	59,919	59,919
2	0,761	15,227	75,145			
3	0,540	10,790	85,936			
4	0,428	8,551	94,487			
5	0,276	5,513	100,000			

Credibility :

Composante	Total	Valeurs propres initiales		Sommes extraites du carré des chargements		
		% de la variance	% cumulé	Total	% de la variance	% cumulé
1	3,341	66,828	66,828	3,341	66,828	66,828
2	0,564	11,271	78,099			
3	0,432	8,646	86,745			
4	0,345	6,890	93,635			
5	0,318	6,365	100,000			

Vivacity :

Composante	Total	Valeurs propres initiales		Sommes extraites du carré des chargements		
		% de la variance	% cumulé	Total	% de la variance	% cumulé
1	3,727	53,240	53,240	3,727	53,240	53,240
2	0,910	13,006	66,246			
3	0,661	9,436	75,682			
4	0,537	7,676	83,358			
5	0,434	6,203	89,561			
6	0,392	5,603	95,164			
7	0,338	4,836	100,000			

Visit intention :

Composante	Valeurs propres initiales			Sommes extraites du carré des chargements		
	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé
1	2,657	66,435	66,435	2,657	66,435	66,435
2	0,588	14,706	81,141			
3	0,391	9,763	90,904			
4	0,364	9,096	100,000			

Digital destination image :

Composante	Valeurs propres initiales			Sommes extraites du carré des chargements		
	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé
1	4,085	81,700	81,700	4,085	81,700	81,700
2	0,279	5,573	87,273			
3	0,254	5,077	92,350			
4	0,208	4,165	96,515			
5	0,174	3,485	100,000			

Destination familiarity

Composante	Valeurs propres initiales			Sommes extraites du carré des chargements		
	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé
1	2,282	76,078	76,078	2,282	76,078	76,078
2	0,442	14,733	90,810			
3	0,276	9,190	100,000			

**D. Componements matrix :**

Attitude toward online reviews :

	1
Attitude_1	0,879
Attitude_2	0,904
Attitude_3	0,863
Attitude_4	0,709

Quality :

Quality_1	0,735
Quality_2	0,666
Quality_3	0,841
Quality_4	0,835
Quality_5	0,779

### Credibility :

Credib_1	0,838
Credib_2	0,821
Credib_3	0,774
Credib_4	0,856
Credib_5	0,795

### Vivacity :

Vivacity_1	0,675
Vivacity_4	0,744
Vivacity_6	0,687
Vivacity_7	0,738
Vivacity_9	0,770
Vivacity_10	0,745
Vivacity_11	0,743

### Visit intention :

Intention_1	0,837
Intention_2	0,824
Intention_3	0,856
Intention_4	0,738

### Digital destination image :

Image_1	0,886
Image_2	0,921
Image_3	0,904
Image_4	0,907
Image_5	0,900

### Destination familiarity :

Familiar_1	0,838
Familiar_2	0,903
Familiar_3	0,875

### E. Reliability and validity tests :

#### Attitude toward online reviews :

Alpha de Cronbach	
	0,856

CFA		
	CR	AVE
Attitude	0,867	0,625

Quality :

Alpha de Cronbach	
0,831	

CFA		
	CR	AVE
Quality	0,831	0,505

Credibility :

Alpha de Cronbach	
0,874	

CFA			
	CR	AVE	
Credibility	0,876	0,587	

Vivacity :

Alpha de Cronbach	
0,851	

CFA			
	CR	AVE	
F1	0,853	0,501	

Visit intention :

Alpha de Cronbach	
0,829	

CFA		
	CR	AVE
Intention	0,833	0,558

Digital destination image :

Alpha de Cronbach	
0,944	

CFA		
	CR	AVE
Image	0,944	0,772

Destination familiarity :

Alpha de Cronbach	
0,840	

CFA		
	CR	AVE
Familiarity	0,846	0,648

## F. Adjustement result :

Measure	Estimate	Threshold	Interpretation
CMIN	26,891	--	--
DF	19	--	--
CMIN/DF	1,415	Between 1 and 3	Excellent
CFI	0,993	>0.95	Excellent
SRMR	0,029	<0.08	Excellent
RMSEA	0,036	<0.06	Excellent
PClose	0,753	>0.05	Excellent

G. Regression analysis :

			$\beta$	S.E.	t	p	Label
H1	Intention to Visit	<--- Quality	0,427	0,12	3,55	***	Supported
H2	Intention to Visit	<---	0,168	0,038	4,444	***	Supported
H3	Intention to Visit	<--- Vivacity	0,522	0,123	4,247	***	Supported
H4	Intention to Visit	Digital Destination Image	0,274	0,064	4,29	***	supported
H5	Intention to Visit	Digital Destination Image	0,079			**	supported
H5.1	Digital Destination Image	Quality	0,386	0,117	3,289	**	supported
H6	Digital Destination Image	Digital Destination Image	0,045			**	Supported
H6.1	Digital Destination Image	Credibility	0,112	0,036	3,066	**	supported
H7	Intention to Visit	Digital Destination Image	0,075			**	Supported
H7.1	Digital Destination Image	Vivacity	0,388	0,118	3,282	**	Supported

## Appendices2: questionnaire survey

# The influence of E-WOM (electronic word of mouth) on the visit intention:

This study is conducted in the context of a Master research. We, students of HEC Algiers- Marketing option, would like to know your opinions regarding the use of Facebook groups when searching for information to choose a tourist destination in Algeria.

Your answers will remain strictly anonymous and will only be used for academic purposes. We sincerely thank you for your precious participation.

Chaima BENSALÉM.

\*Obligatory

1. Have you ever visited an Algerian town in the purpose of tourism: \*

*Une seule réponse possible.*

- Yes.  
 No.

2. Do you have the intention to visit an Algerian town, in the upcoming holidays, for tourism: \*

*Une seule réponse possible.*

- Yes. No.  
 *Passer à la question 13*

3. Do you use social media -Facebook- for travel related purposes? \*

*Une seule réponse possible.*

- Yes.  
 No. *Passer à la question 13*

**General attitude toward online reviews:**

4. Please indicate the extent to which you would agree with the following statements: \*

*Une seule réponse possible par ligne.*

	Strongly disagree.	Disagree.	Somewhat disagree.	Somewhat agree.	Agree.	Strongly agree.
When I buy a product on-line, I always read reviews that are presented on the Web site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product on-line, the reviews presented on the Web site are helpful for my decision making.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
•When I buy a product on-line, the reviews presented on Web site make me confident in purchasing the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I do not read the reviews presented on the Web site when I buy a product on-line, I worry about my decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product on-line, reading the reviews presented on the Web site impose a burden on me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product on-line, reading the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

reviews  
presented on the  
Web site irritates  
me.

---

**Credibility:**

5. Concerning the credibility of the provided information on Facebook, do you think that these information are: \*

*Une seule réponse possible par ligne.*

	Strongly disagree.	Disagree.	Somewhat agree.	Agree.	Strongly agree.
Honest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sincere.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certain.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Quality:**

6. Concerning the quality of the provided information on Facebook, do you think that these information are: \*

*Une seule réponse possible par ligne.*

	Strongly disagree.	Disagree.	Somewhat agree.	Agree.	Strongly agree.
Convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Objective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clair.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally, the quality is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Vivacity

7. The content of the testimonials on Facebook is: \*

*Une seule réponse possible par ligne.*

	Strongly disagree.	Disagree.	Somewhat agree.	Agree.	Strongly agree.
Clair.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blurry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weak.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bright.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intense.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wave.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realistic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Settle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-defined.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Visit intention:**

8. After considering information about Taghit which are shared by my friends in social media, Please indicate your level of agreement or disagreement with the statements below: \*

*Une seule réponse possible par ligne.*

	Strongly disagree.	Disagree.	Somewhat.	Agree.	Strongly agree.
It is very likely that I will visit Taghit in the next few months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to visit one of these destinations in the coming months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I am going to visit an Algerian city in the next few months, I would opt for one of the destinations presented on this testimony.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Digital destination image:**

9. Based on online experiences and testimonials. your impression on the image of these destinations is: \*

*Une seule réponse possible par liane.*

	Strongly disagree.	Disagree.	Somewhat agree.	Agree.	Strongly agree.
Good image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sympathetic image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Favorable image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasant image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Familiarity:**

10. Please indicate how far are you familiar with Taghit? \*

*Une seule réponse possible.*

1      2      3      4      5

Not at all familiar      Very familiar.

11. Would you consider yourself informed or uninformed about Taghit? \*

*Une seule réponse possible.*

1      2      3      4      5

Not at all informed.      Highly informed.

12. Would you consider yourself knowledgeable about Taghit? \*

*Une seule réponse possible.*

1      2      3      4      5

---

Know nothing at all.      know great deal.

---

### DATA sheet

13. Gender: \*

*Une seule réponse possible.*

Male.

Female.

14. Education level: \*

*Une seule réponse possible.*

Licence degree.

Master degree.

PhD.

15. You belong to : \*

*Une seule réponse possible.*

Eastern area.

Western area.

Centre area.

Southern area.

16. How long have you been using the internet: \*

*Une seule réponse possible.*

- Less than a year.
- 1 to 3 years.
- 4 to 6 years.
- More than 6 years.

17. How many times a day do you check FACEBOOK: \*

*Une seule réponse possible.*

- Not every day.
- Once a day.
- 2-5 times.
- 5-10 times.
- + 10 times.

18. How long have you been on Facebook? \*

*Une seule réponse possible.*

- Less than a year.
- 1-3 years.
- 4-6 years.
- More than 6 years.

19. What do you prefer to see in it: \*

*Plusieurs réponses possibles.*

- Videos.
- Pictures.
- Articles.
- Blogs.
- Events.
- Information.

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