

THE EFFECT OF DESTINATION IMAGE, EVENT IMAGE, AND SATISFACTION
IN DETERMINING BEHAVIORAL INTENTION: RECURRING SMALL-SCALE EVENT

By

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(Under the Direction of KEVIN K. BYON)

ABSTRACT

The purpose of this study was to expand knowledge of sport tourists' behavioral intention at recurring small-scale event (i.e., marathons) by analyzing several important factors: destination image, event image, and satisfaction. Data were collected from 297 sport tourists (176 from the Mercedes-Benz Marathon Event, 121 from the Publix Marathon Event). The results revealed that destination image, event image, and satisfaction positively influenced behavioral intention. The results also indicated that satisfaction partially mediated the relationship between two images (i.e., destination image and event image) and behavioral intention. Lastly, the results supported that previous visit experience only moderated the relationship between destination image and behavioral intention. The theoretical and practical implications of these findings are discussed, and suggestions for future direction are detailed.

INDEX WORDS: Sport Tourism; Recurring Small-Scale Event; Destination Image; Event Image; Satisfaction; Behavioral Intention

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B.A., Michigan State University, 2007

A Thesis Submitted to the Graduate Faculty
of The University of Georgia in Partial Fulfillment
of the
Requirements for the Degree

MASTER OF SCIENCE

ATHENS, GEORGIA

2013

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May 2013

DEDICATION

To my family

ACKNOWLEDGEMENTS

First of all, I would like to give many thanks to my advisor, Dr. Kevin Byon. I sincerely appreciate for his advice, encouragement, and support through the master program at the University of Georgia. I also thank my thesis committee, Dr. Thomas Baker and Dr. James Zhang for their guidance and in preparation of this thesis. I also wish to extend thanks to my friends and colleagues for their invaluable advice and assistance during this thesis process. I deeply thank my parents and my brother, who have always been there to encourage, support and motivate me to keep going and enjoying what I have been doing. Most importantly, I would like to thank my lovely wife, Yoo Jung Sin, for her endless love and support.

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CHAPTER 1

INTRODUCTION

The increasingly competitive marketplace in which most major destinations offer first-rate attractions, accommodations, and service has created numerous challenges for destination marketers. Moreover, the destinations themselves have faced additional potential crises caused by climate change and global economic slowdown. But recently, hosting a sport event has become one of the best ways for destination marketers to enhance their destination image and differentiate their service or product from their competitors (Chalip, Green, & Hill, 2003; Chalip & McGuirly, 2004; Dimanche, 2003; Jago, Chalip, Brown, Mules, & Ali, 2003). The sport events come in all shapes and sizes, from the vast international scale of the Olympic Games to moderately-sized events such as a national championship to small-scale events on the local or regional level (Kaplanidou & Vogt, 2006). Regardless of the size, hosting a sport event that fosters sport tourism generates valuable benefits: creating destination awareness, improving destination image, and increasing future inbound travel (Dimanche, 2003). Moreover, Turco (1998) listed three main benefits to hosting a sport event: (a) providing local entertainment, (b) enhancing community pride, and (c) stimulating the host community's economy. He stated that the economic benefit is the primary reason to host a sport event, for the outcome of a sport event is often the decisive factor in future resource allocation decisions. After all, a sport event is part of a destination's tourism product (Kaplanidou & Vogt, 2010), and hosting sport event is a good marketing tool for enhancing the future success of the destination, especially in terms of economic impact.

The advantages of hosting a sport event have heightened scholarly interest in the economic impact of sport tourism, defined as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities” (Gibson, 1998a, p. 49). According to the World Travel and Tourism Council (WTTC, 2008), the world’s tourism industry generated approximately \$5,890 billion of economic activity in 2008, while sport tourism has been at the heart of this growth as the fastest growing sector in the global tourism industry. More concretely, the *Tourism-Insider* (2011) reported that the value of sport tourism was estimated at approximately \$600 billion in 2008, or approximately 10 percent of the overall international tourism market, amounting to 12 million trips a year, with an expected increase of 6 percent a year. To cite one particular example in the United States, the Travel Industry Association of America (2003) reported that 38 percent of adults in the United States traveled 50 miles or more to attend a sport event, either as a participant or a spectator. In addition, sport tourism in Canada generated \$3.6 billion in 2008. Of this amount, domestic sport tourism accounted for \$2.6 billion while residents in the United States spent \$283 million and international residents spent \$660 million (Canadian Sport Tourism Alliance, 2012). Throughout the world, sport tourism has been recognized as one of the fastest growing tourism niche markets, contributing to the economic development of host cities and sponsor countries (Bull & Weed, 1999; Jago et al., 2003).

Recent studies have consistently acknowledged that sport tourism for mega events, such as the FIFA World Cup and the Olympics Games, generates significant economic impact on the various cities and countries involved. These mega events, which can be defined as short-term events with long-term consequences (Roche, 1994), draw a significant number of domestic and

international tourists, attract high media interest on an international scale, and generate significant amounts of money through corporate sponsorships (Lee & Taylor, 2005). According to the South African Tourism's annual report (2010/11), a total of 309,554 international tourists visited South Africa for the primary purpose of attending the 2010 FIFA World Cup, generating approximately \$44 billion. Moreover, awareness of South Africa as a vacation destination increased by 9 percent, according to the organization, along with a 35 percent increase in the expressed intention to visit South Africa in the short-term following the event. Therefore, between 2009 and 2010, the total international spending generated from tourist arrivals increased by an estimated 22.6 percent. And along with these direct benefits deriving from the 2010 FIFA World Cup, indirect benefits were identified as well. For example, South Africa experienced an expansion in the country's international profile, growth in the country's GDP, improvements in infrastructure, and greater exposure for its business community on the international level (Jory & Boojihawon, 2011).

Prior to the Olympic Games, experts estimated that 10 million international tourists and U.K. residents would attend the 2012 London Olympic Games, contributing approximately \$3.2 billion to the U.K. GDP and supporting the equivalent of over 61,000 additional years of employment between 2005 and 2017 (Oxford Economics, 2012). The organization supported a finding that the event would drive activity across the key sectors of construction and tourism, leading to both short and long-term increases in jobs, expenditures, and opportunities for businesses across the United Kingdom. The short-term positive effects of the Olympic Games resulted from spending on services and goods related to hosting the event, while the long-term effects were more wide-ranging, including promotion of London and the United Kingdom as both tourist destinations and potential locations for foreign investment. Moreover, additional

long-term positive effect was expected from the work done to develop and revitalize a traditionally economically deflated area of East London. Based on the examples of the FIFA World Cup and the Olympic Games, hosting a mega event should be considered a great opportunity to contribute to the economic growth of a host city and sponsor country, in both the short term and the long term.

While a mega event contributes to a hosting community's economy and marketing appeal, Higham (1999) suggested that a small-scale sport event might result in more positive effects for the host community because a small-scale sport event operates within existing infrastructure, requires minimal investment of public funds, and creates more manageable crowd congestion than a mega event. One small-scale sport event that has grown tremendously during the past decade is the marathon (Ridinger, Funk, Jordan, & Kaplanidou, 2012). During the late 1970s and early 1980s, running was already an enjoyable sport event to watch, but it also became a popular sport in which to participate (Williams, 2009). As a leisure activity, running offered willing participants several possible benefits: goal achievement, health, affiliation, and self-esteem (Masters, Ogles, & Jolton, 1993). These trends help explain why marathon has grown in popularity; indeed, the number of participants and marathon events has increased. According to the Running USA's 2012 annual marathon report, marathon has been part of the second running boom's unprecedented upward trend line, and 2011 was another year of growth in U.S. marathon with an estimated record 518,000 finishers or 2.2 percent increase from 2010. In addition, the launch of more than 35 new marathon events in 2010 brought the U.S. total to more than 625, increasing from approximately 200 in 1985 (Helliker, 2011). These increases suggest that more and more individuals recognize marathon as a legitimate form of exercise (Ridinger et al., 2012). As a result, to cite one particular example, more than 47,000 runners participated in the 2011

New York Marathon, which generated an economic surge of more than \$300 million (George, 2012).

In summary, hosting a sport event is important because it attracts sport tourists either as participants or spectators, generating valuable economic benefits. Recognizing this economic impact, scholars have investigated possible antecedents that interact in forming positive behavioral intention, such as revisiting the destination or event and providing positive word-of-mouth. These antecedents may include, but are not limited to, destination image (Bigné, Sánchez, & Sanz, 2009; Ramkissoon, Uysal, & Brown, 2011), event image (Jago et al., 2003; Kaplanidou & Vogt, 2007, 2009), and satisfaction (Chen & Chen, 2010; Williams & Soutar, 2009). These antecedents have been found, independently, to influence after-decision-making behavior and future behavioral intention. For example, Bigné et al. (2009) found that a more positive image of a destination corresponded to an increase in tourism intention. Kaplanidou and Vogt (2007, 2009) also found that event image could indirectly impact intention to attend the event again or revisit the destination. Though previous studies have defined destination image as “the sum of cognitive beliefs and ideas and impressions that a person has of a destination” (Crompton, 1979, p. 18) and event image as “the cumulative interpretation of meanings or associations attributed to events by consumers” (Gwinner, 1997, p. 147), image in general can impact attitudes toward certain usage behaviors (Bird, Channon, & Ehrenberg, 1970); accordingly both destination image and event image could have a direct or indirect impact on tourism intention. In addition, Chen and Chen (2010) revealed that tourists’ satisfaction had a significantly positive effect both on their intention to revisit the destination and on their willingness to recommend it to others.

Statement of the Problem

Issues related to destination image, event image, and satisfaction are important factors

that are likely to influence, directly or indirectly, travel-related future behavior, a premise that has been supported by empirical evidence (Bigne, Sanchez, & Sanchez, 2001; Chi & Qu, 2008; Kaplanidou & Vogt, 2007; Qu, Kim, & Im, 2011). However, existing research in the sport management and tourism marketing has uncovered some weaknesses and limitations. First, the limitations are related to questions regarding the mediating role of satisfaction in the relationship between the two images (i.e., destination image and event image) and behavioral intention at recurring small-scale event (i.e., marathons). Although satisfaction, referred to as a function of pre-travel expectations and post-travel experiences (Reisinger & Turner, 2012), has been incorporated as both a consequence of destination image and an antecedent of behavioral intention (Bigne et al., 2001), no empirical work has examined the mediating role of satisfaction in the relationship between the two images and behavioral intention. Given previous findings that bundling a sport event with a particular host destination might be an effective way to appeal to sport tourists (Chalip & McGuirty, 2004), an event image that fits with a destination image could have synergistically yield higher sport tourists' satisfaction, which, in turn, could lead to positive behavioral intention. Second, even though the opportunities to take part in recurring small-scale event have become increasingly pervasive, the influence of sport tourists' characteristics (e.g., previous visit experience) has not been explored as a moderating effect on the hypothesized relationships among the two images, satisfaction, and behavioral intention. Previous visits to a destination or attendance at an event suggests greater familiarity with the two entities (Kaplanidou, 2007). And familiarity might influence the satisfaction or behavioral intention that people have in connection with a destination image or event image. In other words, sport tourists might not only be more satisfied but also behave greater behavioral intention when they are familiar with a destination or event.

Purpose of the Study

In order to bridge these gaps, the main purpose of this study was to expand knowledge of sport tourists' behavioral intention at recurring small-scale event (i.e., marathons) by analyzing several important factors: destination image, event image, and satisfaction. Specifically, this study was designed to (a) examine the theoretical and empirical evidence of the structural relationships among destination image, event image, satisfaction, and behavioral intention, (b) compare the fully mediated model and the partially mediated model, (c) examine the mediating effect of satisfaction on the relationship between the two images and behavioral intention, and (d) examine the moderating effect of previous visit experience on the relationship between the two images and the outcome variables such as satisfaction and behavioral intention.

By understanding the relationships between behavioral intention and its determinants as well as the mediating and moderating effects, further researchers should be able to establish a more comprehensive framework for identifying which specific aspects influence behavioral intention at recurring small-scale event. From a marketing perspective, this study is important because it might help marketers learn to build attractive images and improve their marketing strategies to maximize their use of resources when hosting a recurring small-scale event. In order to aid both academics and practitioners in the sport management and tourism marketing, the following section provides a more detailed explanation of each variable and develops the hypotheses and two models: the fully mediated model and the partially mediated model (see Figure 1-1). After the literature review, the methods are presented, followed by the results. These findings are discussed, and the study concludes with directions for future research.

CHAPTER 2

LITERATURE REVIEW

The literature review begins with definitions, components, and consequences of several constructs that clarify each variable. Specifically, destination image, event image, satisfaction, and behavioral intention are discussed. Based on a review of relevant literature, hypotheses were generated to examine the interrelationships among destination image, event image, satisfaction, and behavioral intention. Furthermore, based on the hypotheses, the researcher developed two plausible models to demonstrate how the aforementioned variables interact.

Sport Tourism

As the sport and tourism industries have grown rapidly in the past few decades, the concept of sport tourism has become a more prominent academic field and an increasingly popular tourism product (Gibson, 1998b). However, the complexity of sport tourism has become evident through its uncertain definition. For example, Hall and Weiler (1992) suggested that sport tourism is characterized by two behaviors: (a) active sport tourism, in which participants travel to participate in sport, and (b) passive sport tourism, in which participants travel to watch sport. Later, in an attempt to delineate these concepts more clearly, Hinch and Higham (2001) suggested that “sport tourism is defined as sport-based travel away from the home environment for a limited time, where the sport is characterized by a unique set of rules, competition related to physical prowess, and a playful nature” (p. 56). Alternatively, Gibson (1998a) claimed that sport tourism could be defined as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to

venerate attractions associated with physical activities” (p. 49). He also associated sport tourism with three behavioral sets: (a) active sport tourism, where participants travel to take part in a sport such as golf, skiing, running, and fishing; (b) sport events tourism, where participants travel to watch sport ranging from professional to amateur games; and (c) nostalgia sport tourism, where participants visit famous sport-related attractions, such as halls of fame and sport museums. To be sure, even though the definition of sport tourism is unstable across different categories, the primary purpose of sport tourism is either taking part in or watching a sport away from one’s home environment.

Image

The concept of image has become pervasive in several fields and disciplines since Boulding (1956) and Martineau (1958) proposed that human behavior is dependent upon image rather than objective reality. These early works have led to the development of image theory, which supports that the world is a psychological or distorted representation of objective reality existing in the mind of the individual (Myers, 1968). Based on image theory, considerable attention has been devoted to defining image properly. According to psychology, image is generally used to refer to a memory code or associate mediator that provides spatially parallel information that can mediate overt responses without necessarily being consciously experienced as a visual image (Paivio, 1971). Image has also been described “as a representation in the mind that gives rise to the experience of “seeing” in the absence of the appropriate stimulation from the eye” (Kosslyn, 1983). MacInnis and Price (1987) described image formation as a procedure by which ideas, feelings, and previous experiences are stored in memory and transformed into meaning based on stored categories. From the marketing perspective, image is defined as “the mental construct developed by the consumer on the basis of a few selected impressions among

the flood of total impressions” (Reynolds, 1965, p. 69), while Dichter (1985) noted that image “describes not individual traits or qualities, but the total impression an entity makes on the mind of others” (p. 75). In consumer behavior literature, image has been conceptualized as a perceptual phenomenon formed through a consumer’s reasoned and emotional interpretation, which comprises cognitive (beliefs) and affective (feelings) components. These definitions emphasize that image can be a set of beliefs, ideas, or impressions that a person or group has about an object. The object might be a company, service, product, brand, destination, event, or person. This literature review supports the idea that various images exist, and the following sections elucidate these additional aspects.

Destination Image

Destination branding can be recognized as an effective way to communicate a destination’s unique identity by differentiating that destination from its competitors (Morrison & Anderson, 2002). Similar to the more general idea of brands, the brand image of a destination has drawn much attention among tourism scholars because it is considered a central factor in tourists’ subjective perceptions and destination choice processes (Bigne et al., 2001; Castro, Martín Armario, & Martín Ruiz, 2007; Chen & Tsai, 2007). According to tourism studies, there are various definitions of destination image. For example, Hunt (1975), who was the first scholar to demonstrate the influence of image perception on a destination’s tourism development, described destination image as perceptions of a destination held by potential visitors. Crompton (1979) defined destination image as “the sum of cognitive beliefs and ideas and impressions that a person has of a destination” (p. 18). To summarize, because destination image could be defined as a mental picture formed by a set of attributes that define the destination in its dimensions, destination image plays a significant role in behavior, (a) influencing destination choice

processes and (b) determining after-decision-making behaviors, including participation evaluation and future behavioral intention (Beerli & Martin, 2004; Bigne et al., 2001).

Based on previous studies, destination image has been holistically characterized by three distinctly different but hierarchically interrelated components: the cognitive, affective, and conative (Baloglu & McCleary, 1999; Gartner, 1994, 1996). According to Gartner (1994), cognitive image is an intellectual evaluation of the known attributes of a destination. The amount of external stimuli received about a destination is instrumental in forming a cognitive image. Affective image refers to motives for visiting a destination that develop from a person's evaluation of the destination under consideration and the values he or she attaches to it. In other words, affective image is based on the internal feelings that a tourist has about a destination. People can develop both cognitive and affective images about a destination based on their responses and attachments to the destination (Proshansky, Fabian, & Kaminoff, 1983). Conative image is analogous to behavior because it is an action component. Conative image depends on the images developed during the cognitive stage and evaluated during the affective stage; after processing external and internal stimulus about a destination, a decision is made whether to travel to that destination (Gartner, 1996). Destination image can contain any of these components (Echtner & Ritchie, 1993; Stepchenkova & Morrison, 2008) as well as certain functional and psychological aspects, any of which might have tangible or intangible attributes (Hallmann, Kaplanidou, & Breuer, 2010).

Although the complex characteristics of destination image make measuring the unique identity of a destination a challenge (Boo, Busser, & Baloglu, 2009), scholars widely acknowledge that overall destination image is influenced by cognitive and affective evaluations (Baloglu & Mangalolu, 2001; Hosany, Ekinici, & Uysal, 2006; Uysal, Chen, & Williams, 2000).

Accordingly, many researchers have focused on identifying destination image based on cognitive-affective image theory (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Hosany et al., 2006; Lee, Lee, & Lee, 2005; Phillips & Jang, 2008; San Martin & Rodríguez del Bosque, 2008). For example, Baloglu and McCleary (1999) identified three cognitive factors (i.e., quality of experience, attractions, and value/entertainment) and two bipolar factors using semantic differential labels (i.e., arousing-sleepy/pleasant-unpleasant and exciting-gloomy/relaxing-distressing). Later, Beerli and Martin (2004) proposed five cognitive image factors (i.e., natural and cultural resources, general tourist infrastructure, atmosphere, social setting and environment, and sun and beach) and two affective factors (i.e., pleasant-unpleasant and exciting-boring). These perspectives have been used to verify that destination image is of great use in identifying the value that people assign to a destination through their knowledge and emotional responses (White, 2003; Yu & Dean, 2001). The result has been the development of scales that apply to the sport context, including a five-factor model of destination image at the 2002 FIFA World Cup (Lee et al., 2005) and a seven-item survey measuring the image of China as a site for the Olympic Games (Gibson, Qi, & Zhang, 2008). Nonetheless, the majority of previous studies have identified some limitations and weaknesses, such as failing to take into consideration the unique characteristics of a destination and incorporating student samples, which limits generalizability. To fill these voids, Byon and Zhang (2010) developed the scale of destination image (SDI), consisting of four factors (i.e., infrastructure, attraction, value for money, and enjoyment) with 18 items based on cognitive-affective image theory. Being a reliable and valid instrument with a reasonable number of items, this scale could complement those with limitations and weaknesses by capturing the necessary elements of a destination image of a sport event host.

Event Image

Hosting a sport event that fosters sport tourism carries valuable benefits in the long run: creating destination awareness, improving destination image, and increasing future inbound travel (Dimanche, 2003). Moreover, Turco (1998) identified three primary benefits to hosting a sport event: (a) providing local entertainment, (b) enhancing community pride, and (c) stimulating the host community's economy. Previous studies have also supported the assertion that hosting a sport event generates significant positive economic effect on the cities and countries involved (Lee et al., 2005; Rose & Spiegel, 2011). In summary, hosting a sport event can enhance the destination image of a community in first-time and repeat sport tourists. In other words, first-time and repeat sport tourists can be drawn to a destination that hosts a sport event, enhancing and differentiating that destination's image and its tourism products (Chalip et al., 2003; Chalip & McGuirly, 2004; Dimanche, 2003; Jago et al., 2003).

Given that a destination can host a sport event to attract tourists (Hinch & Higham, 2001; Kaplanidou & Vogt, 2010), the concept of event image is similar to the concept of destination image (Hallmann et al., 2010). Regardless of the size of a sport event, event image depends in part on destination image in terms of cognitive image (i.e., event organization and destination characteristics) and affective image (i.e., emotional and social aspects), both of which contribute to a holistic evaluation of the event (Baloglu & McCleary, 1999). Following Keller's (1993) theoretical framework, for example, Gwinner (1997) defined event image as "the cumulative interpretation of meanings or associations attributed to events by consumers" (p. 147). The proposed framework suggested that three factors might influence one's perception of a particular event: event type (e.g., sports, music, arts festival), event characteristics (e.g., size, professional status, history, venue, promotional appearance), and individual factors (e.g., meanings associated

with the event, strength of meanings, past history of event).

The type of sport tourist is another factor that can affect the formation of event image (Hallmann et al., 2010). Active sport tourists (participants) tend to link emotions more closely with physical and organizational aspects, while passive sport tourists (spectators) tend to favor the social and historical aspects of a destination (Hallmann et al., 2010). Kaplanidou (2006, 2007) defined event image from the perspective of the active sport tourist and the spectator. For the former, event image is “the mental representations active sport tourism participants have about the organization, environment, physical activity, socialization, fulfillment and emotional involvement with the event” (p. 83). For the spectator, event image might be perceived as the attractiveness of the hosting destination (Kaplanidou, 2007). This distinction suggests that active sport tourists are more likely to attach emotional, symbolic, and functional meanings to sport event itself (Filo, Funk, O'Brien, Dwyer, & Fredline, 2008). Regarding the differences among sport tourists, Kaplanidou and Vogt (2007) developed the sporting event image (SEI) scale to assess sport tourist's perceived event image. It was constructed as a 41-item semantic differential scale but was later condensed to 13 items for validity and reliability reasons. The revised SEI scale consists of 13 items: unfulfilling/fulfilling, stimulating/unstimulating, poor/excellent, sad/joyful, healthy/unhealthy, boring/exciting, gloomy/cheerful, valuable/worthless, ugly/beautiful, distressing/relaxing, unadventurous/adventurous, inspiring/uninspiring, and unsupportive/supportive. Demonstrating both discriminant and convergent validity, this scale was used in the current study to measure event image at recurring small-scale event (i.e., marathons) and examine the impact of event image on the rest of the variables.

Satisfaction

Given that sustainable competitive advantage in a competitive market-oriented industry

is dependent on an industry's ability to deliver high quality products that satisfy consumers (Shemwell, Yavas, & Bilgin, 1998), satisfaction is assumed to be the post-evaluative judgment of recent experience (Kolter, 1997). Based upon this assumption, general support exists for defining satisfaction as pleasure fulfillment through an overall evaluation of the service or product compared to the consumer's expectations (Oliver, 1999, 2010). In other words, the consumer feels that consumption fulfills some need, desire, or goal and that this fulfillment is pleasurable. In the tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences (Reisinger & Turner, 2012). That is, the tourist might be satisfied when experiences, given a set of expectations, result in feelings of gratification. On the other hand, when they result in feelings of displeasure, the tourist might be dissatisfied. Consequently, satisfaction is an affective attachment toward all kinds of tangible and intangible products that consumers feel and experience (Oliver, 2010; Olsen, 2002).

To date, the investigation of consumer satisfaction has been crucial to a range of service markets. Numerous studies have been conducted not only to identify what causes satisfaction but also to examine satisfaction as a predictor of several post processes. Previous studies have shown that satisfaction might vary depending on various factors, including perceived service quality, consumer moods, emotions, social interactions, and other experience-specific subjective factors (Pantouvakis & Lymperopoulos, 2008). More experienced consumers were also more likely to be satisfied with a service or product (Kim & Lough, 2007). In addition, evaluating experience clearly demonstrated that a satisfied consumer tended to be more committed to the company, service, or product than a less satisfied consumer (Cho, Lee, & Chon, 2004; Cronin, Brady, & Hult, 2000; Kelley & Turley, 2001; Tian-Cole, Crompton, & Willson, 2002). More specifically, several post processes, such as brand loyalty (Fornell, 1976), positive word-of-mouth (Richins,

1983), and repurchase intention (Oliver, 1980), have all been found to be determined at least in part by consumer satisfaction. In the tourism context, satisfied tourists might revisit a destination, recommend it to others, or express favorable comments about it (Reisinger & Turner, 2012). In addition, sport tourists' satisfaction with the sport event they attend is an important predictor of the likelihood of attending future events and providing positive word-of-mouth (Madrigal, 1995). Considering the role of satisfaction, the current study used a 3-item scale based on the findings of Oliver (1980). The items were modified as follows: "I am happy with my visit to this destination"; "I truly enjoyed my visit to this marathon event"; "I am satisfied with the overall experience."

Behavioral Intention

Behavioral intention is defined as an individual's tendency to behave according to his or her feelings, knowledge, or evaluations of previous experiences (Spears & Singh, 2004). It can be categorized as favorable or unfavorable (Ladhari, 2009). While unfavorable behavioral intention includes leaving the company, spending less money with the company, spreading negative word-of-mouth, and taking legal action, Zeithaml, Berry, and Parasuraman (1996) suggested that favorable behavioral intention was associated with purchasing in the future, spreading positive word-of-mouth, paying a premium price, spending more money with the company, and remaining loyal. Wilson, Zeithaml, Bitner, and Gremler (2003) indicated that the economic benefits of favorable behavioral intention consisted of reduced marketing and administrative costs, the ability to maintain margins without reducing prices, increased purchases over time, and reduced costs of attracting new consumers.

Due to the benefits of favorable behavioral intention, a number of studies have used behavioral intention to investigate the direct or indirect relationships between destination image

and satisfaction. While some empirical studies reported that destination image had a direct effect on behavioral intention (Chen & Tsai, 2007; Lupton, 1997), others showed that destination image followed an indirect path to behavioral intention through satisfaction (Chi & Qu, 2008). As such, destination image and satisfaction all have been found to be good predictors of behavioral intention. For example, Bigné and Andreu (2004) found that tourists who experienced greater pleasure showed higher levels of customer loyalty and willingness to pay more. Furthermore, Kozak and Rimmington (2000) reported that the more satisfied the tourists were with their visits, the more likely they were to return and recommend the destination to others.

In the current study, behavioral intention at recurring small-scale event (i.e., marathons) was posited as a multidimensional construct, consisting of intention (a) to revisit the destination and sport event in the future and (b) to spread positive word-of-mouth to prospective sport tourists, which are the major components of customer loyalty. Customer loyalty is an important goal in the service industry, for it is a key to long-term visibility or sustainability (Chen & Chen, 2010), and the cost of attracting new customers can be as much as five times greater than the cost of retaining customers (Reichheld, 1996). To maintain customer loyalty with a stream of profitability, investigation of variables that could influence behavioral intention is beneficial. Therefore, although numerous studies have included many antecedent variables as predictors of behavioral intention, the current study focuses on the aforementioned variables, which affect the behavioral intention to revisit the destination and sport event and willingness to recommend the destination and sport event to prospective sport tourists.

Hypothesis Development

Numerous researchers have studied destination image in terms of their own interests, especially destination choice process and consequent behaviors (Bigne et al., 2001; Castro et al.,

2007; Chen & Tsai, 2007). Previous findings have demonstrated that destination image played a critical role in influencing behavioral intention to revisit the destination and spread positive word-of-mouth (Bigné et al., 2009; Lee et al., 2005). In addition, researchers have investigated indirect effect of destination image on behavioral intention through satisfaction (Bigne et al., 2001; Chi & Qu, 2008). They confirmed that behavioral intention was enhanced by positive destination image and high satisfaction, consistent with the image → satisfaction → behavioral intention scheme that conceptually guided this study. Consequently, the idea that destination image is an important predictor of satisfaction and behavioral intention led to the following hypotheses:

H1a: Destination image will positively influence satisfaction.

H1b: Destination image will positively influence behavioral intention.

Given that hosting a sport event can attract sport tourists to a destination (Hinch & Higham, 2001; Kaplanidou & Vogt, 2010), the concept of event image is similar to the concept of destination image (Hallmann et al., 2010). Similar to the general knowledge regarding destination image, event branding can be recognized as a way to communicate an event's unique identity by differentiating an event from its competitors. Several studies on sport tourism have focused on how event image and destination image can work together to affect behavioral intention (Jago et al., 2003; Xing & Chalip, 2006). For example, Xing and Chalip (2006) found that destination image influenced behavioral intention when an event image present in a destination advertisement matched the activity characteristics of said destination image. Although little attention has been paid to event image itself and its consequent variables, previous image-related studies supported that event image has a positive influence on revisiting the event and recommending the event (Kaplanidou & Gibson, 2012). However, based on the

assumption of studies about destination image, it could be that a more positive image of an event not only shows a higher level of event image strength compared to competing events but also corresponds to higher levels of satisfaction and behavioral intention. A review of the event image literature led to the following hypotheses:

H2a: Event image will positively influence satisfaction.

H2b: Event image will positively influence behavioral intention.

Because satisfaction is an overall affective response to a service or product, numerous studies of the service industry have explored the relationship between satisfaction and important outcome, also known as behavioral intention (Cho et al., 2004; Cronin et al., 2000; Tian-Cole et al., 2002; Yoo, Cho, & Chon, 2003). These studies found that satisfaction positively correlated with behavioral intention, including repurchase intention and positive word-of-mouth. These findings have also been found in studies about sport events. For example, Wakefield and Blodgett (1996) found that satisfaction with the service environment had a significant effect on behavioral intention to revisit in football and baseball games. In the same way, several studies in the tourism field have indicated that satisfaction was a strong indicator of intention to revisit and to spread positive word-of-mouth, which are primary indicators of customer loyalty (Bigne et al., 2001; Kozak, 2001; Yoon & Uysal, 2005). In consequence, satisfied sport tourists are more likely to return to the same destination and event and share their positive traveling experience with their friends and relatives. Thus, the findings of previous studies led to the following hypothesis:

H3: Satisfaction will positively influence behavioral intention.

The Mediating Effect of Satisfaction

Studies have shown that the link between image and customer loyalty is mediated by evaluative judgments such as satisfaction (Bloemer, De Ruyter, & Peeters, 1998). Considering

this general relationship, Chi and Qu (2008) established the following sequence: image → satisfaction → behavioral intention. The analysis of relationships in the tourism literature has confirmed this model (Bigne et al., 2001). That is, satisfaction mediates the relationship between destination image and behavioral intention. However, no empirical work has been devoted to the examination of the mediating role of satisfaction between the two images (i.e., destination image and event image) and behavioral intention. Because event image contains cognitive and affective components, which contributes to a holistic evaluation of an event (Baloglu & McCleary, 1999), the two plausible mediation models (i.e., fully mediated model and partially mediated model) were included not only to fill these voids but also to generate knowledge about sport tourists' perceptions at recurring small-scale event (i.e., marathons).

To date, studies have not addressed which of the two images (i.e., destination image and event image) has the most significant effect on satisfaction when the effects of the two images are simultaneously considered. Although the mediating role of satisfaction in the relationship between image and behavioral intention might be assumed based on Chi and Qu's (2003) model, it has not been tested. Consistent with the hypothesized relationships, the fully mediated model (Model A) depicts the two images as having direct but independent effects on satisfaction. Also, this model illustrates that satisfaction has a positive effect on behavioral intention. Thus, the fully mediated model was included to examine the role of satisfaction between two the images and behavioral intention.

Based on the partially mediated model (Model B), this study hypothesized that destination image and event image would have direct effects on behavioral intention and an indirect effect through satisfaction as well. Bigne et al. (2001) supported the direct relationship between destination image and behavioral intention. They revealed that destination image

determined tourists' behavioral intention. Lupton (1997) also indicated that destination image positively influenced tourists' behavioral intention. Given that a destination can host a sport event to attract tourists (Hinch & Higham, 2001; Kaplanidou & Vogt, 2010), the concept of event image is similar to the concept of destination image (Hallmann et al., 2010) in that event image can positively influence satisfaction as well as behavioral intention. Thus, Model B depicts the two images as having both an indirect effect on behavioral intention through satisfaction and a direct effect on behavioral intention.

The Moderating Effect of Previous Visit Experience

Consumers frequently attach impressions to the service or product provider based on previous experience; in this way, consumers with previous experience are more apt to affect the after-decision- making process. In the tourism literature, encouraging repeat tourists instead of first-time tourists is important to tourist marketers because repeat tourists tend to have a more positive attitude towards a service or product (Fakeye & Crompton, 1991; Kozak, 2001). If satisfied with the experience they have, repeat tourists are more likely to promote destination awareness and encourage prospective tourists (Reid & Reid, 1994). Based on previous studies, several research questions have emerged related to differences in how destination image and event image influence satisfaction and behavioral intention in first-time and repeat sport tourists. However, the lack of studies in sport tourism has been observed, particularly relating to differences among the perceptions of first-time and repeat sport tourists and their satisfaction and behavioral intention. Thus, a moderation model was included to examine the role of previous visit experience at recurring small-scale event (i.e., marathons). By testing the hypothesized model with first-time and repeat sport tourists, this study examined the extent to which previous visit experience moderated the hypothesized relationship between the two images and the

outcome variables such as satisfaction and behavioral intention.

CHAPTER 3

METHODOLOGY

The purpose of this study was to expand knowledge of sport tourists' behavioral intention at recurring small-scale event (i.e., marathons) by analyzing several important factors: destination image, event image, and satisfaction. This chapter explains the quantitative methods and procedures that were used to in this study: (a) participants, (b) data collection procedures, (c) instruments, (d) content analysis, and (e) data analysis.

Participants

The target population consisted of sport tourists who had participated in recurring small-scale event (i.e., marathons). The data were collected from active (participant) and passive (spectator) sport tourists using an on-site four-page self-administrated questionnaire during the Mercedes-Benz Marathon Event in Birmingham, AL on February 16 and 17, 2013 and the Publix Marathon Event in Atlanta, GA on March 17, 2013. A random sample was drawn, and the active sport tourists were intercepted to fill in the questionnaire after the event. Passive sport tourists were asked to fill out the questionnaire on site while watching the race and at the finish.

Data Collection Procedures

After proposing this study, the required documents were sent to the UGA Institutional Review Board (IRB) for data collection approval. Once the approval was confirmed, the researcher traveled to the Mercedes-Benz Marathon Event on February 16 and 17, 2013 and the Publix Marathon Event on March 17, 2013 and asked sport tourists to participate in this survey. After each agreed to participate, the researcher briefly explained the purpose and importance of

this study. Each questionnaire took approximately 10-15minutes to complete.

Instruments

The questionnaire included questions on 6 sections: (a) destination image, (b) event image, (c) service quality, (d) satisfaction, (e) behavioral intention, and (f) demographics.

Destination Image. Because Byron and Zhang's (2010) scale of destination image (SDI) was developed based on a sporting event, this scale was used to measure image of the destination that hosted the recurring small-scale event (i.e., marathons). This scale measured destination image using four factors (i.e., infrastructure, attraction, value for money, and enjoyment) with a total of 18 items based on cognitive-affective image theory. Each item was measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Event Image. Kaplanidou and Vogt's (2007) sport event image (SEI) scale was used to measure event image. This scale consisted of 13 five-point semantic differential scale type items (i.e., unfulfilling/fulfilling, stimulating/unstimulating, poor/excellent, sad/joyful, healthy/unhealthy, boring/exciting, gloomy/cheerful, valuable/worthless, ugly/beautiful, distressing/relaxing, unadventurous/adventurous, inspiring/uninspiring, and unsupportive/supportive).

Satisfaction. Satisfaction was measured using a 3-item scale developed by Oliver (1980). The items were modified as follows: "I am happy with my visit to this destination"; "I truly enjoyed my visit to this marathon event"; "I am satisfied with the overall experience". The respondents were asked to rate their satisfaction using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Behavioral Intention. Four questions were included to determine the respondents' behavioral intention, following Bigne et al. (2001) and Tian-Cole et al. (2002). These items

include likeliness to revisit the destination and willingness to recommend the destination as a favorable destination. Two more items were modified from the original wording because the scale was developed to measure behavioral intention in terms of destination. The items were modified as likeliness to revisit the event and willingness to recommend the event to others. The items were measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Demographics. Demographic questions consisted of age, gender, ethnicity, education, income level, home zip codes, travel distance, purpose of travel, length of travel, accommodation type, and amount of money spent during the event. In addition, a filter question determined whether the respondent was a first-time or repeat sport tourist to test the moderating effect of previous visit experience on the relationship between two images (i.e., destination image and event image) and the outcome variables.

Content Analysis

In order to examine content validity of the questionnaire, panel members who were experts in sport tourism marketing and measurement conducted a content analysis. The experts received an email from the researcher that included the purpose of this study, explanation of the procedures, construct definitions, and a list of the items. The reviewers were asked to assess the content relevance, representativeness, and clarity of the questionnaire. The reviewers also provided suggestions for changing words and phrases in the items. Based on the comments provided by the panel, minor wording changes were made.

Data Analysis

The data gathered from the survey were processed in the following order. First, descriptive statistics for the participants were analyzed. Second, a test examining psychometric

properties was conducted to assure that the constructs used in the model were reliable and valid. Third, the proposed model was analyzed to compare two alternative models as potential best-fitting models. Fourth, the mediating role of satisfaction between the two images (i.e., destination image and event image) and behavioral intention was analyzed. Finally, previous visit experience was analyzed to examine its moderating effect on the relationship between the two images and the outcome variables.

Descriptive Statistics. Procedures from the Statistical Package for the Social Science (SPSS 19.0) were used to calculate descriptive statistics, including central tendency (e.g., mean, median, and mode), measures of variability (e.g., standard deviation and range), and data normality (e.g., skewness and kurtosis), to examine the basic characteristics of the data.

Psychometric Properties. Before analyzing the data for the main study, Confirmatory Factor Analysis (CFA) was conducted using Mplus to assess the goodness-of-fit measurement model for a given data set. More specifically, Standardized Root Mean Square Residual (SRMR), Root Mean Square Error of Approximation (RMSEA), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI) were used as model fit indices in this study. Additionally, convergent validity was assessed in terms of factor loadings in the measurement model. Furthermore, discriminant validity was also assessed by comparisons of squared correlations among the constructs. Lastly, internal consistency reliability was assessed using Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) for all scales (Hair, Anderson, Tatham, & Black, 1998).

Testing Hypotheses. Based on fit indices and the chi-square difference test ($\Delta\chi^2$), a structural equation modeling (SEM) technique was used to compare the two plausible nested models (i.e., the fully mediated model and the partially mediated model) and select the best-

fitting model. In addition, a regression analysis was employed not only to test the relationship between the independent variables (i.e., destination image, event image, and satisfaction) and dependent variables (i.e., behavioral intention) but also to examine the hypothesized relationships (i.e., H1a, H1b, H2a, H2b, and H3).

To test the mediating role of satisfaction in the relationship between the two images (i.e., destination image and event image) and behavioral intention, a series of hierarchical regressions was conducted following the procedures suggested by Baron and Kenny (1986). According to these researchers, a variable serves as a mediator if it fulfills the following conditions: (a) the purported predictor (two images) are related to the mediator (satisfaction) and the criterion variable (behavioral intention), (b) the mediator has a significant unique effect on the criterion, and (c) the effect of the predictor on the criterion is reduced upon the addition of the mediator to the model.

Previous visit experience was conceptualized as a moderator of the relationship between the two images (i.e., destination image and event image) and the outcome variables, meaning that it must significantly interact with the two images in a way that influences how they relate to satisfaction and behavioral intention. To test the moderating effect of previous visit experience, a moderated regression analysis was employed (West & Aiken, 1991). A moderating effect was analyzed in the following order: (a) the controls should be entered in the first step (excluded for this study because of there were no controls); (b) the first-order effects should be entered in the second step (i.e., destination image and previous visit experience or event image and previous visit experience); and (c) the interaction term should be entered in the final step (i.e., destination image \times previous visit experience or event image \times previous visit experience).

CHAPTER 4

RESULTS

This chapter contains the results of the data analyses conducted in the current study. Data for the main study were collected using four scales from previous studies to measure destination image, event image, satisfaction, and behavioral intention among sport tourists who participated in the recurring small-scale events: (a) the Mercedes-Benz Marathon Event in Birmingham, AL or (b) the Publix Marathon Event in Atlanta, GA. The results are discussed in the following order: (a) descriptive statistics, (b) psychometric properties, and (c) hypothesis testing.

Descriptive Statistics

A total number of 322 questionnaires, 186 from the Mercedes-Benz Marathon Event and 136 from the Publix Marathon Event, were collected. Fifteen questionnaires had to be excluded because they were incomplete or incorrectly filled in. The 297 remaining questionnaires were accepted for subsequent analyses.

Demographics. The researcher combined the data from both events to conduct analyses, because the Mercedes-Benz Marathon Event and the Publix Marathon Event were the recurring small-scale events held in large metropolitan areas in the southeast region of the United States. Demographic characteristics of the respondents from these two events are listed in Table 4-1. Of the satisfactorily completed questionnaires, the average age of the respondents was 36 ($M = 36.29$; $SD = 11.27$), while approximately half of the respondents were female (50.5 %). Broken down by ethnicity, 64.6% of the respondents were Caucasian, 18.5% were African American, 5.4%

were Hispanic, and 10.4% were Asian/Pacific Islander. The annual household income distribution of the respondents was broad: 5.7% above \$150,000, 7.7% between \$100,000 and \$150,000, 20.5% between \$75,000 and \$100,000, 35.4% between \$50,000 and \$75,000, 17.8% between \$25,000 and \$50,000, and 9.8% below \$25,000. With regard to education level, 69.0% of the respondents reported having a college degree, 20.5% reported have a graduate degree, and 9.8% reported other levels. Among the respondents, 78.5% reported that their purpose of travel was to take part in the marathon event, and 46.5% had traveled more than 50 miles to the event, meaning that nearly half of the respondents could be considered “sport tourists.” In terms of previous visit experience, 41.4% of the respondents had participated in the Mercedes-Benz Marathon Event or the Publix Marathon Event before ($n = 123$), with a mean of 1.59 ($SD = 2.41$) times over the past five years. Furthermore, the respondents stayed an estimated 1.16 days ($SD = 1.47$) at the destination and spent \$139.82 ($SD = 189.77$) during the event. Lastly, in terms of accommodation type, 24.2% were there for the day only, 23.95% stayed at a hotel, 19.5% stayed at the home of a relative/friend, 1.3% stayed at a bed and breakfast or RV/camping, and 24.2% reported other.

Destination Image. Descriptive statistics for destination image are listed in Table 4-2. The means of all items of destination image ranged from 3.39 to 4.05 on the 5-point Likert scale. Standard deviations ranged from .71 to .93. These scores indicate that most respondents perceived a positive and favorable destination image. The item “City has a good climate” had the highest mean ($M = 4.05$; $SD = .82$), and the item “City is safe” had the lowest mean ($M = 3.39$; $SD = .89$). Additionally, absolute values of skewness ranged from .14 to .85, and those of kurtosis ranged from .005 to 1.06.

Event Image. Descriptive statistics for event image are listed in Table 4-3. The means of

all 13 items ranged from 3.98 to 4.41 on the 5-point semantic differential scale, and standard deviations ranged from .78 to .93. These scores reflect that most respondents generally held a positive image of the Mercedes-Benz Marathon Event or the Publix Marathon Event. The item “unhealthy/healthy” had the highest mean score ($M = 4.41$; $SD = .86$), and the item “distressing/relaxing” had the lowest mean score ($M = 3.98$; $SD = .93$). Additionally, absolute values of skewness ranged from .69 to 1.98, and those of kurtosis ranged from .01 to 4.68.

Satisfaction. Descriptive statistics for satisfaction are listed in Table 4-4. The means of all items were above 4 on the 5-point Likert scale and ranged from 4.19 to 4.47. Standard deviations ranged from .63 to .71. These scores reflect that most respondents felt a high level of satisfaction. The item “I truly enjoyed my visit to this marathon event” had the highest mean score ($M = 4.47$; $SD = .63$), and the item “I am happy with my visit to this destination” had the lowest mean score ($M = 4.19$; $SD = .71$). Additionally, absolute values of skewness ranged from .41 to 1.18, and those of kurtosis ranged from .55 to 2.65.

Behavioral Intention. Table 4-5 presents the descriptive statistics for respondents’ behavioral intention. The means of all items in terms of behavioral intention were above 4 on the 5-point Likert scale, indicating that most respondents had positive behavioral intention for the future. The means ranged from 4.24 to 4.47, and standard deviations ranged from .69 to .80. The item “I am likely to recommend this marathon event” had the highest mean score ($M = 4.47$; $SD = .69$), and the item “I am likely to recommend the destination” had the lowest mean score ($M = 4.24$; $SD = .80$) among four subscales of behavioral intention. Additionally, absolute values of skewness ranged from .84 to 1.25, and those of kurtosis ranged from .38 to 1.66.

Psychometric Properties

Confirmatory factor analysis (CFA) was first used to examine the factor structure of the

measurement model. First, CFA was conducted on the 18-item destination image model. The results of CFA indicated that goodness-of-fit of the measurement model did not fit the data well (i.e., $\chi^2 = 1794.325$; $df = 120$; $p < .001$; SRMR=.061; RMSEA = .108; TLI = .853; CFI = .880). However, when four items (i.e., city has suitable accommodations, city has beautiful scenery, city offers interesting historical attractions, and city has a good standard of hygiene and cleanliness) were removed, the overall fit was satisfactory (i.e., $\chi^2 = 240.304$; $df = 71$; $p < .001$; SRMR=.047; RMSEA = .090; TLI = .898; CFI = .920). Second, CFA was conducted on the 13-item event image model. The overall fit of the model was not acceptable (i.e., $\chi^2 = 245.899$; $df = 65$; $p < .001$; SRMR=.062; RMSEA = .126; TLI = .830; CFI = .859). After removing five items (i.e., unfulfilling/fulfilling, boring/exciting, valuable/worthless, ugly/beautiful, and unadventurous/adventurous) with non-significant parameters, the results of CFA indicated a good fit of the hypothesized model to the data (i.e., $\chi^2 = 79.615$; $df = 20$; $p < .001$; SRMR=.029; RMSEA = .100; TLI = .948; CFI = .963).

Convergent validity was assessed in terms of factor loadings in the measurement model. Convergent validity requires factor loadings to be equal to or greater than .71 (Fornell & Larcker, 1981). As shown in Table 4-6, factor loadings for each item ranged from .43 to .88, suggesting a lack of convergent validity. In addition, comparisons of squared correlations among the constructs were also employed for discriminate validity, which should be less than .85. (Kline, 2010). The estimated correlations among the exogenous latent constructs ranged from .46 to .82, supporting the evidence of discriminant validity. The correlation matrix is presented in Table 4-7. Lastly, Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) were employed to assess inter-item reliability of the four instruments. For items to be reliable, Cronbach's alpha and CR should be greater than the suggested cut-off value of .70, and AVE

should be greater than the recommended .50 cut-off value (Fornell & Larcker, 1981). As presented in Table 4-6, the values for Cronbach's alpha and CR were more than .70, and the values for AVE were close to .50. Therefore, the psychometric properties of each respective latent construct were acceptable.

Hypothesis Testing

Regression Analysis. The goodness of fit indices comparison indicated that the partially mediated model (Model B) performed slightly better than the fully mediated model (Model A). The partially mediated model's values of SRMR, RMSEA, CFI, and TLI were slightly better than those of the fully mediated model. In addition, the chi-square difference test ($\Delta\chi^2 = 45.034$, $df = 2$, $p < .01$) was significant. As a result, the partially mediated model was found to be the best-fitting model among the aforementioned variables. The results of the comparisons of the two plausible models are shown in Table 4-8.

Regression analysis reveals significant influence on behavioral intention by destination image ($\beta = .60$, $p < .05$), event image ($\beta = .51$, $p < .05$), and satisfaction ($\beta = .82$, $p < .05$). In detail, hypothesis 1a predicted that destination image would positively influence satisfaction. The results indicated that destination image had a significant influence on satisfaction ($\beta = .58$, $p < .05$), supporting hypothesis 1a. Hypothesis 1b predicted that destination image would positively influence behavioral intention. The results also showed that the influence of destination image on behavioral intention was significant ($\beta = .60$, $p < .05$), supporting hypothesis 1b. Hypothesis 2a and 2b predicted that event image would positively influence satisfaction and behavioral intention, respectively. The event image, as hypothesized, had a significantly positive effect on satisfaction and behavioral intention ($\beta = .52$, $p < .05$, and $\beta = .51$, $p < .05$, respectively), thus supporting hypotheses 2a and 2b. Finally, hypothesis 3 predicted that

satisfaction would positively influence behavioral intention. Satisfaction had a significant effect on behavioral intention ($\beta = .82, p < .05$), supporting hypothesis 3. The results of these regression analyses are presented in Tables 4-9 and 4-10.

Mediation Analysis. The researcher followed Baron and Kenny's (1986) guidelines for testing the mediating role of satisfaction in the relationship between the two images (i.e., destination image and event image) and behavioral intention. To test mediation, a series of hierarchical regressions was conducted twice. The first was conducted to find the mediating role of satisfaction in the relationship between destination image and behavioral intention. In the first step of the mediation test, the influence of destination image on satisfaction was found to be significant ($\beta = .58, p < .05$), as it was on behavioral intention ($\beta = .60, p < .05$). The second step showed that satisfaction had a significant influence on behavioral intention ($\beta = .82, p < .05$). The third step indicated that when satisfaction was controlled, the influence of destination image on behavioral intention was still significant ($\beta = .18, p < .05$) but lower. In other words, although the influence of destination image was not completely negated, it was significantly reduced (Baron & Kenny, 1986). Thus, satisfaction partially mediated the relationship between destination image and behavioral intention (see Figure 4-1).

The second mediation test followed three steps as well: (a) the first step showed that the influence of event image on both satisfaction ($\beta = .52, p < .05$) and on behavioral intention ($\beta = .51, p < .05$) was significant; (b) the second step indicated that satisfaction was significantly related to behavioral intention ($\beta = .82, p < .05$); and (c) the third step revealed that when satisfaction was controlled, the influence of event image on behavioral intention was still significant ($\beta = .11, p < .05$) but lower. Therefore, satisfaction partially mediated the relationship between event image and behavioral intention (see Figure 4-2).

Moderation Analysis. The researcher followed West and Aiken's (1991) guidelines for determining the moderating effects of previous visit experience on the relationship between the two images (i.e., destination image and event image) and the outcome variables. To test this moderator, a moderated regression analysis was employed. The first moderated regression analysis was used to find the moderating effects of previous visit experience on the relationship between destination image and the outcome variables, including satisfaction and behavioral intention. Following the guidance of West and Aiken (1991), destination image and previous visit experience were entered together in the first step, and the interaction of destination image \times previous visit experience was entered in the second step. The results showed that the interaction term on satisfaction was not significant ($\beta = -.45, p > .05$) but that the interaction term on behavioral intention was significant ($\beta = -.68, p < .05$). Therefore, previous visit experience only moderated the relationship between destination image and behavioral intention.

The second moderated regression analysis was conducted to find the moderating effects of previous visit experience on the relationship between event image and the outcome variables, including satisfaction and behavioral intention. Following West and Aiken's (1991) guideline as well, event image and previous visit experience were entered together in the first step, and the interaction of event image \times previous visit experience was entered in the second step. The results indicated that the interaction terms on satisfaction and behavioral intention were not significant ($\beta = -.09, p > .05$, and $\beta = .04, p > .05$, respectively). Thus, there were no moderating effects of previous visit experience on the relationship between event image and the outcome variables. The results of the moderating effect of previous visit experience indicated that repeat sport tourists with a high level of destination image tended to have more positive behavioral intention for the future when compared to first-time sport tourists with a high level of destination image.

The results of the moderated regression analyses are presented in Tables 4-11 and 4-12.

CHAPTER 5

DISCUSSION

The purpose of this study was to expand knowledge of sport tourists' behavioral intention at recurring small-scale event (i.e., marathons) by analyzing several important factors: destination image, event image, and satisfaction. Specifically, this study was designed to (a) examine the theoretical and empirical evidence on the structural relationships among destination image, event image, satisfaction, and behavioral intention, (b) compare the fully mediated model and the partially mediated model, (c) examine the mediating effect of satisfaction on the hypothesized relationship between the two images and behavioral intention, and (d) examine the moderating effect of previous visit experience in the relationship between the two images and outcome variables such as satisfaction and behavioral intention. This chapter consists of four sections: (a) summary of findings, (b) implications, (c) limitations and future research, and (d) conclusion.

Summary of Findings

This study took a different approach by focusing on antecedents of behavioral intention, especially at recurring small-scale event (i.e., marathons). The regression analysis offered support for the statistically significant relationship between the two images (i.e., destination image and event image) and behavioral intention. Sport tourists of the local marathon event, who perceived destination image positively and favorably, were likely to have positive behavioral intention for the future. Such finding is consistent with previous studies that destination image positively affects behavioral intention to revisit the destination and recommend it to others

(Lupton, 1997; Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012). In addition, if sport tourists perceived event image positively and favorably at the local marathon event, they were willing to have positive behavioral intention for the future. This result supports the previous image-related studies that event image has a positive influence on revisiting the event and recommending the event (Kaplanidou & Gibson, 2012). Lastly, with reference to the relationship between satisfaction and behavioral intention, the regression analysis also indicated that the greater the satisfaction at the local marathon event, the more likely to have positive behavioral intention for the future. The result of the current study is also consistent with previous studies that satisfaction has been recognized as a good predictor of behavioral intention (Bigne et al., 2001; Chen & Tsai, 2007).

Following Baron and Kenny's (1986) guidelines, the current study's major finding is that satisfaction partially mediated the relationship between the two images (i.e., destination image and event image) and behavioral intention at recurring small-scale event (i.e., marathons). That is, sport tourists of the local marathon event were affected by the two images to be satisfied and, at the same time, to have positive behavioral intention for the future. Previous studies regarding tourism indicated that a more positive image of destination corresponded to higher levels of satisfaction, which, in turn, determined behavioral intention (Chi & Qu, 2008). In line with those findings, the result of this study provides additional support for previous findings through a series of hierarchical regressions. In other words, it is concluded that the two images are determinants of satisfaction and behavioral intention.

Lastly, following West and Aiken's (1991) guidelines, this study examined the important issue of how previous visit experience influenced the relationship between the two images (i.e., destination image and event image) and the outcome variables such as satisfaction and

behavioral intention. Similar to the previous findings that repeat tourists tended to have a more positive attitude and then affect the after-decision- making process (Fakeye & Crompton, 1991; Kozak, 2001), this study revealed that there was merely moderating effect of previous visit experience on the relationship between destination image and behavioral intention. This indicated that the positive and favorable image of the destination could increase behavioral intention as sport tourists revisited that destination. In other words, repeat sport tourists with a high level of destination image tend to have more positive behavioral intention for the future when compared to first-time sport tourists with a high level of destination image.

Implications

The findings of the current study have several managerial implications for both academics and practitioners in the sport management and tourism marketing. Theoretically, this research contributes toward generating the advanced knowledge of sport tourism at recurring small-scale event (i.e., marathons). First, this study suggests that destination image, event image, and satisfaction can be viewed as important factors when sport tourists consider having behavioral intention at the local marathon event. Another theoretical implication is that this study develops a more comprehensive framework at the local marathon event by demonstrating the partially mediating role of satisfaction between the two images (i.e., destination image and event image) and behavioral intention as well as discovering a moderating effect of previous visit experience in the relationship between destination image and behavioral intention.

From a practical standpoint, the results provide the guidance for the success of practitioners in the sport management and tourism marketing. First, managers should consider building positive two images (i.e., destination image and event image) and maintain those positive images. Since human behavior is dependent upon image rather than objective reality

(Boulding, 1956; Martineau, 1958), the two images are also demonstrated as direct antecedents of satisfaction as well as major factors in influencing behavioral intention. That is, the two images are shown to be key factors to attract sport tourists at recurring small-scale event (i.e., marathons). Thus, managers should strive to improve the two images if they are to compete successfully in the competitive markets. Second, enhancing satisfaction should be considered as a strategic investment for managers. It is intuitively assumed that if sport tourists are satisfied, they are willing to have positive behavioral intention for the future. This study also provided empirical evidence supporting this assumption that satisfaction directly affects behavioral intention at recurring small-scale event. Therefore, as satisfaction could usually come from completing the marathon, managers should host a variety of shorter distance marathons (e.g., 5K and half marathon) to be able to finish it for every participant. Lastly, managers should consider selecting a positive and favorable image of destination to attract more repeat sport tourists. This is because repeat sport tourists with a high level of destination image tend to have more positive behavioral intention than first-time sport tourists with a high level of destination image, and cost of attracting new customers can be as much as five times greater than the cost of retaining customers (Reichheld, 1996). Therefore, managers should select positive and favorable image of destination that host the recurring small-scale event.

Limitations and Future Research

As with all research investigations, several limitations were present and should be addressed. First, it may be limited because data were collected at only two local marathon events held in the southeast region of the United States. This does not guarantee that results can be generalized to all sport tourists who have participated in marathon event. As a consequence, collecting more data at a variety of destinations and marathon events would increase confidence

in generalizing from our results, also known as external validity. A second limitation was that even though the two images (i.e., destination image and event image) explained good amount of satisfaction and behavioral intention at recurring small-scale event (i.e., marathons), additional image such as sponsor image (e.g., Mercedes-Benz and Publix) might give further insight into the outcome variables. Thus, future research may include sponsor image to uncover its relationship with the outcome variables. Lastly, according to sport tourism literature, destination image, event image, and satisfaction have been generally studied as antecedents of behavioral intention. However, there might be additional factors influencing and interacting with behavioral intention. Therefore, future research is needed to investigate additional antecedents of behavioral intention such as service quality and perceived value to uncover omissions and misrepresentation of the relationships tested in the current study.

Conclusion

The results of the current study reveal that destination image, event image, and satisfaction positively influence behavioral intention at recurring small-scale event (i.e., marathons). The results also indicate that satisfaction partially mediates the relationship between the two images (i.e., destination image and event image) and behavioral intention. Lastly, the findings indicate that previous visit experience only moderates the relationship between destination image and behavioral intention. Therefore, this study suggests that academics and practitioners in the sport management and tourism marketing should explore more fully proposed framework from this study and develop better strategies to maximize their use of resources when hosting a recurring small-scale event.

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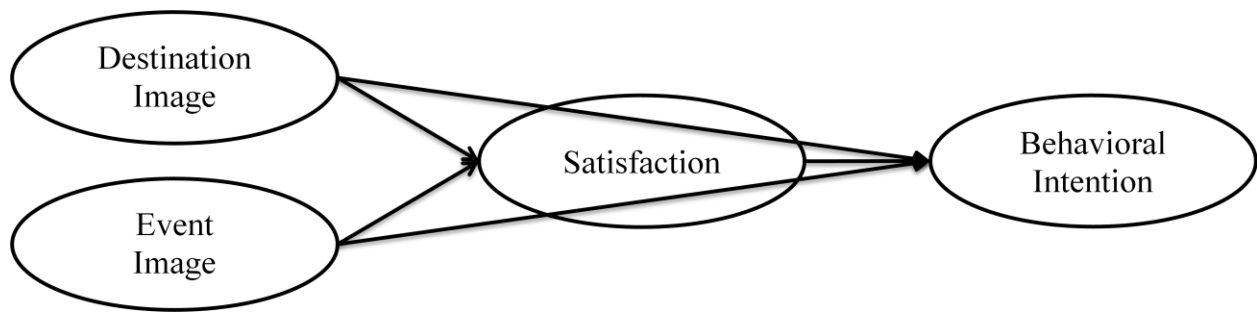
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Model A: Fully Mediated Model



Model B: Partially Mediated Model

Figure 1-1: Conceptual Framework

Table 4-1: Descriptive Statistics for Demographics ($N = 297$)

Variables	Mercedes-Benz Marathon ($N = 176$)	Publix Marathon ($N = 121$)	Combined ($N = 297$)
Age	37.75	33.77	36.29
Gender			
Male	106 (60.2)	40 (33.1)	146 (49.2)
Female	70 (39.8)	80 (66.1)	150 (50.5)
Ethnicity			
Caucasian	119 (67.6)	73 (60.3)	192 (64.6)
African-American	37 (21.0)	18 (14.9)	55 (18.5)
Hispanic	14 (8.0)	2 (1.7)	16 (5.4)
Asian	5 (2.8)	25 (20.7)	30 (10.1)
Pacific Islander	1 (.6)	0 (.0)	1 (.3)
Other	0 (.0)	2 (1.7)	2 (.7)
Household Income			
Less than \$25K	23 (13.1)	6 (5.0)	29 (9.8)
\$25K ~ \$50K	34 (19.3)	19 (15.7)	53 (17.8)
\$50K ~ \$75K	64 (36.4)	41 (33.9)	105 (35.4)
\$75K ~ \$100K	37 (21.0)	24 (19.8)	61 (20.5)
\$100K ~ \$150K	10 (5.7)	13 (10.7)	23 (7.7)
More than \$150K	4 (2.3)	13 (10.7)	17 (5.7)
Education			
High School	24 (13.6)	5 (4.1)	29 (9.8)
College Degree	122 (69.3)	83 (68.6)	205 (69.0)
Graduate School	29 (16.5)	32 (26.4)	61 (20.5)
Travel Distance			
Less than 50 miles	60 (34.1)	94 (77.7)	154 (51.9)
50 miles ~ 100 miles	43 (24.4)	8 (6.6)	51 (17.2)
100 miles ~ 200 miles	36 (20.5)	3 (2.5)	39 (13.1)
200 miles ~ 500 miles	30 (17.0)	8 (6.6)	38 (12.8)
More than 500 miles	6 (3.4)	4 (3.3)	10 (3.4)

Table 4-1: Descriptive Statistics for Demographics ($N = 297$) (continued)

Variables	Mercedes-Benz Marathon ($N = 176$)	Publix Marathon ($N = 121$)	Combined ($N = 297$)
Previous visit experience			
First-time	96 (44.9)	74 (61.2)	170 (57.2)
Repeat	79 (54.5)	44 (36.4)	123 (41.4)
Days and Night Stayed during the Event			
	1.06	1.38	1.16
Money Spent during the Event			
	\$157.97	\$102.55	\$139.82
Accommodation Type			
Here for the day only	53 (30.1)	19 (15.7)	72 (24.2)
Hotel	57 (32.4)	14 (11.6)	71 (23.9)
Bed and breakfast	3 (1.7)	0 (.0)	3 (1.0)
Home of relative/friend	27 (15.3)	31 (25.6)	58 (19.5)
RV/camping	1 (.6)	0 (.0)	1 (.3)
Other	28 (15.9)	44 (36.4)	72 (24.2)

Table 4-2: Descriptive Statistics for Destination Image ($N = 297$)

Factors and items	M	SD	Skewness	Kurtosis
Destination Image				
City has quality infrastructure	3.42	.93	-.37	-.12
City has suitable accommodations	4.03	.72	-.52	.60
City has a good network of tourist information	3.76	.80	-.38	-.007
City has a good standard of hygiene and cleanliness	3.70	.79	-.33	-.24
City is safe	3.39	.89	-.27	-.17
City has good shopping facilities	3.87	.90	-.46	-.26
City has beautiful natural attractions	3.71	.88	-.30	-.44
City has beautiful scenery	3.94	.83	-.36	-.54
City has a good climate	4.05	.82	-.85	1.06
City offers interesting cultural events	3.79	.85	-.30	-.35
City offers interesting historical attractions	3.69	.86	-.24	-.41
City's accommodations are reasonably priced	3.96	.75	-.35	-.20
City is an inexpensive place to visit	3.86	.90	-.57	.03
City offers good value for my travel money	3.89	.71	-.33	.05
City is a pleasing travel destination	3.86	.80	-.36	-.10
City is enjoyable travel destination	3.78	.78	-.31	.005
City is an exciting travel destination	3.59	.83	-.14	-.33
City has a novel travel destination	3.62	.86	-.28	-.23

Table 4-3: Descriptive Statistics for Event Image ($N = 297$)

Factors and items	M	SD	Skewness	Kurtosis
Event Image				
Unfulfilling/Fulfilling	4.12	.85	-.94	.94
Stimulating/Unstimulating	4.01	.89	-1.13	1.71
Poor/Excellent	4.21	.82	-.76	-.18
Sad/Joyful	4.31	.78	-.69	-.73
Healthy/Unhealthy	4.41	.86	-1.98	4.68
Boring/Exciting	4.13	.87	-.76	.12
Gloomy/Cheerful	4.25	.85	-1.02	.73
Valuable/Worthless	4.15	.88	-1.25	2.15
Ugly/Beautiful	4.15	.87	-.73	-.01
Distressing/Relaxing	3.98	.93	-.71	.25
Unadventurous/Adventurous	4.14	.81	-.74	.27
Inspiring/Uninspiring	4.01	.91	-.92	.66
Unsupportive/Supportive	4.13	.84	-.78	.40

Table 4-4: Descriptive Statistics for Satisfaction ($N = 297$)

Factors and items	M	SD	Skewness	Kurtosis
Satisfaction				
I am happy with my visit to this destination	4.19	.71	-.41	-.55
I truly enjoyed my visit to this sport event	4.47	.63	-1.18	2.65
I am satisfied with the overall experience	4.42	.68	-1.01	1.12

Table 4-5: Descriptive Statistics for Behavioral Intention ($N = 297$)

Factors and items	M	SD	Skewness	Kurtosis
Behavioral Intention				
I am likely to revisit the destination	4.28	.76	-.93	1.04
I am likely to recommend the destination	4.24	.80	-.84	.38
I am likely to revisit this marathon event	4.43	.72	-1.19	1.40
I am likely to recommend this marathon event	4.47	.69	-1.25	1.66

Table 4-6: Summary Result for Reliability Assessments ($N = 297$)

Factor	Item	λ	α	CR	AVE
Destination Image			.916	.920	.459
	City has quality infrastructure	.562			
	City has a good network of tourist information	.599			
	City is safe	.614			
	City has good shopping facilities	.824			
	City has beautiful natural attractions	.852			
	City has a good climate	.724			
	City offers interesting cultural events	.824			
	City's accommodations are reasonably priced	.709			
	City is an inexpensive place to visit	.556			
	City offers good value for my travel money	.491			
	City is a pleasing travel destination	.618			
	City is enjoyable travel destination	.778			
	City is an exciting travel destination	.432			
	City has a novel travel destination	.743			
Event Image			.896	.924	.607
	Stimulating/Unstimulating	.660			
	Poor/Excellent	.642			
	Sad/Joyful	.873			
	Healthy/Unhealthy	.874			
	Gloomy/Cheerful	.825			
	Distressing/Relaxing	.815			
	Inspiring/Uninspiring	.817			
	Unsupportive/Supportive	.688			
Satisfaction			.866	.771	.529
	I am happy with my visit to this destination	.676			
	I truly enjoyed my visit to this sport event	.734			
	I am satisfied with the overall experience	.770			
Behavioral Intention			.901	.889	.668
	I am likely to revisit the destination	.758			
	I am likely to recommend the destination	.883			
	I am likely to revisit this marathon event	.874			
	I am likely to recommend this marathon event	.746			

Table 4-7: Correlation Matrix for Main Study ($N = 297$)

Variable	Destination Image	Event Image	Satisfaction	Behavioral Intention
Destination Image	1			
Event Image	.465**	1		
Satisfaction	.585**	.529**	1	
Behavioral Intention	.603**	.515**	.825**	1

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

Table 4-8: Model Goodness of Fit Indices Comparison ($N = 297$)

Model	χ^2 (adjusted)	df	$\Delta\chi^2$	Δdf	SRMR	RMSEA	TLI	CFI
A	631.949*	246	-	-	.060	.073	.903	.914
B	586.915*	244	45.034*	2	.053	.069	.913	.923

Note. * $p < 0.01$

Table 4-9: Summary Result for Regression Analysis ($N = 297$)

Independent Variable	df	R^2	ΔR^2	F	β	Sig.
Dependent Variable : Behavioral Intention						
Destination Image	1	.363	.361	168.396	.603	.000***
Event Image	1	.266	.263	106.667	.515	.000***
Satisfaction	1	.680	.679	626.938	.825	.000***

Note. *** $p < .001$; ** $p < .01$; * $p < .05$

Table 4-10: Summary Result for Regression Analysis ($N = 297$)

Independent Variable	df	R^2	ΔR^2	F	β	Sig.
Dependent Variable : Satisfaction						
Destination Image	1	.342	.340	153.323	.585	.000***
Event Image	1	.279	.277	114.398	.529	.000***

Note. *** $p < .001$; ** $p < .01$; * $p < .05$

Table 4-11: Summary Result for Moderated Regression Analysis ($N = 297$)

Variable	R^2	ΔR^2	F	Sig.	β	t	Sig.
Step 1	.374	.370	86.719	.000***			
Destination image					.602	12.923	.000***
Previous visit experience					.074	1.596	.112
Step 2	.384	.377	59.977	.000***			
Destination Image					.668	11.939	.000***
Previous visit experience					.744	2.316	.021*
DI \times PA					-.684	-2.107	.036*

Note. Dependent variable: Behavioral Intention

Note. *** $p < .001$; ** $p < .01$; * $p < .05$

Variable	R^2	ΔR^2	F	Sig.	β	t	Sig.
Step 1	.341	.336	74.960	.000***			
Destination image					.581	12.161	.000***
Previous visit experience					.026	.542	.588
Step 2	.345	.338	50.724	.000***			
Destination Image					.625	10.835	.000***
Previous visit experience					.468	1.415	.158
DI \times PA					-.452	-1.351	.178

Note. Dependent variable: Satisfaction

Note. *** $p < .001$; ** $p < .01$; * $p < .05$

Table 4-12: Summary Result for Moderated Regression Analysis ($N = 297$)

Variable	R^2	ΔR^2	F	Sig.	β	t	Sig.
Step 1	.274	.269	54.620	.000***			
Event image					.510	10.183	.000***
Previous visit experience					.102	2.039	.042*
Step 2	.274	.266	36.295	.000***			
Event Image					.506	8.392	.000***
Previous visit experience					.060	.175	.861
EI \times PA					.043	.124	.901

Note. Dependent variable: Behavioral Intention

Note. *** $p < .001$; ** $p < .01$; * $p < .05$

Variable	R^2	ΔR^2	F	Sig.	β	t	Sig.
Step 1	.280	.275	56.332	.000***			
Event image					.525	10.526	.000***
Previous visit experience					.052	1.037	.301
Step 2	.280	.273	37.461	.000***			
Event Image					.534	8.902	.000***
Previous visit experience					.146	.428	.669
EI \times PA					-.096	-.280	.780

Note. Dependent variable: Satisfaction

Note. *** $p < .001$; ** $p < .01$; * $p < .05$



Figure 4-1: Result of the Mediating Role of Satisfaction on the Relationship between Destination Image and Behavioral Intention

Note. $** p < .05$

Note. A decrease in the boldness of the lines denotes a change in significance

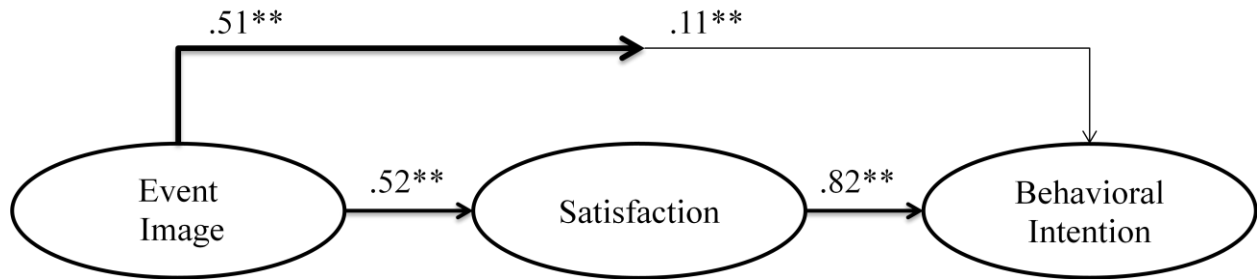


Figure 4-2: Result of the Mediating Role of Satisfaction on the Relationship between Event Image and Behavioral Intention

Note. $** p < .05$

Note. A decrease in the boldness of the lines denotes a change in significance

APPENDIX
RECURRING SMALL-SCALE EVENT QUESTIONNAIRE

Purpose: This questionnaire will be used to expand knowledge of sport tourists' behavioral intention at recurring small-scale event by analyzing several important factors: destination image, event image, and satisfaction. The information collected in this questionnaire will be anonymous and solely used for research purposes. Your sincere and honest response is very much appreciated.

Part I (Destination Image): Please circle the number that best represents how strongly you disagree or agree with the following statements.

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	City has suitable accommodations.	1	2	3	4	5
2.	City has a good network of tourist information.	1	2	3	4	5
3.	City has a novel travel destination.	1	2	3	4	5
4.	City has good shopping facilities.	1	2	3	4	5
5.	City is a pleasing travel destination.	1	2	3	4	5
6.	City offers interesting cultural events.	1	2	3	4	5
7.	City has a good climate.	1	2	3	4	5
8.	City has quality infrastructure.	1	2	3	4	5
9.	City is an inexpensive place to visit.	1	2	3	4	5
10.	City has beautiful scenery.	1	2	3	4	5
11.	City's accommodations are reasonably priced.	1	2	3	4	5
12.	City is an exciting travel destination.	1	2	3	4	5
13.	City is enjoyable travel destination.	1	2	3	4	5
14.	City has beautiful natural attractions.	1	2	3	4	5
15.	City offers interesting historical attractions.	1	2	3	4	5
16.	City is safe.	1	2	3	4	5
17.	City has a good standard of hygiene and cleanliness	1	2	3	4	5
18.	City offers good value for my travel money.	1	2	3	4	5

Part II (Event Image): Please circle the number that best describes your opinion.

This marathon event is:

		extremely	slightly	neither	slightly	extremely	
19.	unfulfilling	1	2	3	4	5	fulfilling
20.	stimulating	1	2	3	4	5	unstimulating
21.	poor	1	2	3	4	5	excellent
22.	sad	1	2	3	4	5	joyful
23.	healthy	1	2	3	4	5	unhealthy
24.	boring	1	2	3	4	5	exciting
25.	gloomy	1	2	3	4	5	cheerful
26.	valuable	1	2	3	4	5	worthless
27.	ugly	1	2	3	4	5	beautiful
28.	distressing	1	2	3	4	5	relaxing
29.	unadventurous	1	2	3	4	5	adventurous
30.	inspiring	1	2	3	4	5	uninspiring
31.	unsupportive	1	2	3	4	5	supportive

Part III (Satisfaction): Please circle the number that best represents how strongly you disagree or agree with the following statements.

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
32.	I am happy with my visit to this destination (Birmingham, AL).	1	2	3	4	5
33.	I truly enjoyed my visit to this marathon event.	1	2	3	4	5
34.	I am satisfied with the overall experience.	1	2	3	4	5

Part IV (Behavioral Intention): Please circle the number that best represents how strongly you disagree or agree with the following statements.

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
35.	I am likely to revisit the destination (Birmingham, AL).	1	2	3	4	5
36.	I am likely to recommend the destination (Birmingham, AL).	1	2	3	4	5
37.	I am likely to revisit this marathon event.	1	2	3	4	5
38.	I am likely to recommend this marathon event.	1	2	3	4	5

Part V (Demographics): Please respond to the following demographic questions.

39. What year were you born?

40. What is your gender?

a. Male

b. Female

41. What is your ethnicity?

a. Caucasian

b. African-American

c. Hispanic

d. Asian

e. Pacific Islander

f. Other

42. How much is your annual household income?

a. Less than \$25K

b. \$25K ~ \$50K

c. \$50K ~ \$75K

d. \$75K ~ \$100K

e. \$100K ~ \$150K

f. More than \$150K

43. What is your highest level of education?

a. High School

b. Some College

c. College Degree

d. Graduate School

e. Other

44. Are you a resident of Jefferson County?

a. Yes

b. No

45. Where do you live? (Please provide a zip code)
- _____
46. How many miles did you travel?
- a. Less than 50 miles
 - b. 50 miles ~ 100 miles
 - c. 100 miles ~ 200 miles
 - d. 200 miles ~ 500 miles
 - e. More than 500 miles
47. Have you ever participated in this marathon event previously?
- a. Repeat visit as a participant
 - b. First time visit as a participant
 - c. Repeat visit as a spectator
 - d. First time visit as a spectator
48. Over the past five years, how many times have you taken a trip to Birmingham to attend this marathon event?
- _____
49. Is this marathon event the primary purpose of your trip to Birmingham?
- a. Yes
 - b. No
50. How many days and nights in total are you staying in Birmingham? (Including your event participation days and nights)
- _____
51. What is your accommodation type?
- a. Here for the only
 - b. Hotel
 - c. Bed and breakfast
 - d. Home of relative/friend
 - e. RV/camping
 - f. Other
52. How much have you spent in the host community over the course of your visit?
- _____

THANK YOU VERY MUCH FOR YOUR PARTICIPATION! ☺