

自我一致性对旅游者决策行为的影响——理论基础与研究模型

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The Impact of Self-congruity on Tourists' Decision-making Behavior: Theoretical Underpinnings and Research Model

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摘要 旅游者决策是旅游者行为研究的核心问题之一。以源自社会心理学和消费者行为学的自我一致性理论为基础,文章构建了自我形象一致影响旅游者决策行为的理论模型,把旅游者在旅游前、中、后不同阶段所面临的多种决策行为纳入一个整合性框架之中。分析了品牌/企业认同、消费情绪和感知风险等变量的中介作用,以及个人因素、情境因素和文化因素的调节作用,探讨了自我一致性效应发挥的内在机制及其情境/边界条件,并提出了一系列可供检验的研究命题。从而为深入理解旅游者决策行为提供了一个可供选择的理论视角,研究结果有助于促进旅游者决策理论的发展与完善。

关键词 : 自我概念, 自我一致性, 自我形象一致, 旅游者决策

Abstract : Tourists' decision making is a key topic within research that focuses on tourist behaviors. A review of the literature indicates that there are some classic theoretical models that describe tourists' decision-making process regarding the selection of travel destinations. These models include the travel-buying behavior model, destination choice sets model, and stimulus-response model. All of these models focus on what tourists buy, but not why they buy particular products. Thus, they cannot reveal the intrinsic motivation underlying tourists' decision-making behavior. The desire of consumers to express themselves is often the driving force that prompts them to purchase goods and services. Research has shown that consumers' attitudes toward products (and product purchases) are influenced by their self-image congruence, which refers to the congruence of the product user's image with the consumer's self-concept/self-image. Given the discretionary and conspicuous nature of tourism consumption, tourism would appear to provide an ideal context within which to test a self-concept model and self-image congruence effects. We first present a brief review of related concepts, measurement scales, and the background of self-image congruity theory. This provides a theoretical foundation for constructing a research framework for examining tourists' decision-making. Next, we comprehensively review articles relating to empirical research on self-image congruence within the field of tourism research. We analyze the research status and existing issues in detail. Based on the above analysis, we construct an integrated theoretical framework to explain a variety of decision-making behaviors of tourists during different stages of travel (before, during, and after traveling). In light of our review of previous research in related areas, we have identified three variables: brand/corporate identification, consumption emotion, and perceived risk that may mediate the effects of self-image congruence on tourists' decision making. We identify and discuss additional factors that are likely to moderate the relationship between self-image congruence and tourists' decision making. Specifically, we categorize the moderating factors within three groups: personal factors, contextual factors, and cultural factors. Last, we present a series of research propositions that can be subjected to verification or falsification within future empirical studies. These will contribute to an understanding of the mechanism whereby self-congruity effects operate, and their situational/boundary conditions. This study aims to provide an alternative theoretical model that enhances understanding of tourists' decision-making behaviors. This is evidently the starting point for officials and managers within tourism-related organizations (e.g., destination marketing organizations) to develop effective positioning strategies that increase profitability. The study applies the self-congruity theory to the field of tourism research and contributes to the development of theory relating to tourists' decision making. However, it has two limitations. First, all of the important variables that affect self-congruity could not be covered. Second, the interaction effects between the three above-mentioned moderating factors were not analyzed.

Key words : self-concept self-congruity self-image congruence tourists' decision making

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