



Yesterday once more? Autobiographical memory evocation effects on tourists' post-travel purchase intentions toward destination products



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HIGHLIGHTS

- Investigate tourists' purchase behaviors toward destination products after the travel.
- Autobiographical memory evocation facilitates tourists' purchase intentions toward destination products after the travel.
- The role of product-destination congruity, travel satisfaction, evoked pleasure and destination attachment.
- A conceptual model was developed and empirical tested.

ARTICLE INFO

Article history:

Received 19 December 2015

Received in revised form

28 December 2016

Accepted 20 February 2017

Keywords:

Autobiographical memory
Product-destination congruity
Destination attachment
Purchase intentions

ABSTRACT

When tourists return home from a remote tourism destination, it is not uncommon for them to encounter the destination's products being sold in their hometown. Autobiographical memory evocation is likely to affect their purchase intentions. This study aims to examine the effects of autobiographical memory evocation on behavioral responses. A conceptual model was developed to examine the causal relationships of product-destination congruity, travel satisfaction, autobiographical memory, evoked pleasure, destination attachment and purchase intention. Data were obtained from 342 tourists who had visited the heritage city of Lijiang, China. Autobiographical memory is found to lead to pleasure and a positive mood, higher levels of destination attachment, and greater purchase intentions for the product available in the tourist's hometown. Managerial implications are discussed.

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1. Introduction

For both outbound and domestic tourism, shopping is one of the major components of travelling. A tour without shopping opportunities is incomplete for many tourists (LeHew & Wesley, 2007). As indicated by Sirakaya-Turk, Ekinici, and Martin (2015), "Tourists purchase variety of goods when they travel. They shop for local crafts, goods, arts as souvenirs, and essential utilitarian items such as toothpaste and batteries for personal use". Such shopping constitutes a significant proportion of expenditures in both international and domestic tourism, second only to accommodation. According to Hong Kong Tourism Board (2014), tourists who visited Hong Kong in 2013 did spend more money on shopping than on accommodation. The expenditure on shopping by overnight

visitors accounted for 61.2% (US\$16.46 billion) of the total travel expenditure, whilst same-day visitors spent 90.8% (USD 61.76 billion) of their travel expenditure on shopping. More importantly, a good shopping experience positively influences tourists' moods and encourages cultural interaction between tourists and hosts (Sirakaya-Turk et al., 2015), resulting in re-patronage desires toward the tourist destination (Huang & Hsu, 2009). Tourists' satisfaction and travel experience are generally affected by shopping activities and the associated experiences (Croes, Shani, & Walls, 2010; Fallon & Schofield, 2006; Huang & Sarigöllü, 2008).

Because of the significant influence shopping has on tourist behaviors, tourist shopping behaviors have become the subject of considerable research in tourism studies (Wu & Pearce, 2014). Scholars have conducted this research from multiple perspectives. For example, they have studied tourist motivations to patronize a shopping village (Murphy, Benckendorff, Moscardo, & Pearce, 2011), motivations to purchase local food (Kim, Eves, & Scarles, 2013), tourist shopping behaviors in local markets (Wu & Pearce,

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2014), tourist shopping style preferences (Lehto, Chen, & Silkes, 2014), cross-border shopping behaviors (Bojanic, 2011), souvenir meanings and sustainability levels (Swanson & Timothy, 2012), shopping satisfaction differences among tourists from different countries (Lloyd, Yip, & Luk, 2011), and strategies for improving tourist shopping experiences (Yeung, Wong, & Ko, 2004). However, to our knowledge, no studies have focused on tourist purchasing behavior after the tourists return to their hometowns. Tourists' satisfaction level of travel experience apparently influences their consumption behaviors after an excursion ends, especially when tourists re-encounter a product from a tourism destination in their residence locale after a trip. The Mexican company Corona in the 1980s and Thai food companies in the 1990s capitalized on pleasant consumption experiences at tourism sites to successfully sell products in tourist residence locales, a phenomenon referred to as the reverse diaspora effect (Kumar & Steenkamp, 2013). Thus, the major objective of this study is to develop a conceptual model that captures the decision mechanism governing tourist post-trip consumption behaviors. Specifically, we examine the effect of autobiographical memory evocation on tourist purchase intention when tourists re-encounter the destination's local product in their hometowns. We expect that when tourists re-encounter a product from a tourism destination in their hometowns, their autobiographical memories are easily evoked, particularly if the product is highly congruent with the image of the tourism destination. Moreover, tourists' travel satisfaction will also influence autobiographical memory evocation. This autobiographical memory evocation will facilitate tourists' positive moods, higher levels of destination attachment, and greater purchase intentions toward the product. Our research findings are expected to contribute to the tourist purchasing behavior literature and provide managerial implications for international and tourism managers.

2. Theoretical background

2.1. Tourist purchasing behavior

Shopping has long been regarded as a vital component of tourism (Wu, Wall, & Pearce, 2014). As the top leisure activity of travelers (Yu & Littrell, 2003), shopping is an activity that is pursued for entertainment as well as to make purchases (Sirakaya-Turk et al., 2015). Through gazing, searching for products and interacting with sellers, tourists' emotional state is influenced, which eventually affects their shopping and travel satisfaction levels (Gallarza & Saura, 2006; Yüksel & Yüksel, 2007). In addition, shopping satisfaction is another major topic of tourist behavior research. Such studies generally focus on tourists' shopping or purchasing preferences (Heung & Cheng, 2000; Reisinger & Turner, 2002), shopping satisfaction among domestic tourists (Turner & Reisinger, 2001) and among tourists from different nationalities (Lloyd et al., 2011; Wong & Law, 2003), the dimensions of tourist satisfaction with a tourism destination and tourists' shopping satisfaction level (Pizam, Neumann, & Reichel, 1978; Wong & Law, 2003; Wong & Wan, 2013; Yüksel, 2004). Yu and Littrell (2003) developed a model to describe tourist shopping behaviors for craft souvenirs, while Yüksel and Yüksel's (2007) model focuses on the effect of consumer perceived risk on satisfaction and loyalty intentions.

Most of the previous studies have focused on pre-trip and during-trip tourist shopping or purchasing behaviors. However, in addition to these two stages, the tourism process also includes a post-trip stage (Wang, Xiang, & Fesenmaier, 2014), which is the focus of this study. As indicated by Sujan, Bettman, and Baumgartner (1993), autobiographical memory evocation would play an important role in consumer purchase decision process. In

this study, we adopt autobiographical memory as our theoretical starting point to propose a model of tourists' purchasing behavior with respect to destination products during the post-trip stage.

2.2. Autobiographical memory

Explicit memory can be divided into semantic and episodic memory (Tulving, 1979). In general, autobiographical memory is a specialized subset of episodic memory and primarily concerns knowledge of the self in the past (Tung & Ritchie, 2011). It also involves the recollection of a previously experienced episode (Baumgartner, Sujan, & Bettman, 1992). Autobiographical memory originates from individual life experiences (Neisser, 1988) and is often referred to as personal memory (Brewer & Pani, 1983). This form of memory is experienced as the presentation of an event in a defined time and space (Brewer & Pani, 1983). Tourist memories of intellectual knowledge about a tourism destination are considered a form of semantic memory, whereas tourist memories of personal experiences are considered a form of autobiographical memory (Kim, 2014).

On the other hand, autobiographical memories consist of voluntary and involuntary memories. The main difference between these two types is the form of memory retrieval, i.e., voluntary autobiographical memories need a controlled and strategic retrieval process, while involuntary autobiographical memories usually just come to mind without any preceding attempt at retrieval (Watson, Berntsen, Kuyken, & Watkins, 2012). When tourists re-encounter a destination's local product in their hometowns, their autobiographical memories about the specific tourism experience may be easily triggered by the product and are intuitively voluntary in nature.

Autobiographical memory has three general functions: directive, self and social functions (Bluck, Alea, Habermas, & Rubin, 2005; Pillemer, 2003). The directive function mainly involves solving problems and planning for the future. In fact, autobiographical memory can provide information about activities while serving as a source of inspiration and motivation (Pillemer, 2003). The self function of autobiographical memory mainly refers to its role in the spontaneous imagination of future events, which allows individuals to automatically establish a continuous and unified sense of subjective time while evaluating their current life circumstances (Berntsen & Jacobsen, 2008). The social function of autobiographical memory mainly involves maintaining intimacy with others by directing or informing others and producing emotional resonance (Alea & Bluck, 2003). Therefore, it helps individuals successfully engage in interpersonal communication in their social lives. In this study, tourists' autobiographical memory is examined primarily in relation to its directive function, i.e., directing an upcoming action by recalling previous actions.

Previous studies have identified various factors that affect individuals' autobiographical memory formation and retention, such as surprising, emotional and consequential events (Rubin & Kozin, 1984) and extraordinary, surprising, unexpected and emotional experiences (Talarico & Rubin, 2003). Interestingly, people are more likely to retain highly positive events in memory than negative events (Rubin & Berntsen, 2003). Memory is considered the most important information source when a tourist is making a revisit decision (Braun-LaTour, Grinley, & Loftus, 2006; Kozak, 2001; Lehto, O'Leary, & Morrison, 2004). In fact, tourists' involvement with travel experiences, hedonic activities and local culture are likely to positively influence their autobiographical memory formation and evocation (Kim, 2010).

The evocation of autobiographical memory can be regarded as a special form of self-referencing, i.e., accessing self-related knowledge structures (Sujan et al., 1993). Cue-priming theory suggests

that once a memory network is activated by certain factors, this evocation can diffuse into an autobiographical memory network (Kvavilashvili & Mandler, 2004). Autobiographical memory preferences pertain to specific situations with concrete attributes. If certain factors of the present situation (such as odor and taste) overlap with recalled event content, these situational factors may serve as cues that activate relevant past events automatically and rapidly (Ball & Little, 2006; Berntsen, 2009; Kvavilashvili & Mandler, 2004; Miles & Berntsen, 2011). If tourists encounter a product produced in a tourist destination, such products may act as a cue to activate autobiographical memory. Research on consumer behavior depicts that when individuals' product-related autobiographical memory is activated, this evocation determines their subsequent information processes and actions regarding beliefs, attitudes and behaviors (Fazio, Powell, & Williams, 1989). Specifically, autobiographical memories usually prompt recalls relevant to product usage experiences. When consumers' autobiographical memory is activated, their product attribute assessments will be hindered. The consumers are likely to make a purchase in response to the emotions evoked by the memory (Baumgartner et al., 1992), which consequently influence their purchase intentions (Sujan et al., 1993). In other words, regardless of whether these autobiographical memories are positive or negative, once evoked, they influence purchase intention toward the product that triggered the memory. However, most autobiographical memories are likely to be positive due to the general bias toward remembering positive episodes (Baumgartner et al., 1992). Similar results have been found in the tourism field, e.g., an active memory of a tourism destination increases tourists' re-visiting intentions (Martin, 2010). Therefore, we hypothesize:

H1. When tourists re-encounter a product purchased in a non-hometown destination, autobiographical memory evocation will significantly influence their purchase intentions toward the product.

Sujan et al. (1993) examined the effect of consumers' autobiographical memory on their attitudes toward products in an advertising context and found that such effects depend on the link between the product and consumers' personal memories. Following this logic, when a tourist re-encounters a product purchased in a non-hometown destination, the level of the tourist's autobiographical memory evocation and the subsequent influences depend on the link between the product and the consumer's memory of prior tourism. In other words, not all products can easily activate a tourist's autobiographical memory and improve the purchase intention. To identify what type of products have such potential, we rely on the congruity effect between the product and the destination image.

2.3. Congruity effect between a local product and destination image

Studies on the congruity effect have been conducted in various research areas, including celebrity endorsement, brand extension, co-branding, sponsorship and tourism destinations (Fleck, Korchia, & Le Roy, 2012). In the tourism management field, researchers mainly utilize the self congruity concept to verify destination imagery by focusing on the congruity between the destination's image and the tourist's self-image (Sirgy & Su, 2000). A tourist's self-image includes practical, ideal and social selves (Sirgy, 1985). The congruity between a tourism destination image and a tourist's practical or ideal self-image influences the tourist's pre-visit preferences or tourism possibilities (Sirgy & Su, 2000), tourism destination selections (Litvin & Goh, 2002), and post-visit intentions, including satisfaction level, revisit and recommendation intentions (Kastenholz, 2004). However, few studies have examined the

congruity between local products and destination images. Destination image refers to a tourist's overall beliefs, ideas and impressions regarding a destination (Lee & Lockshin, 2011). Popular local products such as specialty foods are normally associated with special meanings or have cultural and regional associations. Characteristic local products may represent the culture of a tourism region (Au & Law, 2002; Synott, 1993). Local food has been found to serve as an important facet of destination imagery (Quan & Wang, 2004) because food can offer sensory experiences (Boniface, 2003) and help tourists learn about local cultures (Au & Law, 2002). Tourists may purchase many products at a tourism destination, such as daily necessities, food and souvenirs (Sirakaya-Turk et al., 2015). However, not all local products can provide tourists with distinctive sensory experiences associated with local culture. This study aims to address this research issue and examines the effect of product-destination congruity on autobiographical memory evocation. When a destination's local product is highly associated with its image (i.e., the destination's local product matches with the overall beliefs, ideas and impressions that tourists associate with the destination), product-destination congruity exists.

Although some previous studies suggested that sensory experiences (e.g., those involving taste and odor) might evoke nostalgic memories (Annett, 1996; Ehrlichman & Halpern, 1988; Holak & Havlena, 1992), we believe autobiographical memory should be evoked rather than nostalgic memories in our present study. It is because nostalgia is experienced when one reminisces about positive events in the past that are unlikely to reoccur (Huang, Huang, & Wyer, 2016). Undoubtedly, it is not uncommon for a tourist to revisit a destination and re-enjoy the happy experience.

According to research on congruity theory in the celebrity endorsement context, when celebrity images are consistent with brand or product images, celebrities will have a more positive influence on consumer attitudes and behaviors (Kamins, 1990). Analogously, when the characteristics of a local product are perceived by tourists to be highly correlated with a destination image, e.g., pineapple pie in Taiwan (Lin & Mao, 2015), the local product is expected to have a stronger positive effect on tourists' attitudes and behaviors. The tourists will be more excited and stimulated, their travel experiences will be more positive, and their memories of the trip will be enhanced. When the tourists encounter the local product again in their hometowns, it will be easier for them to recall their prior travel memories. Accordingly, we propose the following hypothesis:

H2. When tourists re-encounter a product purchased in a non-hometown destination, their autobiographical memory evocation is affected by the congruity between the product and destination image. The greater the congruity level, the greater the autobiographical memory evocation.

2.4. Travel satisfaction

In studies of consumer behavior, satisfaction generally refers to consumer responses and judgments regarding whether products or services offer a pleasurable degree of consumption-related fulfillment (Oliver, 1997). Therefore, satisfaction levels are often used to evaluate past experiences, product or service providers' performance levels, and perceptions of the physical environment, such as perceptions of a tourism destination (Ross & Iso-Ahola, 1991). In the tourism management field, satisfaction refers to the individual and collective assessment of travel experiences (Lee, Kyle, & Scott, 2012) and the individual cognitive-affective states derived from such experiences (Rodríguez del Bosque & San Martín, 2008).

Studies of satisfaction initially adopted a cognitive approach, i.e., satisfaction was regarded as a customer's expectations about an

experience that emerged after consumption (Engel, Blackwell, & Miniard, 1993). Later, researchers recognized feeling as an important factor that shapes experience, especially because tourist experiences with tourism destinations often involve sensory pleasures, daydreams and feelings of enjoyment (Decrop, 1999). In recent years, the cognitive-affective paradigm has often been adopted in the studies of tourist satisfaction (Bowen & Clarke, 2002; Jun, Hyun, Gentry, & Song, 2001; Van Dolen, de Ruyter, & Lemmink, 2004; Wirtz & Bateson, 1999). Rodríguez del Bosque and San Martín (2008) proposed a cognitive-affective model of tourist satisfaction levels and found that practically perceived expectations measured through tourist cognitive assessments and disconfirmations did not directly influence satisfaction levels. However, positive or negative emotions resulting from expectation disconfirmation did influence satisfaction levels. Moreover, positive emotions serve as a determinant to satisfaction generation. Therefore, if positive tourist emotions experienced during travel are more pronounced, overall satisfaction levels will, in turn, be higher.

Prior research shows that autobiographical memory and emotions are related (Baumgartner et al., 1992; Sujan et al., 1993). An emotional event will motivate individual information processing and encourage individuals to make a deliberate effort to remember an emotionally laden event (Zimmerman & Kelley, 2010). In other words, the pleasure and emotionality associated with personal events contribute to event recall (Wood & Conway, 2006). In particular, pleasant episodes in one's memory can be more easily extracted from autobiographical memory (Baumgartner et al., 1992). Tourist emotions experienced while traveling will have a direct influence on event memory evocation levels (Coghlan & Pearce, 2010). Because emotions experienced during travel are an important factor in overall customer satisfaction (Yu & Dean, 2001), we postulate that tourism satisfaction levels positively influence the memory extraction of tourism experience. Therefore, we hypothesize:

H3. When tourists re-encounter a product purchased in a non-hometown destination, their evocation of autobiographical memory is affected by their level of satisfaction with the destination. The greater the satisfaction with the travel experience, the greater the autobiographical memory evocation.

2.5. Destination attachment

Destination attachment refers to the relation between emotionality and symbolism formed between tourists and a tourism destination (Wester-Herber, 2004). While scholars hold different views of this concept, they consistently agree that emotion serves as the core feature of destination attachment (Hidalgo & Hernández, 2001). Profound emotions are experienced through social participation and involve internal experiences, external environments and local interactions (Altman & Low, 1992; Scannell & Gifford, 2010).

Destination attachment influences the tourist loyalty index, willingness to pay, environmental attitude, and intention to revisit (Yuksel, Yuksel, & Bilim, 2010). In addition, it affects tourists' pro-environmental behavioral intentions (Ramkissoon, Smith, & Weiler, 2013) because destination attachment levels are positively related to tourists' activity involvement levels, love, and emotional connection with a particular environment (Hidalgo & Hernández, 2001; Kyle, Graefe, & Manning, 2003). As indicated by Cheng and Kuo (2014), satisfaction of a tourist experience is positively associated with destination attachment. Destination attachment significantly influences tourists' post-visit behaviors, such as intention to revisit and destination loyalty levels (Cheng & Kuo, 2015; Loureiro, 2014; Mechinda, Serirat, & Gulid, 2009; Prayag &

Ryan, 2012; Tsai, 2012; Yuksel et al., 2010). Local products from the destination that affected tourists' place or destination attachment can evoke autobiographical memory and lead to emotional responses. When tourists have developed a degree of place attachment and found that their connection to a given destination has become remote, they may attempt to continue to maintain a relevant association (Feldman, 1996; Twigger-Ross & Uzzell, 1996). By purchasing destination products, the tourists can maintain a sense of destination attachment. We suggest that tourist motivation to purchase local products originated from a non-hometown tourism destination is associated with the level of destination attachment. The relationship should be stronger when the attachment level is greater. Therefore,

H4. When tourists re-encounter a product purchased in a non-hometown destination, their purchase intentions are positively related to the level of their destination attachment.

As a matter of fact, tourists' destination attachment level is related to their overall travel satisfaction with a particular destination (Petrick, Backman, & Bixler, 1999). For example, Halpenny (2006) has indicated that tourist satisfaction with nature, society and activity-conducive environments positively influences overall tourist attachment to national parks. In other words, tourists' satisfaction with a tourism destination affects the level of destination attachment (Brocato, 2006). In a study of destination identity and dependence by Brocato (2006), destination attachment was found to be augmented by travel satisfaction. Similar results were found by Hou, Jin, and Morais (2005). Therefore, we hypothesize that:

H5. When tourists re-encounter a product purchased in a non-hometown destination, their prior travel satisfaction will augment their destination attachment level.

H6. When tourists re-encounter a product purchased in a non-hometown destination, their prior travel satisfaction will increase their purchase intentions toward the product.

Furthermore, an individual's autobiographical memory has been found to influence his/her place attachment. Chawla (1992) has argued that adults' autobiographical memory of childhood place experience is an important dimension of place attachment. For tourists, autobiographical memory could reflect involvement-elevating factors, such as value systems and self-concept schemas. When such memories are triggered, the tourism destination may transform into an extraordinary place with more emotional and symbolic referents. As a result, tourists' place attachment will be intensified (Tsai, 2012). Therefore,

H7. When tourists re-encounter a product purchased in a non-hometown destination, autobiographical memory evocation will lead to an increase in the destination attachment level.

2.6. Evoked pleasure

Individuals' autobiographical memories of personal situations involving products are affect-laden (Baumgartner et al., 1992). This is primarily because certain products evoke emotions (e.g., travel souvenirs, photos and ancestral items). The functions of certain products (e.g., cameras and video cassette recorders) may involve affective factors. Certain products are closely related to a significant event. For example, kitchenware may be related to a memory of Christmas dinner (Baumgartner et al., 1992). Therefore, product experiences in a tourism destination may generate tourists' emotional responses (Bower, 1981). Emotional responses typically include pleasure and arousal reactions (Russell & Pratt, 1980).

Pleasure refers to feelings of wellness, happiness or contentment, whereas arousal refers to the degree of stimulation felt by an individual (De Rojas & Camarero, 2008). When tourists have finished a trip and re-encounter a product from a tourism destination, autobiographical memory evocation may occur, in addition to tourist pleasure generation processes, particularly because individuals always remember pleasant experiences more readily (Kim et al., 2013). However, because a destination's local products are not likely to stimulate tourists' excitement during the trip, arousal reactions such as stimulation or excitement are less likely to be associated with the outcome of autobiographical memory evocation. Therefore, this study mainly focuses on tourists' pleasure responses rather than arousal reactions.

Pleasurable emotions contribute to tourism experiences and travel satisfaction (Aho, 2001; McIntosh & Siggs, 2005). Pleasurable responses are action-oriented (Ladhari, 2007), and pleasurable feelings typically induce positive behaviors (Zajonc, 1980). Previous studies have shown that pleasurable feelings have a significantly positive influence on re-visit behaviors (Hwang & Hyun, 2013; Kim & Moon, 2009). Autobiographical memory evocation can induce tourists' emotional responses because memories of affect-laden personal experiences are typically accompanied by the evocation of related emotions when the same event reoccurs (Sujan et al., 1993). Because people are biased toward positive episodes, they can more easily remember past events that are associated with positive emotions, and the evocation of their autobiographical memory often leads to pleasurable feelings (Baumgartner et al., 1992). Research on mental images also shows that memory images of events or occasions personally experienced or observed by individuals can cause individuals to relive past experiences and to re-experience the associated emotions (Braun, Ellis, & Loftus, 2002; Dahl, Chattopadhyay, & Gorn, 1999; Lutz & Lutz, 1978). Hence,

H8. When tourists re-encounter a product purchased in a non-hometown destination, autobiographical memory evocation will induce pleasurable responses.

Several consumer studies have found that emotions play a critical role in purchase behavior (Babin & Babin, 2001; Yi & Baumgartner, 2004), especially with respect to consumption emotion, which refers to emotions of relatively greater psychological urgency, motivational potency and situational specificity (Westbrook & Olive, 1991). The significant effect of emotion on tourism has also been recognized (Gnoth, 1997; Goossens, 2000). All of these studies have reached the consistent conclusion that positive consumer emotions enhance consumer purchase intentions toward the product (Baker, Levy, & Grewal, 1992; Fiore, Yah, & Yoh, 2000). Therefore, we hypothesize that:

H9. When tourists re-encounter a product purchased in a non-hometown destination, their evoked pleasure will lead to an increase in purchase intentions toward the product.

As pointed out by Low and Altman (1992), destination attachment involves the interplay between emotions and affect. An evoked pleasure will cause people to have a stronger positive feeling and greater attachment to a particular destination. In a study of tourists' emotions toward their destinations, Loureiro (2014) has found that positive emotions such as pleasure can further enhance destination attachment level. Therefore, we hypothesize:

H10. When tourists re-encounter a product purchased in a non-hometown destination, the evoked pleasure will lead to an increase in their destination attachment level.

This study investigates the causal relationships of product-

destination congruity, travel satisfaction, autobiographical memory, evoked pleasure, destination attachment and purchase intention. The conceptual model is shown in Fig. 1.

3. Methodology

To examine the proposed conceptual framework, an experiment was conducted in China using scenario-based questionnaires. A professional online survey company in China was hired to conduct the questionnaire survey. 350 adult Chinese consumers were recruited from the major cities in China based on a quota-based random criterion to match the population in terms of age, sex, income and education. Finally, 342 respondents were obtained for analysis. All of the recruited participants had travelled to Lijiang once in the last two years.

In this study, Lijiang was used as the destination or tourist place. Lijiang is a World Heritage Site in Yunnan Province, China and is one of four historical towns occupied almost exclusively by Chinese. The ancient town is in a traditional region characterized by its unique Naxi culture and slow pace of life. This town is commonly described as the "Oriental Venice" in media reports and exhibits "a unique culture and a long history of 800 years" (Su, 2010). More importantly, Lijiang is a place where Chinese tourists indulge in the "Myth of Otherness" (Craik, 1997) and where they experience exoticism (Wang, 1999). In this tourism destination, feelings of nostalgia are common, and tourists feel entirely different from those places associated with urbanization and modernization (Su, 2010). These features have led Lijiang to become one of the most iconic sites for tourism. Lijiang is a famous scenic location visited by a large number of tourists annually. In 2014, Lijiang received 17,311,700 visitors (He, 2015). This made it easy to recruit participants who had travel experiences in Lijiang.

3.1. Pilot study

To identify products that could exhibit high and low levels of destination-product congruity, a pilot study was performed. Based on several group discussions with Chinese tourists who had recently travelled to Lijiang, we selected six local products and services found in the Old Town of Lijiang: a flower cake, a Lijiang stuffed bun (a snack), a Naxi tippet, an iconic bar, a Dongba tapestry, and a black goat hotpot restaurant. The pretest recruited 40 Chinese adult tourists and was conducted online. The participants were asked to answer one set of similar questions on a 7-point Likert scale such as "Based on your travel experience in Lijiang and your feeling toward Lijiang, in your opinion, to what extent Yimiyang-guang Bar (or other products) could represent the image of Lijiang?". In order to compare the mean scores of the six different products, an ANOVA was performed. The results showed that the average destination-product congruity score of the bar ($M = 5.93$) was significantly greater than the other five products ($F = 106.37$, $p < 0.01$). The black goat hotpot restaurant generated a low score ($M = 4.83$). Therefore, we selected the local bar and the black goat hotpot restaurant as the experimental stimuli for high and low congruity respectively. Two famous local brands (i.e., Yimiyang-guang Bar, and First Ashou Black Goat Hotpot Restaurant) were used as our stimulus objects. In this study, the term product is used to cover both tangible goods and intangible services. Adapted from the manipulation check for autobiographical retrieval as described by Sujan et al. (1993), subjects were also asked to indicate on two 9-point bipolar scales whether their thoughts could be impersonal (not involving the self) vs. personal (involving the self); and not related to past times vs. related to past times. The average score showed that the subjects' thoughts were autobiographical in character ($M = 7.1$).

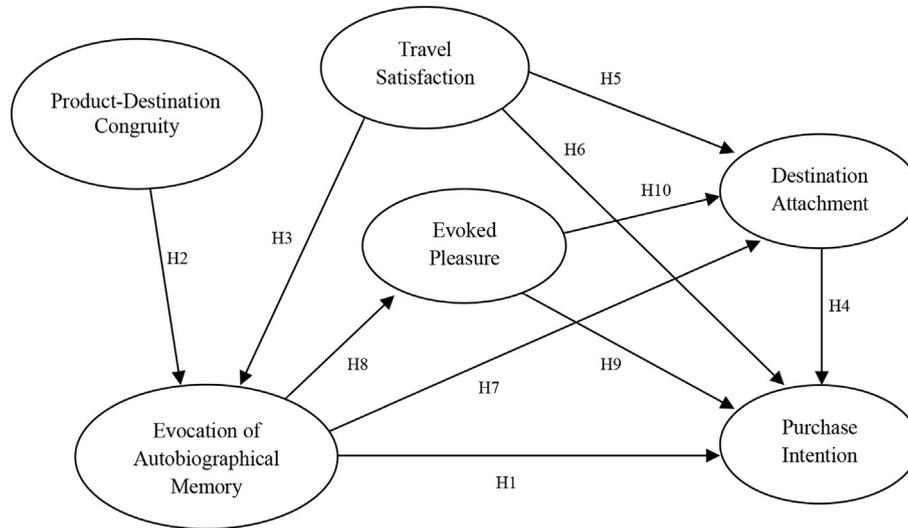


Fig. 1. Conceptual model.

3.2. Measurement

Autobiographical memory evocation was measured using a 4-item, 7-point Likert scale adapted from Grayson and Shulman (2000) and Ely and Mercurio (2011). Travel satisfaction was measured using a 3-item, 7-point Likert scale adapted from Yuksel et al. (2010). Adapted from Hwang and Hyun (2013), evoked pleasure was measured using a 4-item, 7-point Likert scale. Following the work of Loureiro (2014), destination attachment was measured by two dimensions: place identity and place dependence. The questions assessing place identity were adapted from Yuksel et al. (2010) while the questions on place dependence were adapted from Gross and Brown (2008). A 7-item, 7-point Likert scale was used to assess destination attachment. Finally, purchase intention was measured using a 3-item, 7-point Likert scale adapted from Jun, Kang, and Arendt (2014) and Zeithaml, Berry, and Parasuraman (1996) (1 = strongly disagree, 7 = strongly agree). To evaluate the success of manipulation, participants were asked to complete a 4-item 7-point bipolar scale which was adapted from prior studies (Choi & Rifon, 2012; Kamins & Gupta, 1994) to determine whether the stimulus objects could be perceived as having high (vs. low) product-destination congruity. The items used include compatible/not compatible, good fit/bad fit, relevant/irrelevant, and good match/bad match. Demographic variables were also measured. The measurements can be found in Table 2.

3.3. Procedure

The participants were randomly assigned to one of the two conditions (i.e., high vs. low destination-product congruity). During the experiment, the participants were told that a study was being conducted to evaluate the potential success of a chain restaurant that would open its first location in their city of residence. Then, a short paragraph gave the following description: “Imagine that you are walking along the streets with your friends in your hometown. Suddenly, you find that a new restaurant named XXXX has opened in downtown” This description was used to introduce the manipulated situation to the participants. A picture of the restaurant was then shown on the webpage. The participants were requested to click on the scenario link and complete the questionnaire based on their personal feelings toward this new

Table 1
Profile of respondents.

Characteristic	Valid N	Percentage
Gender (valid N = 342)		
Male	166	48.54
Female	176	51.46
Age (valid N = 342)		
20-30	155	45.32
31-40	164	47.95
41-50	22	6.44
51-60	1	0.29
Educational level (valid N = 342)		
Secondary school or below	3	0.88
College diploma	40	11.70
University/undergraduate	275	80.41
Postgraduate or above	24	7.01
Occupation (valid N = 342)		
Student	14	4.09
Management/administration	64	18.71
Professional	81	23.68
Blue collar worker	11	3.22
White collar worker	157	45.91
Service personnel	11	3.22
Others	4	1.17
Area (valid N = 342)		
Guangdong	66	19.31
Jiangsu	56	16.37
Shanghai	43	12.57
Beijing	43	12.57
Zhejiang	39	11.41
Shandong	30	8.77
Others	65	19.00

restaurant. The questionnaire took approximately 8–10 min to complete. A small incentive was provided to the participants who were finally thanked and debriefed.

4. Results

4.1. Profile of respondents

The profile of the 342 respondents is shown in Table 1 (166 males and 176 females). The respondents were between the ages of 20 and 60; 93.37% of them were between 20 and 40 years of age. Of the participants, 87.40% had a university education or higher. The

Table 2
Confirmatory factory analysis.

Construct and scale item	Item loadings	Cronbach's alpha	Composite reliability	AVE
Autobiographical memory evocation		0.91	0.91	0.71
When I look at this bar, I am transported back in time.	0.80			
This bar is proof of something from my past.	0.72			
When I look at this bar, I feel that I travel back to the time when it happened.	0.72			
The bar is evidence that something happened.	0.73			
Evoked pleasure		0.82	0.82	0.54
I feel pleased/annoyed	0.85			
I feel contented/melancholic	0.81			
I feel relaxed/bored	0.79			
I feel happy/unhappy	0.82			
Purchase intention		0.78	0.78	0.54
I'd like to go to this bar.	0.73			
I probably will keep going to this bar in the future.	0.71			
I'd like to recommend this bar to my friends.	0.72			
Travel satisfaction		0.77	0.77	0.52
I am happy about my decision to stay in Lijiang.	0.73			
I believe I did the right thing when I chose to make my holiday in Lijiang.	0.71			
Overall, I am satisfied with decision to make my holiday in Lijiang.	0.73			
Destination attachment		0.89	0.90	0.55
I feel Lijiang is a part of me.	0.75			
I identify strongly with Lijiang.	0.64			
Visiting Lijiang says a lot about who I am.	0.69			
I enjoy visiting Lijiang more than any other place.	0.78			
I get more satisfaction out of visiting Lijiang than any other place.	0.77			
Visiting Lijiang is more important to me than visiting any other place.	0.76			
I wouldn't substitute any other place for the type of experience I have in Lijiang.	0.79			

Note. $\chi^2 = 280.72$, RFI = 0.92, NFI = 0.93, TLI = 0.97, RMSEA = 0.04.

respondents' occupations varied widely (such as students, workers, sales personnel and professional service personnel). The respondents lived in 29 provinces (including municipalities) of China; 80.82% of them were from Beijing, Shanghai, Zhejiang, Jiangsu or Shandong.

4.2. Manipulation check

An independent samples *t*-test was conducted to assess the success of manipulation. As discussed above, Lijiang was the tourism destination used in the study. Yimiyanguang Bar and First Ashou Black Goat Hotpot Restaurant were used as the stimulus objects. The results show that under the high product-destination congruity condition (i.e., Yimiyanguang Bar), the respondents' product-destination congruity evaluation was significantly greater than under the low congruity condition (i.e., First Ashou Black Goat Hotpot Restaurant). The manipulation was therefore found to be successful ($M_{high} = 5.88$ vs. $M_{low} = 5.30$; $t = 6.09$, $p < 0.01$).

4.3. Scale reliability and validity

We conducted a confirmatory factor analysis (CFA) to test scale reliability and validity. The overall fit of the measurement model showed that the degree of fit was satisfactory ($\chi^2 = 280.72$, $df = 179$, $p < 0.001$; RFI = 0.92, NFI = 0.93, TLI = 0.97, RMSEA = 0.04) (see Table 2). According to the reliability test results, the inter-item (Cronbach's alpha) and composite reliability of the scales are greater than the critical value of 0.7 (Hair, Black, Babin, & Anderson, 2009). This indicates that the scales have a high level of internal consistency. We combined convergent and discriminant validity for the scale validity test (Hair et al., 2009). As shown in Table 2, the convergent validity test was conducted by measuring the standardized factor loadings and the average variance extracted (AVE) of the question items. The CFA results show that all factor loadings are significant at the 0.001 level (Anderson & Gerbing, 1988) and that the AVE values are greater than the critical value of 0.5 (Hair et al., 2009). This indicates that the scales show a high degree of convergent validity. Furthermore, following Fornell and

Larcker (1981), we tested the discriminant validity of the scales by measuring whether the AVE of each construct was greater than the squared value of the correlation coefficient of any two construct items. As shown in Table 3, the AVEs of each construct are greater than the square of the correlation coefficient of any two construct items. This result indicates that the discriminant validity of the scales is also satisfactory.

4.4. Hypothesis testing

H2 was tested via an independent samples *t*-test. The other hypotheses were tested via structural equation modeling (SEM). Hypothesis H2 proposes that when tourists re-encounter a product purchased in a non-hometown destination, their degree of evocation of autobiographical memory is affected by the congruity between the product and the destination's image. The independent samples *t*-test showed that the autobiographical memory evocation level was greater when the product-destination congruity was high ($M = 5.82$) rather than low ($M = 5.08$; $t = 8.50$, $p < 0.001$). H2 is therefore supported.

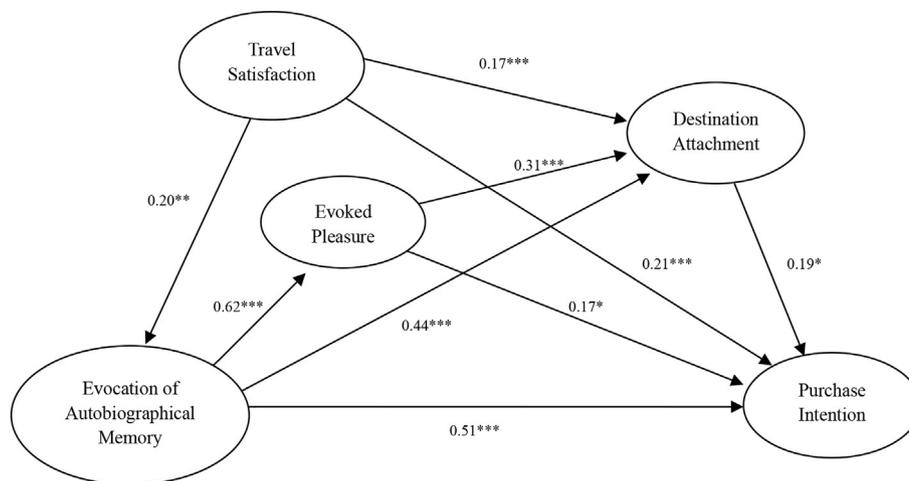
The results of the SEM analysis are presented in Fig. 2. The results showed that the overall fit of the structural model was good ($\chi^2 = 301.15$, $df = 180$, $p < 0.001$; CFI = 0.97, RFI = 0.91, NFI = 0.92, TLI = 0.96, RMSEA = 0.04). We used the standard path coefficients to test the relationships among the variables. The results indicated that all of the path coefficients were significant. As shown in the SEM model, the effect of autobiographical memory evocation on purchase intention ($\beta = 0.51$, $p < 0.001$), destination attachment ($\beta = 0.44$, $p < 0.001$) and evoked pleasure ($\beta = 0.62$, $p < 0.001$) were found to be statistically significant, supporting H1, H7 and H8. Travel satisfaction had a significant positive effect on autobiographical memory evocation ($\beta = 0.20$, $p < 0.01$), destination attachment ($\beta = 0.17$, $p < 0.001$) and purchase intention ($\beta = 0.21$, $p < 0.001$). H3, H5 and H6 are therefore supported. However, destination attachment also significantly influenced purchase intention ($\beta = 0.19$, $p < 0.05$), supporting H4. Evoked pleasure was found to influence purchase intention ($\beta = 0.17$, $p < 0.05$) and destination attachment ($\beta = 0.31$, $p < 0.001$). Therefore, H9 and H10 are supported.

Table 3
Correlations between constructs.

	Autobiographical memory evocation	Pleasure	Tourism Satisfaction	Place attachment	Purchase intention
Autobiographical memory evocation	0.71				
Pleasure	0.54***	0.54			
Tourism Satisfaction	0.15***	0.30***	0.52		
Place attachment	0.60***	0.56***	0.31***	0.55	
Purchase Intention	0.66***	0.55***	0.34***	0.59***	0.54

Note: Entries below the diagonal line are latent construct correlations, and entries above the diagonal line are AVEs.

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



Notes: * $p < .05$, ** $p < .01$, *** $p < .001$.

Fig. 2. Results of SEM.

5. Discussion and implications

As an important tourism research topic, tourists' purchasing behaviors have received sufficient attention in early research endeavors. To our knowledge, this present research is the first attempt to investigate tourists' post-travel purchasing behaviors with respect to a local product re-encountered after a visit to a non-hometown destination. This research domain has been ignored in earlier studies, though certain business firms have already achieved significant success by capitalizing on tourist product purchases made in tourists' hometowns. For instance, the non-expensive Mexican local beer Corona wonderfully fit in with the great Mexico's scenery (such as beaches, wild parties, etc.) which deeply attracted American students to take vacation at there. When they returned home, they naturally sought out Corona to relive the good

times they had had in Mexico (Kumar & Steenkamp, 2013).

This study develops a conceptual model for explaining the effects of autobiographical memory evocation on tourists' post-travel purchase intentions toward a destination product which is now selling in the tourists' hometown. It also investigates the influence of product-destination congruity, travel satisfaction, evoked pleasure and destination attachment on tourists' behavioral intentions. The findings generally show that the evocation of tourists' autobiographical memory is positively related to product-destination congruity and tourist satisfaction. Autobiographical memory leads to pleasure evoked through positive mood, a higher level of destination attachment, and greater purchase intentions toward the product now available in the tourists' hometown. When tourists re-encounter popular destination products in their hometowns, their previous experiences of travel satisfaction will influence their level

of autobiographical memory evocation. Highly satisfied travel memories are more likely to evoke autobiographical memory. Furthermore, the findings show that the congruity between products and destination's image influences tourist autobiographical memory evocation. In other words, when tourists observe products that have a high level of congruity with a destination image, their autobiographical memories of their tourism experiences are more easily evoked. The evocation of autobiographical memories will have a direct effect on tourist purchase intentions regarding the products. Furthermore, autobiographical memory evocation influences tourists' destination attachment and, in turn, purchase intentions. In fact, evoked pleasure is found to mediate the relationship between autobiographical memory evocation and destination attachment.

5.1. Theoretical implications

This study proposes a conceptual model which captures the causal relationships of product–destination congruity, travel satisfaction, autobiographical memory, evoked pleasure, destination attachment and post-travel purchase intention toward a destination product. The findings of this present study contribute to the literature on tourists' post-travel consumption behaviors and extend our knowledge about the evocation of autobiographical memory in tourism research.

First, to our knowledge, this is the first empirical study which examines the mechanism of tourists' post-travel purchase intention toward the destination products selling in the tourists' hometown. While abundant tourism studies focused on tourist purchase behavior during the trip, our findings shed new light on tourists' post-travel purchasing behavior.

Second, we highlight the important role of autobiographical memories in tourist's purchase intentions toward the destination products which were re-encountered by the tourists in their hometown. The results further validate the previous findings that autobiographical memories can be well evoked under the condition which is similar to the original previous event (Dijkstra, Kaschak, & Zwaan, 2007; Riskind, 1983; Smith, 1979).

Third, we have demonstrated that the level of product–destination congruity could influence consumers' retrieval of autobiographical memory regarding tourism experience. Existing literature have found that autobiographical memories retrieval can be enhanced when the experimental conditions are similar to the original event (Riskind, 1983). That means when an object is retrieved under a condition similar to the previous condition when the object was encoded, memory retrieval will be more successful (Dijkstra et al., 2007). In fact, our results further extend the findings by the incorporating of the moderating role of product–destination congruity. Our findings also support previous studies depicting that picture-evoked events can lead to consumer emotions (Willander & Larsson, 2006). By using picture as stimulus, we find that consumers' autobiographic memory can directly evoke pleasure.

Finally, prior researchers show that when product information or advertisements encourage the retrieval of autobiographical memories, the resulting high level of consumer emotions can lead to a more favorable attitude toward the advertisements and products (Babin & Babin, 2001; Baumgartner et al., 1992; Sujan et al., 1993; Yi & Baumgartner, 2004). Our results also validate such findings in the field of tourism.

5.2. Practical implications

Our study provides new suggestions to product or service marketing managers concerning what strategies can be developed to enhance the potential sales of the destination products selling at

the hometown of post-travel tourists in the near future. To make this strategy successful, the product marketing managers need to work closely with tourism destination managers and understand the key findings of our study.

First, the results of our study show that tourist travel satisfaction plays an important role in the evocation of autobiographical memory. Intuitively, it is beyond the efforts of product or service marketing managers in making the tourists happy and satisfied with the travel experience. However, the marketing managers can help the destination managers of the scenic places to improve tourism memories, enhance travel experiences, and offer them unforgettable memories by means of various ways such as providing a harmonious cultural atmosphere with appropriate music and heritage pictures (Kim, 2014; Tung & Ritchie, 2011).

Second, our findings show that product–destination congruity affects the relationship between autobiographical evocation and purchase intentions toward destination products. Therefore, the managers should design products or services that have a strong association with the image of the destination. For example, Yimiyanguang Bar and the Old Town of Lijiang show a high level of congruity. The tourists' autobiographical memories of travel experiences can be easily evoked when they re-encounter the destination's products after returning home. In turn, tourists will have greater purchase intentions toward the products. Moreover, tourism destination managers should improve the association between their destination products and major scenic areas when promoting their destination to tourists. For example, Corona beer is closely related to Mexican beach scenery. Tourists can develop good memories of consuming Corona beer while enjoying the sunny environment and seascape of a Mexican beach. This strengthens the association between major scenic areas and products.

Third, this study shows that tourists' destination attachment plays a mediating role in the relationship between autobiographical memory evocation and purchase intentions. Therefore, the product or service company should also help tourism managers to boost the destination attachment level of tourists. They should pay more attention to place dependence, place identity, place affect, place social bonding and various emotional factors that can lead to tourist satisfaction (Ramkissoon et al., 2013). Accordingly, tourists' pleasure and arousal level can also be improved.

Finally, through the sales promotion of destination products in the tourists' hometowns, marketing managers of the destination's product or service companies can find ways to promote the evocation of tourists' autobiographical memories associated with the destination (e.g., sending destination pictures to the tourists via mobile communication apps or emails). It would be advantageous to have a systematic tracking system to determine which regions or hometowns would allow tourists to have a greater level of autobiographical memory evocation.

5.3. Limitations and directions for future research

In this study, the selected destination site was the Old Town of Lijiang. This destination has a characteristic of world heritage. Future studies may choose other destinations with different characteristic (e.g., a tropical beach) to enhance the external validity of our findings. Regarding the destination's product selection, this study used a bar and a restaurant as the stimuli. It is well known that intangible services differ from tangible goods in terms of the characteristics of services, i.e., intangibility, inseparability, heterogeneity, and perishability (see Parasuraman, Zeithaml, & Berry, 1985 for an overview). Therefore, the use of services alone for our stimuli may also be a limitation of our study. Future research can study similar phenomena by using tangible goods such as woolen tippet, flower cakes, stuffed bun and tapestry of specific scenic

areas. Furthermore, this research does not consider the influence of environmental and situational factors such as physical layout on the evocation of autobiographical memory. Thus, environmental and situational factors should be considered in future studies to better understand the effects of these factors on tourists' autobiographical memories. Finally, the main dependent variable in our study was purchase intention rather than actual purchase behavior. Future researches may further explore the impact of autobiographical memory evocation on tourists' actual purchase behavior by means of a field study.

Acknowledgement

This study was supported by the National Social Science Foundation of China (No. 15BGL092).

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