



Examining tourist citizenship behaviors through affective, cognitive, behavioral engagement and reputation: Symmetrical and asymmetrical approaches

Raouf Ahmad Rather ^{a,*}, Manju Raisinghani ^b, David Gligor ^c, Shakir Hussain Parrey ^d, Ivan Russo ^e, Siddik Bozkurt ^f

^a Scientific Researcher, Jammu & Kashmir, India

^b Adani University, Ahmedabad, India

^c Florida Gulf Coast University, Fort Myers, FL, USA

^d Department of Management Studies, Central University of Kashmir, India

^e University of Verona, Verona, Italy

^f Department of Business Administration, Osmaniye Korkut Ata University, Osmaniye, Turkey



ARTICLE INFO

Keywords:

Destination brand engagement
Cognitive-brand engagement
Behavioral-brand engagement
Affective-brand engagement
Destination brand reputation
Tourist citizenship behaviors
COVID-19 pandemic

ABSTRACT

Although various studies have addressed customer citizenship behaviors and customer brand engagement, the effect of tourists' pandemic-related destination brand reputation (DBR) on destination-brand-engagement (DBE) and tourist citizenship behaviors (TCB) remains nebulous. Based on signaling theory, social exchange theory, and complexity theory, we develop and test a theoretical model that explores the effect of tourist-perceived DBR on their affective, cognitive, and behavioral engagement during the COVID-19 pandemic. To explore these issues, this article adopts a mixed-method research approach, including symmetrical-based structural equation modeling (SEM) followed by asymmetrical-based fuzzy-set qualitative comparative analysis (fsQCA). First, the SEM findings reveal the positive effect of DBR on affective, cognitive, and behavioral brand engagement. Second, the SEM findings uncover the affective, cognitive, and behavioral brand engagement's positive impact on TCB. Third, the fsQCA findings identify three heterogeneous variable combinations/configurations that facilitate TCB. This study offers important theoretical and practical implications for destination marketers in pandemic times.

1. Introduction

The COVID-19 pandemic stunned global industry sectors, including tourism (Pappas, 2023; UNWTO, 2021). The profound effects of COVID-19 presented the need for tourism managers to re-design customer's destination brand engagement (DBE), customer/tourist citizenship behaviors (TCB), and reputation management strategies, given their key roles in the tourism industry (Abbasi et al., 2023; Gligor and Bozkurt, 2020; Su et al., 2020; Van Tonder et al., 2023).

Recently, customer (destination) brand engagement has gained substantial interest from scholars (Hollebeek et al., 2014; Khan et al., 2020; Kumar et al., 2019; Wongsansukcharoen, 2022). The motive for such enhanced interest is that engagement has been claimed to be a 'sine qua non' situation for attaining competitive advantage and has been

associated with many desirable outcomes (Pansari and Kumar, 2017; Wang and Lee, 2020; Bozkurt et al., 2021a). The practical significance of engagement has been acknowledged and underlined by consulting organizations like Gallup Group. For instance, Gallup research highlighted that engaged consumers could generate 44% more visits yearly than disengaged consumers (Kumar and Pansari, 2016; So et al., 2020). Extending the notion of customer brand engagement to tourism destinations can assist marketers in examining ways to affect tourists' behaviors and attitudes. Considering the topic's importance, further attempts are needed to comprehensively understand the tourists' behaviors/responses in the COVID-19 context. Tourists' brand engagement with a destination-brand is known as destination-brand-engagement (Chen et al., 2020; Rather et al., 2021).

Similar to DBE, tourist citizenship behaviors/TCB has garnered

* Corresponding author.

E-mail addresses: r.raouf18@gmail.com (R.A. Rather), manju.raisinghani@gmail.com (M. Raisinghani), drgligoma@gmail.com (D. Gligor), shakirparrey@kashmiruniversity.ac.in (S.H. Parrey), ivan.russo@univr.it (I. Russo), sddkbzkr@tumail.com (S. Bozkurt).