Transforming destination-based customer engagement to revisit intention through co-creation: findings from SEM and fsQCA

Mir Shahid Satar, Raouf Ahmad Rather, Sadia Cheema, Shakir Hussain Parrey, Zahed Ghaderi and Lisa Cain

Abstract

Purpose – The business ambiguity because of COVID-19 has brought the tourism industry under stress. Using the service-dominant-logic and elaboration-likelihood-model, this study tested the effects of destination-based cognitive, affective and behavioral customer brand engagement (CBE) on customer brand co-creation (CBC). This research also examined the effects of involvement and CBC on customer revisit intention (CRI) during the COVID-19 pandemic. This study also tested the moderating role of customers' age among the modeled relationships.

Design/methodology/approach – Investigating these matters, a sample of 315 tourists was recruited and adopted a mixed-method approach, including structural equation modeling (SEM) as well as fuzzy set qualitative-comparative analysis (fsQCA).

Findings – SEM results render that CBE's dimensions exercise different impacts on CBC, which affect revisit-intention. Results ascertain customer involvement's direct effects on CBC and revisit intention. Multi-group analysis uncovers that consumer age significantly moderates the CBC and CRI relationship, and their effect increases as consumers get older. The fsQCA results revealed more heterogenous combinations to predict CBC and revisit intention.

Research limitations/implications – This study focuses on CBE, CBC and involvement, and contributes unique insight to tourism marketing research; thus, it identifies plentiful opportunities for further research, as summarized.

Practical implications – This study offers key implications for destinations to build tourism/marketing strategies to strengthen the CBE/CBC or tourist/destination–brand relationship.

Originality/value – Though CBE/CBC and involvement are identified as important research priorities, empirically derived insights among these and related factors remain limited in the course of the COVID-19 crisis.

Keywords Customer brand engagement, Customer co-creation, Customer revisit intention, fsQCA, Tourism/destination

Paper type Research paper

将基于目的地游客参与通过共创转化为重游意愿:来自SEM和fsQCA的发现

摘要

设计/方法/方法：本文采用结构方程模型(SEM)和模糊集定性比较分析(fsQCA)相结合的方法，对315名游客进行了调查。

目的： 由于新型冠状病毒感染症(COVID-19)产生的业务不定性给旅游业带来了压力。本研究运用服务主导逻辑和精细似然模型，检验了基于目的地的认知、情感和行为顾客品牌参与(CBE)对顾客品牌共同创造(CBC)的影响。本研究还考察了COVID-19大流行期间参与和CBC对客户重访意愿(CRI)的影响。检验了顾客年龄在模型关系中的调节作用。

调查结果：SEM结果表明，CBE的维度对CBC有不同的影响，而这种影响又会影响着重游意愿。结果确定了游客参与对CBC和重访意愿的直接影响。多群体分析发现，消费者年龄显著调节CBC和CRI关系，且随着消费者年龄的增长，其作用增强。fsQCA结果显示需更多的异质组合来预测CBC和再访意向。