

TOURISM ADVERTISING

COMPARING THE EFFECTS OF PUSH & PULL FACTORS IN ADVERTISING.

A CROSS-CULTURAL PERSPECTIVE

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The research has been executed in Vancouver BC for a travel management company named Discover Canada Tours. For marketing purposes, they wanted to collect information on their key overseas markets and my research was an ideal way of combining their objective and doing substantial research in the field of tourism marketing at the same time. During my experience abroad, I had a great time and I have learned a lot from all the people within the company. I would like to thank Clint and Christina for the opportunity they gave me, and the time they have invested in me. I would also like to thank them and everyone else in the organization for their friendship and the great times we had together. It was truly a memorable experience that I will cherish and never forget.

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SAMENVATTING (ABSTRACT IN DUTCH)

Doel

Consumenten kopen geen producten of services, maar de verwachting van voordelen die behoeften kunnen bevredigen. In toerisme worden deze behoeften vaak uitgelegd doormiddel van push en pull factoren en wanneer men positieve advertentie effecten wil bereiken is het van belang om een advertentie af te stemmen op deze factoren. Onderzoek naar de vergelijking tussen push en pull factoren en de effecten ervan in advertenties ontbreekt echter in de literatuur. Het doel van dit onderzoek is dan ook om de effectiviteit van motivatie (push vs. pull) in advertenties te onderzoeken op het gebied van advertentie betrokkenheid, informatiebehoefte en koopintentie. Hierbij wordt aangenomen dat de effecten hiervan worden beïnvloed door cultuur.

Onderzoeksvraag

In welke mate worden advertentie betrokkenheid, informatiebehoefte en koopintentie beïnvloed door motivatie en culturele factoren in advertenties?

Methoden

Vooronderzoek is uitgevoerd om push en pull factoren te meten en de advertenties te ontwikkelen. Het hoofdonderzoek was een single factor design. Doormiddel van een vragenlijst die twee typen advertenties liet zien (push vs. pull) zijn de effecten van motivatie gemeten op het gebied van advertentie betrokkenheid, intentie om de website te bezoeken en de intentie om Canada te bezoeken, terwijl gecontroleerd werd voor cultuur (Australisch vs. Duits).

Resultaten

Resultaten van de MANCOVA (n=89) lieten geen significante verschillen zien tussen de twee advertenties (push vs. pull). Wel is een verschil geconstateerd voor cultuur in de intentie om Canada te bezoeken waarbij Duitsers een hogere intentie hadden dan Australiërs.

Conclusie

Deze resultaten tonen aan dat de reacties op advertenties kunnen verschillen tussen verschillende culturen en dat het van belang is om altijd rekening te houden met cultuur. Het is voor tour bedrijven verstandig om de doelgroep te bepalen op basis van cultuur en vervolgens te testen welke advertentie strategie hier het best bij werkt.

ABSTRACT

Purpose/ aim

Consumers don't buy products or services, but the expectation of benefits that satisfy needs. In tourism, these needs are usually discussed by means of push and pull factors and to reach desired advertising responses, it's important to design advertisements that match these needs. However, research on comparing the effects of push and pull factors in advertising is lacking. Therefore, the aim of this study is to investigate the effects of tourist motivation in advertising (push vs. pull) on advertising involvement, information search and purchase intention. It is further assumed that the effects are moderated by culture.

Research question

To what extent do motivational and cultural factors in advertising influence advertising involvement, information search and purchase intention?

Methods

Two preliminary studies were conducted to measure push and pull factors and to develop the advertisements. The main study was a single factor design and by means of a questionnaire showing two types of advertisements it measured the effect of tourist motivation (push vs. pull) on advertising involvement, intention to visit the website and intention to visit Canada, when controlling for culture (Australian vs. German).

Results

Results of MANCOVA (n=89) showed no effects for tourist motivation but did reveal the importance of culture in determining differences. For the intention to visit Canada, there was a significant effect for culture, with Germans having a higher intention to visit Canada than Australians.

Conclusion

These findings suggest that advertising responses can differ between cultures, and culture should always be taken into account. Tourism companies should clearly define their target group based on culture before testing what advertising strategy works on them.

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1. INTRODUCTION

Are tourism advertisers wasting their money? Research shows that 90 per cent of all advertising goes unnoticed and fails. Ironically, while the effectiveness of advertising is decreasing, its volume, variety and the amount of money spend on advertising is increasing (Morgan, Pritchard & Pride, 2012)

Reason for so many advertising to go unnoticed is because nowadays, advertising is everywhere. Every day, consumers get overwhelmed by television and radio commercials, billboards, magazines and Internet advertisements and as consumers get more and more ad-fatigued, most advertisements are of little interest to most people at any point in time (Morgan & Prichard, 2000). We live in a marketing and media driven world and just like any other branch, the leisure and tourism business benefits from taking a part in this. Actually, this is especially true for the leisure and tourism business. A holiday is not something you can test beforehand, and thus, promotion is the product and plays a bigger role in leisure and tourism than in any other market. The consumer buys a holiday, purely on the basis of symbolic expectations established promotionally through words, pictures, sounds or promises (Morgan & Pritchard, 2000). Therefore, the key challenge for tourism marketers is to stand out and create advertisements that can penetrate through the clutter and get the attention they deserve. Because how can an advertisement result in any desired advertising responses when people don't pay attention to it and they go unnoticed? How do tourism companies get people to their website or convince them to use their services? Therefore knowledge on effective advertising in tourism is not just important, it is crucial in this business.

In this context, Discover Canada Tours, a tour company in Vancouver B.C., is dealing with these very issues. With visitor numbers of around 9 million and increasing each year (Penner, 2014), Vancouver is a popular tourism destination and competition among tourism agencies is fierce. In trying to attract the holiday consumer, tourists visiting Vancouver get overwhelmed with advertisements that struggle to win their attention and reach desired or any advertising responses for that matter. Looking at the visitors coming to Vancouver, Discover Canada Tours noticed an up rise in visitors from Australia and Germany. To get their share of "the pie, and tap into these new markets, Discover Canada Tours was looking to get a better understanding of these visitors from Australia and Germany. Specifically, they were looking for knowledge on how to attract Australian and German visitors to use their services and ways to use this knowledge to their benefit by means of advertising.

To answer these questions, it's important to get a better understanding of tourism behaviour. Why do tourists go on a holiday and why do they choose one destination over another? What makes them decide to book tourism related services and what role does advertising play in the consumer decision process? Literature on consumer behaviour shows that every purchase decision starts with need recognition (Blackwell, Miniard & Engel, 2006). In tourism, needs are mostly discussed by means of push and pull factors. Push factors refer to intrinsic needs (e.g. relaxation) and are often used to explain why people travel, while pull factors refer to extrinsic needs or destination attributes (e.g. the beach) that are often used to explain the choice of destination. Basically, people are pushed to travel based on intrinsic needs and pulled towards a specific destination based on aspects of that destination (Pesonen, Komppula, Kronenberg & Peters, 2011). People are always concerned with satisfying their needs and motivation theories even claim that consumers don't buy products or services, they buy the expectation of benefits that satisfy a need (Crompton & McKay, 1997). Therefore, by designing advertisements that

match tourist needs, Discover Canada Tours can improve their competitiveness of other tour companies.

Advertisements that effectively match consumer needs are more likely to trigger desired advertising responses than advertisements that fail to match consumer needs (Blackwell et al., 2006). When needs are recognized, advertisements are usually considered personally relevant since they have the potential to satisfy needs. This relevance that is attributed to the advertisement is known in literature as advertising involvement and is important since it determines how much attention is paid to the advertising message. The better an advertisement matches consumer needs, the higher the degree of advertising involvement should be (Prebenson, Woo, Chen & Uysal, 2012). Literature also shows that when needs are recognised, the consumer usually searches for more information that can help to make an informed decision (Petty & Cacioppo, 2005). When advertisers can direct readers to, for instance their website, this gives them more opportunity for effective convincing. And, because consumers don't buy products or services, but the expectation of benefits that satisfy needs (Crompton & McKay, 1997), products or services that claim to have these benefits are likely to be considered more relevant increasing the chances to be considered for purchase (Huang, Chou & Lin, 2010).

Finally, it's important to note that when discussing tourism, culture is an important factor. Tourism studies show that culture influences both motivational processes and communication preferences like how people respond to advertising (Litvin, Crotts, & Hefner, 2004; Mooij & Hofstede, 2011). Therefore when discussing how advertising works in a tourism context, culture should always be taken into account.

Taken all together, designing advertisements that match push and pull factors of Australian and German tourists could lead to desired advertising responses like a higher degree of advertising involvement, a search for more information, or even purchase. Therefore, it's important for Discover Canada Tours to identify push and pull factors to effectively develop advertisements and offerings. It's strange however, that when looking at tourism related advertising, most advertisements seem to only focus on pull factors showing factors like beautiful beaches, vibrant cities or sunny weather. Few advertisements make use of push factors to influence consumer responses. Research on comparing the use of push and pull factors in advertising is lacking, raising the question to what extent these factors influence consumer responses. Due to the importance of advertising in tourism, it is valuable to examine whether including push factors in advertising influences advertising responses among people from different cultures. The goal of the present study is to compare push and pull factors in advertising in terms of the effect they have on advertising involvement, information search and purchase intention when controlling for culture, by addressing the following research question:

RQ: To what extent do motivational and cultural factors in advertising influence advertising involvement, information search and purchase intention?

2. THEORETICAL FRAMEWORK

This study starts with introducing all concepts that are important to answering the research question. The first section explains the role of motivation in the consumer decision process and elaborates on push and pull factors and their use in advertising (2.1). In section 2.2, the relation between motivation and advertising involvement, the search for information and purchase intention is discussed, followed by the role of culture in tourism and how culture could affect this relation (2.3). Last, the conceptual model is presented (2.4)

2.1 The role of motivation in the consumer decision process

Motivation theories state that consumers don't buy products or services, they buy the expectation of benefits that satisfy a need (Crompton & McKay, 1997). No one buys something unless they need it, want it or have a problem. Hence, the consumer decision process model shows that any purchase decision starts with need recognition, which is defined as the perception of a difference between the desired state of affairs and the actual situation, sufficient to arouse and activate the decision process" (Blackwell, Miniard & Engel, 2006).

Figure 1:

The decision making process



This difference between the actual state of affairs and the desired state causes tension in the mind of the consumer. The consumer needs to act in order to satisfy the need and reach the desired state of affairs (Goossens, 2000). Motivation theories emphasize that individuals constantly strive to reduce tension and achieve a state of stability, a homeostasis (Goossens, 2000). This so-called homeostasis goes out of balance when the individual is made aware of a certain need (disequilibrium). The need creates a longing, and to satisfy that longing, and restore the homeostasis, the individual has to create an objective, for example, in the form of a product or service. The individual must be aware of the existence of this product or service and purchase it to achieve a positive effect by satisfying that now conscious need and in doing so restoring the homeostasis (Goossens, 2000).

For example: Person x is a single guy and a bit overworked. One day he comes across a travel related advertisement that promotes a beautiful holiday destination with the opportunity to meet many new people. The advertisement is very appealing and some social interaction is just what person x needs. The advertisement made him aware of the before unconscious need for some social interaction and creates the longing for such a holiday. To satisfy this longing, or his needs, person x has to take action and he decides to book the promoted holiday.

Controversially, person x might already be aware of his needs and decides to actively search for an objective that can satisfy his needs. The process however stays the same. When he finds a holiday that corresponds with his need for social interaction, that advertisement will likely be more effective than an ad that promotes some alone time at some remote destination.

Tourist Motivation

In tourism, need recognition results from the expectation of benefits that can be satisfied by tourism based activities. A holiday itself and certain destinations in particular may decrease the

difference between one's actual situation and one's desired situation (which would be based on travel related needs). In tourism, needs are mostly discussed in terms of push and pull factors. Push factors are intrinsic needs and traditionally have been used to explain the desire of going on a holiday (Pesonen, Komppula, Kronenberg & Peters, 2011). Pull factors on the other hand are extrinsic needs. They relate to the situational aspects of a destination and are generally used to explain the choice of destination (Pesonen et al., 2011). Basically, people are pushed to travel by basic internal and emotional needs, and they are pulled towards certain destinations by aspects of the specific destination. Because together these factors explain why and where people travel, and because they have the potential to create a discrepancy between one's actual state and one's desired state, identifying these motivational factors is of the utmost importance to tourism marketers. Need identification is essential for effectively developing offerings and advertise them (Blackwell et al., 2006). Hence, much research is done with the goal of identifying push and pull factors (Andriotis, Agiomirgianakis & Mihiotis, 2007 and Jonsson & Devonish, 2008).

Push & pull factors

Studies focusing on push factors explain that holiday consumers don't just engage in holiday behaviour to see and do things, but that they are looking for a destination that fits their intrinsic needs (Mohammad & Som, 2010). Gray (1970) was the first researcher that classified the need to travel in wanderlust and sunlust. Wanderlust explains ones need to explore (push) while sunlust is directed at destination amenities (pull). Dann (1977) classified push factors into anomie and ego-enhancement. In his classification anomie refers to "the desire to transcend the feeling of isolation inherent in everyday life" and the drive to "get away from it all" and ego-enhancement embodied the need for status and recognition, which could be obtained by travel (Prayag & Ryan, 2011). In time many push factors are identified and most of them can be traced back or relate to the framework as described by Crompton (1979). Using in-depth interviews, Crompton (1979) identified a series of needs that he grouped into seven push factors, being:

1. Escape from a perceived mundane environment;
2. Exploration and evaluation of self;
3. Relaxation;
4. Prestige;
5. Regression;
6. Enhancement of kinship relationships and
7. Facilitation of social interaction.

The specific variables that make up for these push factors can be found in (Appendix A) and are used in this study as a means for measuring these push factors. For example, the push factor "escape from a perceived mundane environment" is measured by means of a questionnaire where people use a 7-point Likert scale and value to what degree statements like "I go on a holiday to have a break from the demands and routine at home", or "I go on a holiday to have a temporary change of environment", apply to them. There are studies that show minor deviations from the framework as described by Crompton (1979), where depending on the research topic or target group other push factors are used, like for example sports (McGehee, Loker-Murphy & Uysal, 1996). Because tourist motivation is a complex psychological construct that lacks a widely accepted research methodology, there is no commonly accepted instrument for measuring tourist motivation. Most studies relating to the push and pull concept however use Crompton's (1979) taxonomy as a guide (Huang & Hsu, 2008; Mohammad & Som, 2010; Yoon & Uysal, 2005) but as mentioned, depending on the goal of these studies small variances in scales do exist.

Pull factors on the other hand refer to external forces or destination attributes that influence a person's choice of destination (Hua & Yoo, 2011). Since people can be simultaneously pushed by internal forces and pulled by destination attributes, it is argued that pull factors respond to and reinforce push factors (Crompton, 1979; Goossens, 2000; Hsu & Huang, 2008). Over the years, numerous attempts have been made to classify major elements of destinations. Results refer to

manmade attractions, natural attractions, historical sites, beaches, culture, architecture, hotels, catering, transport, entertainment, climate, cost and so on, but differ from one destination to another (Kozak, 2002).

Communicating push and pull factors by means of advertising

When looking at promotional efforts in tourism, most advertisements seem to be pull directed, promoting destination attributes like beaches, mountains or beautiful weather. Few advertisements chose to use a push directed strategy to influence consumer responses. Research on comparing the two strategies in terms of advertising effectiveness is lacking, raising the question of which strategy is more effective in influencing desired advertising responses. A common standpoint on the use of push and pull factors in advertising is best explained through the conceptual model as developed by Goossens (2000). The model explains that push factors are needs, motives and drives that exist within the consumer. They interact with- and reinforce pull factors, which are described as environmental variables that are communicated by means of marketing efforts. In this context, the push and pull factors melt together in the brain of the consumer leading to a certain degree of motivational intensity within the consumer to satisfy the existing needs. The present study takes a slightly different standpoint on the use of push and pull factors in advertising, stating that it's also possible to communicate push factors by means of advertising. Because, as fundamental as a need may be, sometimes people are unaware of their intrinsic needs, and it is still important to remind people of them (Blackwell et al., 2006). Effectively connecting to consumers' needs may involve reminding them of their needs prior to showing them how the product can satisfy them. By communicating push factors by means of marketing stimuli, marketers can raise consumers' awareness of these unperceived needs or problems they had not yet considered before (Blackwell et al., 2006). Need directed information may even cause people to buy products of which they were unaware of before receiving information.

To communicate push and pull factors, this study uses advertisements. Advertising is a commonly used media source in tourism (Walters, Sparks & Herington, 2007), and mostly includes images and text, or depending on the medium can include video and music also. This study focuses on advertisements that use images and text. According to van Raaij (2002) a good advertisement uses both text and words, and both elements are tailored to match one another. An image without text usually fails to effectively bring across the advertising message, and advertising that contains text but no images looks boring and is usually considered unworthy of interest and doesn't receive any attention at all. Images and text must complement, match and reinforce each other in order to efficiently attract the attention of the consumer to some degree (van Raaij, 2002).

Images in advertising are used to provide visual support for the advertising message that is usually presented in text (van Raaij, 2002). People look at images because it's pleasant to do so (Lang, Greenwald, Bradley & Ham, 1993), but images also have a representational value. They have the ability to show key features of the product, service or elements that are difficult to express in words (van Raaij, 2002). Pull factors or destination attributes for example are easy to illustrate by means of images. A visual representation of a mountain lake probably says more than a thousand words describing that same mountain lake. Therefore, images can effectively illustrate tangible attributes that support the advertiser's message (Scott, 1994). By matching objects or experiences in the real world, images can activate cognitive responses (importance of the message, relevancy) or affective responses (pleasure, arousal, interest) (Scott, 1994).

Push factors on the other hand are more difficult to illustrate by means of images. Factors like escape from a perceived mundane environment, exploration and evaluation of self or prestige are not easily expressed by visual elements and need textual elements to effectively bring across the intended message. Thus, push factors are communicated best through text, but matched visual elements can certainly support or strengthen any cognitive or affective responses. However, these images that match push factors will partly appeal to the consumer's

socio-psychological needs, but will also partly relate to destination attributes. It is not possible to advertise visual elements relating to push factors that are not to some degree also pull related. For example, an image that matches the push factor relaxation would support socio-psychological feelings of relaxation, but the image will inevitably display tangible elements of the destination itself like people relaxing on a beach. It's not possible to transcend a socio-psychological feeling without the visual guidance of some sort of pull factor transferring that feeling. Controversially, an advertisement showing text and visual elements that are pull related will undoubtedly also trigger socio-psychological feelings. A nice sunny beach usually evokes feelings of relaxation. Therefore, elements of an advertisement are never truly focussed on either push or pull factors. They can be mainly focussed on either push or pull factors but will always to some degree contain elements of both.

Looking at tourism advertising however, it becomes evident that most advertisements only focus on pull factors. When travellers are indeed looking for a destination that fits their intrinsic needs (Mohammad & Som, 2010), adding highly valued push factors to these advertisements might create the expectation of a better fit and might therefore be more effective. Therefore, this study measures the effect of advertising type on the advertising responses; advertising involvement, intention to visit the website and intention to visit Canada. Two types of advertisements will be used. One that focuses on pull factors (as is mostly done in the tourism industry) while the other advertisement also includes push factors and therefore is more push focused.

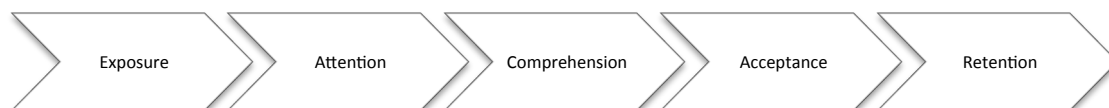
2.2 Advertising responses

Advertising involvement

The previous section discussed the use of push and pull factors in advertising. As consumers get exposed to advertising, they begin to process the stimuli at hand. This processing of information involves the following phases (Blackwell et al., 2006):

Figure 2

Information processing model



1. **Exposure:** Information and persuasive communication must reach consumers for the information processing to begin.
2. **Attention:** The willingness of the consumer to process the incoming information. The more relevant the message and it's content, the more likely the consumer will pay attention.
3. **Comprehension:** If the advertisement is found relevant and receives attention, the message is further analysed against categories of meaning stored in memory.
4. **Acceptance:** Based on existing beliefs and attitudes, the message can be either dismissed as unacceptable or accepted.
5. **Retention:** If the message is accepted it will be stored in memory in such a way that it is accessible for future use.

Due to advertising clutter, the consumer is not always prepared to actively process information and the majority of advertisements are considered irrelevant or unimportant and do not receive any attention (Wang, 2006), hence the consumer stops processing the information after exposure. The advertisements are often considered irrelevant because they don't match up to existing consumer needs, or the needs presented are not important enough at that point in time

(Blackwell et al., 2006). Therefore the consumer is not motivated enough to pay attention to the advertisement. This is due to a lack of motivational intensity, which represents how strongly consumers are motivated to satisfy a particular need.

This process of motivational intensity is best described through the concept of involvement (Blackwell et al., 2006). Involvement refers to the degree in which a stimulus, in this case advertisement, is personally relevant (Prebenson, Woo, Chen & Uysal, 2012; Zaichkowsky, 1994). This particular type of involvement, where relevance relates to the advertisement itself, is called advertising involvement. When an advertisement is capable of satisfying important personal needs, the ad is considered more relevant. The more important the needs, and the more motivated the consumer is to satisfy those needs, the greater the involvement is with potential sources of need satisfaction (Goossens, 2000).

Involvement is important because it determines how much effort consumers will exert when trying to satisfy their needs (Blackwell et al., 2006). As the intensity to satisfy needs increases, involvement increases and the consumer becomes more attentive towards relevant information that can help them to decrease disequilibrium (Goossens, 2000). As a consequence, consumers will be more attentive to need-directed advertising messages (Blackwell et al., 2006). It also affects brand attitude (Campbell & Wright, 2008), the strength of the message and the length of time one stores the memories (MacInnis, Moorman, & Jaworski, 1991; Petty & Cacioppo, 2005). But more importantly, high involvement is linked with a search for more information, thereby creating more opportunities for effective convincing (Petty & Cacioppo, 1986, 2005; Zaichkowsky, 1985) and ultimately purchase intention (Huang, Chou & Lin, 2010; Petty & Cacioppo, 2005). High advertising involvement is not only said to be more predictive of consumer behaviour than low advertising involvement, it is also said to be more enduring.

Low involvement on the other hand is situational and less predictive of behaviour (Petty & Cacioppo, 1986, 2005). Because the consumer cannot relate to the ad content, the willingness to invest cognitive effort into processing the message is lower or non-existent. Therefore, the consumer will not search for other sources of information and memory effects are postulated to be relatively temporary and aided to high repetition (e.g. higher costs). With low involvement sales effects are usually reached using shallow techniques like a catchy slogan and opposed to high involvement predicting consumer behaviour is more difficult (Petty & Cacioppo, 1986, 2005).

This study examines the effects of advertisement type (push vs. pull) on advertising involvement. Based on the information found in literature, stating that push and pull factors reinforce one another and that sometimes people need to be reminded of intrinsic needs they were not aware of before, it is expected that the advertisement with push factors will lead to higher advertising involvement than the advertisement focusing on pull factors. Therefore, the following hypothesis is drawn:

H1: *When comparing the two types of advertisements (push vs. pull), the push-focused advertisement will lead to higher advertising involvement than the pull-focused advertisement.*

Search for information

When the consumers get exposed to an ad containing information that seems relevant (because it relates to consumer needs), the decision process model shows that the next step, after need recognition, is the search for information (Blackwell et al., 2006). According to Crompton and McKay (1997) search refers to a receptivity of information that solves problems or needs, rather than a search for specific products or services. Petty and Cacioppo (2005) also found evidence of the relation between high involvement and the search for more information. This search for information may be internal (retrieving knowledge from memory), but could also be external (collecting information from outside sources like the internet). Consumers usually search for a variety of sources to obtain the information they need for making an informed decision.

Marketers try to guide this process of external search by leading the consumer to sources of information they have control over, like their own website (Blackwell et al., 2006). So, when needs are recognized and the consumer is motivated to satisfy those needs, chances are they will search for information that helps them to make an informed decision. Exposing the consumer to opportunities of gathering more information, like a website, could lead to or strengthen the intention to visit that website.

This study examines the effects of advertisement type (push vs. pull) on intention to visit the website. It is expected that when advertising intrinsic needs (push factors), needs are easier recognized and therefore the consumer will be more likely to search for more information in order to satisfy those needs. Based on this premise, the following hypothesis is drawn:

H2: *When comparing the two types of advertisements (push vs. pull) the push-focused advertisement will lead to a higher intention to visit the website than the pull-focused advertisement.*

Purchase intention

Ultimately, matching advertisements to consumer needs should to some degree affect consumer behaviour, or at least purchase intention. Because consumers don't buy products or services, but the expectation of benefits that satisfy needs (Crompton & McKay, 1997), products or services that claim to have these benefits are likely to be considered more relevant increasing the chances to be considered for purchase. In fact, research on the role of advertising in consumer behaviour studies shows that involvement is a significant predictor of purchase intention (Huang, Chou & Lin, 2010; Petty & Cacioppo, 2005). Studies in tourism show that once an advertisement message is considered relevant and involvement is high, this is a good predictor of the intention to travel (Lee & Beeler, 2009). Clements and Josiam (1995) examined the level of involvement in the spring break travel decision and found that respondents with high levels of involvement were more likely to book a trip than respondents with low levels of involvement. These studies show that advertisements that match consumer needs are useful for the examination of, not only advertising involvement and search for information, but ultimately for purchase intention and the prediction of consumer behaviour.

This study examines the effects of advertisement type (push vs. pull) on intention to visit Canada. Based on the information found in literature, the following hypothesis is drawn:

H3: *When comparing the two types of advertisements (push vs. pull) the push-focused advertisement will lead to a higher intention to visit Canada than the pull-focused advertisement.*

2.3 The moderating effect of culture

Prior studies in tourism showed that tourism behaviour is largely affected by cultural background (Chen, 2000; Crotts & Erdmann, 2000; Litvin, Crotts, & Hefner, 2004). According to Litvin et al. (2004), a society's culture results in a shared historically derived and patterned way of thinking, feeling and reacting and explains how people in a society behave, communicate or perceive reality. It influences social processes like motivation and emotion, but also mental processes like communication habits and preferences (Oyserman & Lee, 2008). Therefore, cultural values should always be taken into account when researching how advertising works across cultures and when developing advertising appeals in different markets. This research focuses on culture as a moderator for the relation between push & pull factors and advertising responses (advertising involvement, intention to visit website and intention to visit Canada).

Motivation is defined as what causes people to act. It initiates, gives direction and determines the intensity of all behaviour (Phan, 2010). Literature states, that behaviour and what causes us

to act, is the result of both born characteristics and acquired characteristics shaped by society (Franzen, 2008, Hsu et al., 2010; Huang & Hsu, 2005). As culture accumulates shared meanings, rituals, norms and traditions, it consequently shapes how people within that culture think, feel and react (Lidvin et al., 2004). Culture changes the environment in such a way that for people within that environment, individual mental processes that serve motivational states are also affected (Mooij & Hofstede, 2011). As a consequence, cross-cultural research has shown that shared motivational aspects can be identified on a national basis (Kim & Lee, 2002; Kozak, 2002). People from different cultures reveal unique differences in not only characteristics, but also the needs that they attain. Basically, culture shapes society and influences goal-related behaviour of people within that society (Mooij & Hofstede, 2011).

In addition to finding out why people travel and why they visit a specific destination, a number of researchers have embarked on more specific studies to examine tourism motivation from a certain country or cultural background (Hua & Yoo, 2011; Kim & Lee, 2002; Kozak, 2002). As stated, motivation is influenced by culture and many cross-cultural studies confirm the existence of differences in travel motivation between people from different cultural backgrounds, even when visiting identical destinations (Hua & Yoo, 2011). These studies confirm the need for segmentation by culture and the importance of developing specific advertisements for each national market. For example, using the concept of push and pull factors, Yuan and McDonald (1990) examined motivations for overseas travel using data from four countries; Japan, France, West Germany and the United Kingdom. Result showed that these countries travelled to satisfy the same push factors, but differed in pull factors when choosing for a particular destination. These results indicate that the level of importance that individuals attach to various pull factors differs among these cultures. A study conducted by Kim and Lee (2002) reported on the travel motivations of Anglo-American and Japanese travellers and concluded that Japanese tourists showed more motivational intensity towards prestige, status and the enhancement of kinship relations compared to Anglo-Americans. These differences in attribution to various push factors are according to Kim and Lee (2002) the result of Japan having a more collectivistic culture and America having a more individualistic culture. Findings of Kozak (2002) demonstrated differences in push as well as pull factors between tourists from two different countries (Britain and Germany) for visiting Mallorca and Turkey as holiday destinations. In 2004, Kozak published an article on destination image from a cross-cultural perspective. Findings suggested that the perception of tourist regarding a specific destination is not homogeneous, which explains the differences in motivation to visit those places. In correspondence with this, Beerli and Martin (2004) discovered that cultural background, next to motivation, influences affective images. Therefore, they suggest that motivation, as well as destination image, can be perceived differently by visitors of different cultural backgrounds (Hua & Yoo, 2011). Many more examples on the influence of culture on tourist motivation exist and once more it emphasizes that more knowledge on these differences may contribute to enhancing the efficiency and effectiveness of international advertising campaigns.

This study examines the effects of culture (Australian vs. German) on tourist motivation (push and pull factors). Based on the information found in literature, the following hypothesis is drawn:

H4: *The importance attributed to push and pull factors will differ between cultures.*

But not only motivation is affected by culture, also the way in which people respond to messages in advertising. Based on norms, rules and values within a specific culture, people learn various patterns of interaction that form the basis for preferred communication styles. In turn, these communication styles define how communication messages should be taken, interpreted, filtered or understood (Litvin et al., 2004). Taking culture into account, the sender of the advertisement crafts the message in anticipation of the audience's probable response, using shared knowledge on the norms, rules and values within that culture. In turn, the audience or receivers of that message use that same body of cultural knowledge to read the message, infer the sender's intention, evaluate the argument and formulate a response (Scott, 1994).

How people see their worldview, how they think, learn and communicate is all culturally bound. Expressions used in advertising may even have different meanings in different cultures. An example that is often portrayed is that of different communication styles between collectivistic and individualistic cultures. In individualistic cultures like western culture, communication is often synonymous with information, where as in a collectivistic culture, the emphasis is more directed at social roles, relationships and concern for belonging (miyahara, 2004). So communication styles are reflected across cultures and what is relevant information to members of one culture, may not be relevant to members of another culture. Often, people are more positively disposed towards local advertising and find them more interesting and less irritating (Pae, Samiee & Tai, 2002). Cultural adaption leads to more favourable attitudes towards advertising, which in turn has a positive effect on the intention to buy (Singh, 2006)

Since motivation and advertising responses are both subjected to culture, cultural values should always be taken into account when researching how advertising works across cultures and when developing advertising appeals in different markets. Therefore this study examines the effects of advertising type (push vs. pull) on the advertising responses; advertising involvement, intention to visit website and intention to visit Canada with culture (Australian vs. German) as a moderator. Based on the information found in literature, it is expected that:

- H5: *The effect of advertisement type (push vs. pull) on advertising involvement is moderated by culture.*
- H6: *The effect of advertisement type (push vs. pull) on intention to visit the website is moderated by culture.*
- H7: *The effect of advertisement type (push vs. pull) on intention to visit Canada is moderated by culture.*

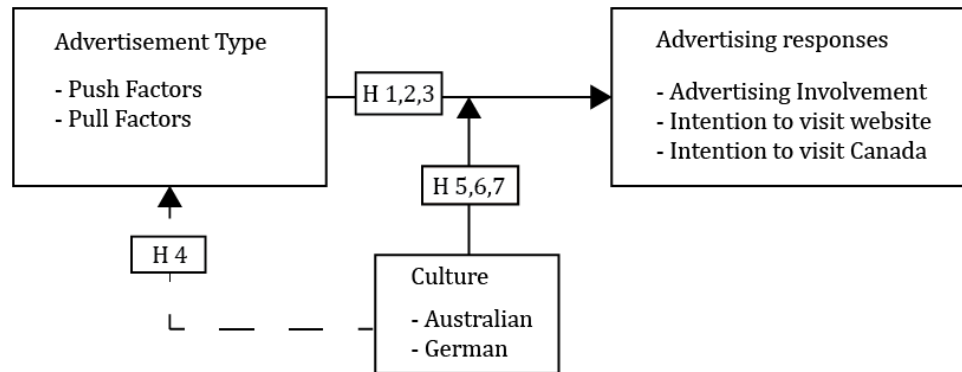
2.4 Conceptual model

Literature shows that the consumer decision process starts with need recognition and that in tourism, needs are usually discussed by means of push and pull factors. Since people don't buy products or services, but the expectation of benefits that satisfy needs, it's important to design advertisements that match these needs. Previous studies indicate that advertisements that successfully relate to consumer needs are considered more relevant, result in a search for information, and are ultimately predictive of purchase intention and consumer behaviour.

Looking at tourism advertising, it becomes evident that most advertisements focus on pull factors or destination attributes. Intrinsic needs or push factors are often ignored in persuading travellers to book a holiday or other tourism based activities. Since travellers are looking for a destination that fits their intrinsic needs, promoting push factors in advertisements might actually be an effective method for persuading them. Therefore, this study examines the effects of advertising type (push vs. pull) on the advertising responses; advertising involvement, intention to visit website and intention to visit Canada. Since literature also shows that both motivation and advertising responses are subjected to culture, culture is used as a moderator to examine the influence of advertising type (push vs. pull) on these advertising responses.

Figure 3

Conceptual model



- H1: *When comparing the two types of advertisements (push vs. pull), the push-focused advertisement will lead to higher advertising involvement than the pull-focused advertisement.*
- H2: *When comparing the two types of advertisements (push vs. pull) the push-focused advertisement will lead to a higher intention to visit the website than the pull-focused advertisement.*
- H3: *When comparing the two types of advertisements (push vs. pull) the push-focused advertisement will lead to a higher intention to visit Canada than the pull-focused advertisement.*
- H4: *The importance attributed to push and pull factors will differ between cultures.*
- H5: *The effect of advertisement type (push vs. pull) on advertising involvement is moderated by culture.*
- H6: *The effect of advertisement type (push vs. pull) on intention to visit the website is moderated by culture.*
- H7: *The effect of advertisement type (push vs. pull) on intention to visit Canada is moderated by culture.*

Overview of the studies

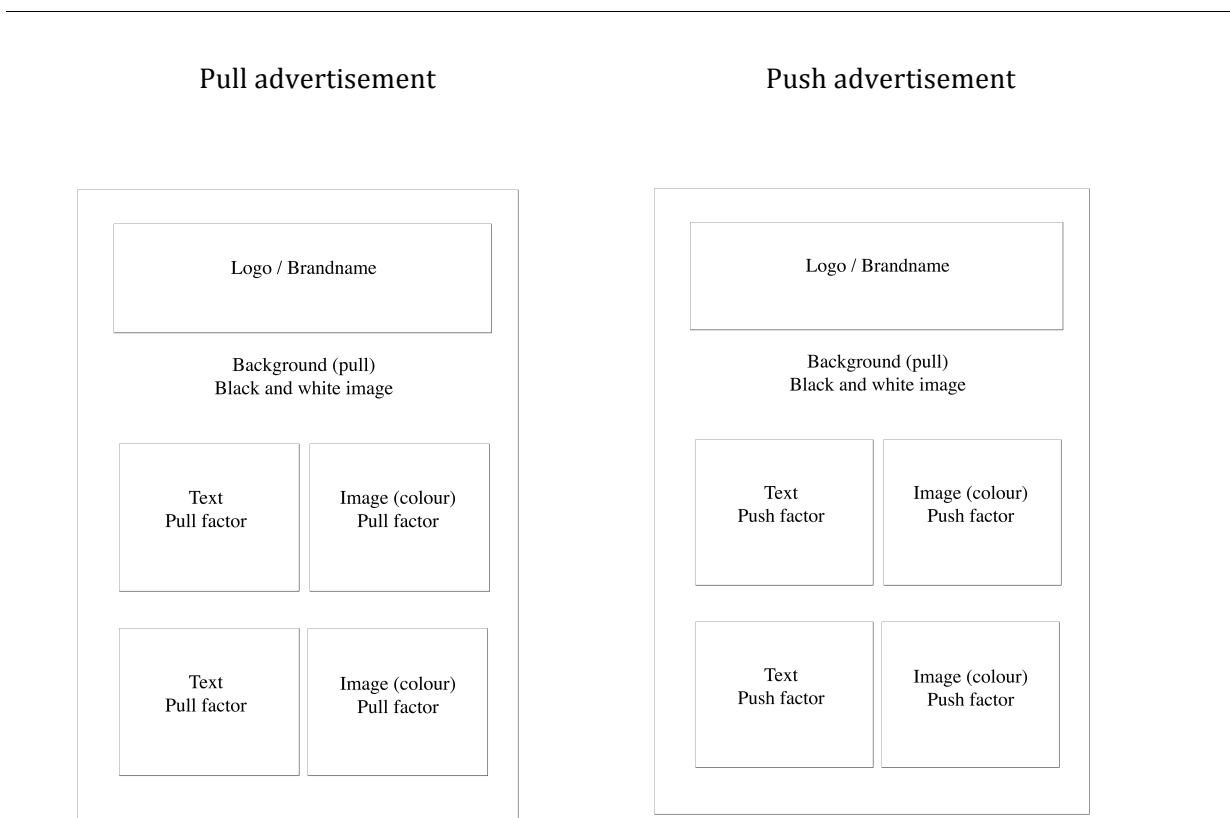
This paper incorporates three studies, two preliminary studies and the main study. The preliminary studies were necessary to identify push and pull factors of Australian and German travellers (preliminary study 1) and to match these push and pull factors with images (preliminary study 2). With this, the stimuli material for the main study was designed. In the main study, the push and pull focused advertisements were shown to Australian and German participants to examine the effects on advertising involvement, intention to visit the website and intention to visit Canada.

3. METHODS

To test the hypotheses that are set out, this study uses two types of advertisements, one that is focused on pull factors (pull ad), and one that combines push and pull factors, but is primarily focused on push factors (push ad). The stimuli material was designed by the researcher and each type of advertisement required the following elements: The brand name and logo (Discover Canada Tours), a background image (pull), two statements that relate to either push factors or pull factors and two full colour images that match these statements.

Figure 4

Stimuli design for the main study (two types of advertisements).



In order to design these two types of advertisements that will be used in the main study, more information is needed. Because advertising is most effective when it matches consumer needs, it's important to know what push and pull factors are most important to Australian and German travellers. This will be examined by means of the first preliminary study and the results are used to develop the textual elements or advertising message. Next, it is important to use visual elements in the advertisements that match and reinforce the advertising message. Therefore, a second preliminary study is performed to find images that best match the push and pull factors found in the first preliminary test. With this, it is possible to design the advertisements for the main study.

3.1 Preliminary study 1

Prior studies in tourism showed that motivation is largely affected by cultural background. In order to design advertisements that are tailored to push and pull factors that relate to Australian and German travellers, it's import to identify the push and pull factors that are most important to them. The advertisements for the main study will be designed using two push factors and three pull factors. Therefore, the first preliminary test serves three goals.

1. Find out which two push factors and which three pull factors are most important to Australian and German travellers
2. Form the basis for the second preliminary test where those push and pull factors are matched with images.
3. Find out whether to accept or reject hypothesis H4, stating that the importance attributed to push and pull factors will differ between cultures.

Pull factors for this study are measured on a yearly basis by the Canadian Tourism Commission and hence were already present. Push factors were measured using a self-administered questionnaire containing 22 push related variables (statements) that had to be rated on importance by means of a 7-point Likert scale.

3.1.1 Pull Factors

The Canadian Tourism Commission (2011) annually measures pull factors inherent to Canada, by distributing a list of 23 pull factors among Canada's main target groups, including Australian and German travellers. The results show what pull factors are most important to both Australian and German residents when visiting Canada (appendix B). Because their sample size is much bigger than the sample used in this study and therefore more reliable, it was decided not to measure them again, but use their findings instead.

The 23 pull factors were measured using a 4-point importance scale ranging from never important to always important. The percentages are based on the number of people that valued the specific pull factor with a minimum of 3 (often important) on the 4-point importance scale. For instance, among Australian participants, 88% of the people valued "seeing beautiful scenery" as either often important or always important.

The target groups were Australian or German residents aged 18 or older who had taken a pleasure trip in the last three years or plan to take such a trip in the next two years. For both countries, the target sample size was n=1500.

For Australian travellers, the top three pull factors in this market have remained the same in the last three years; seeing beautiful scenery, seeing historical/ cultural attractions and sampling local flavours. The German top three looks different and includes; seeing beautiful scenery, experiencing a countries unique character and local lifestyle and experiencing aboriginal culture and attractions. These pull factors represent the destination attributes that are most important to Australian and German travellers and thus will be used to develop the advertisements for the main study.

As shown in the two lists (appendix B), and by three pull items that were rated most important by each country, minor fluctuations in rank and percentages exist between Australian and German travellers. Unfortunately, the raw data for these findings is missing making it difficult to highlight significant differences between the two countries. But, when looking at the pull factor "experiencing aboriginal culture and attractions", 86% of the German participants rated it a 3 or 4 against only 42% of the Australian participants. This example is a clear distinction that can only suggest that the importance of this pull factor differs between Australian and German travellers.

3.1.2 Push factors

Participants and procedure

Other than nationality (Australian or German) there were no set criteria for this study. Participants were approached in person and online (through email and social media. 39 participants were approached in person. 51 participants were approached online and were asked to forward the questionnaire to others of Australian or German nationality. In total, 61 questionnaires were returned adding up to a total of 101 filled in questionnaires. After deleting the false completes, 84 were usable for analysis. The demographics of the participants are displayed in table 1:

Table 1

Distribution of sample characteristics

		<u>Australian participants (n=39)</u>		<u>German participants (n=45)</u>	
<i>Demographics</i>					
Age	Mean (SD)	27.79	(6,61)	25,27	(8,57)
Gender	(frequencies)				
	<i>Male</i>	17		13	
	<i>Female</i>	22		31	

The distribution of sample characteristics shows that there were more female than male participants, especially among German participants. However, the results indicated there are no significant differences in push factors between male and female participants, therefore, it doesn't influence the results.

Measurement

For this preliminary study, a self-administered questionnaire was used, which can be found in appendix C. Crompton's framework (1979) was used as a guide to develop the questionnaire and seven push factors are measured by means of 22 variables (statements). For example: The variables "To take the time to pursue activities of interest" and "To relax physically and get mentally refreshed" make up for the push factor relaxation. Participants had to rate each of the 22 variables using a 7-point Likert scale ranging from "does not apply to me" to "does apply to me". These variables have been used by many researchers before (Huang & Hsu, 2009; Mohammad & Som, 2010 and Yoon & Uysal 2005), but because small variances in scales exist based on the research goal and target group of these studies, it's important to test for the reliability of the seven factors.

Cronbach's alpha is used to provide a reliability coefficient for each factor. It examines whether the variables that are grouped into a factor all measure the same thing. The variables can be used as a scale to measure the same factor when there is internal consistency between the variables ($\alpha \geq 0.6$ is considered acceptable). The results are displayed in table 2.

Table 2*Cronbach's alpha for internal consistency of push factors*

	Cronbach's alpha	Number of variables
Push factors		
<i>Escape</i>	0,73	4
<i>Exploration and evaluation of self</i>	0,87	3
<i>Relaxation</i>	0,43	2
<i>Prestige</i>	0,78	3
<i>Regression</i>	0,73	4
<i>Enhancement of kinship relationships</i>	0,84	2
<i>Facilitation of social interaction</i>	0,90	4

Results of Cronbach's alpha show that six out of seven factors show a high level of internal consistency. Cronbach's alpha for the variables on relaxation however is .43, which is lower than the acceptable coefficient for alpha. However, this low value of alpha could be due to the low number of variables that measure relaxation and therefore should be interpreted less strictly. Since both variables have been used in multiple studies before to measure relaxation (Mohammad, 2010; Pesonen et al., 2011; Prayag & Ryan, 2011; Yoon & Uysal, 2005), Pearsons r is performed to check for inter-item correlation. The results of Pearsons r will tell whether the items are related to one another. By measuring Pearsons r, it was found that the inter-item correlation statistically significant ($r(82) = .29, p = .01$). There is a positive correlation between the two items and when one variable increases in value, the second variable also increases in value. They relate to each other and therefore it was decided not to delete the factor relaxation.

Results

The results from the questionnaire can be found in tables 3, 4 and 5. Tables 3 and 4 show the descriptive statistics (M, SD) for the measured push factors for both countries and the order in which the push factors were ranked (based on mean). Table 5 compares these means to examine whether any significant differences exist between Australian and German participants.

Table 3*Descriptive statistics (M, SD) of push factors relating to Australian participants (n=39)*

	Mean (SD)	Used for main study
Push factors		
<i>Relaxation</i>	6.27 (0.67)	✓
<i>Escape from a perceived mundane environment</i>	5.42 (1.15)	✓
<i>Facilitation of social interaction</i>	5.07 (1.52)	X
<i>Regression</i>	4.12 (1.59)	X
<i>Exploration and evaluation of self</i>	3.85 (1.59)	X
<i>Enhancement of kinship relationships</i>	3.09 (2.14)	X
<i>Prestige</i>	2.98 (1.67)	X

Variables were measured on a 7-point likert scale

Table 4*Descriptive statistics (M, SD) of push factors relating to German participants (n=45)*

	<i>Mean (SD)</i>	<i>Used for main study</i>
Push factors		
<i>Relaxation</i>	5.79 (1.03)	✓
<i>Escape from a perceived mundane environment</i>	5.66 (1.02)	✓
<i>Facilitation of social interaction</i>	5.41 (1.48)	X
<i>Exploration and evaluation of self</i>	3.97 (1.65)	X
<i>Regression</i>	3.89 (1.27)	X
<i>Enhancement of kinship relationships</i>	3.78 (1.73)	X
<i>Prestige</i>	3.36 (1.43)	X

Variables were measured on a 7-point likert scale

Table 5*Independent samples t-test for equality of means of push factors relating to Australian and German participants (n=84)*

	<i>Australia (M, SD)</i>	<i>Germany (M, SD)</i>	<i>df</i>	<i>t</i>	<i>Sig.</i>
<i>Relaxation</i>	6.27 (0.67)	5.79 (1.03)	82	2.50	.01
<i>Escape from a perceived mundane environment</i>	5.42 (1.15)	5.66 (1.02)	81	-1.05	.30
<i>Facilitation of social interaction</i>	5.07 (1.52)	5.41 (1.48)	79	-1.00	.32
<i>Exploration and evaluation of self</i>	3.85 (1.59)	3.97 (1.65)	81	-0.34	.73
<i>Regression</i>	4.12 (1.59)	3.89 (1.27)	81	0.75	.46
<i>Enhancement of kinship relationships</i>	3.09 (2.14)	3.78 (1.73)	82	-1.63	.11
<i>Prestige</i>	2.98 (1.67)	3.36 (1.43)	82	-1.10	.27

Variables were measured on a 7-point likert scale

A significant effect ($p > 0.05$) was found for culture on the push factor relaxation, $t(82) = 2.50$, $p < 0.01$ with Australian residents ($M = 6.27$, $SD = 0.67$) relating more to this push factor than German residents ($M = 5.79$, $SD = 1.03$). No other significant differences were found. Also, other than the sequence for regression and exploration & evaluation of self, both countries ranked all push factors in the same order of importance. These results indicate that although there are differences in push factors, the amounts of differences are few. Besides the push factor relaxation, the importance that is attributed to these push factors is pretty much identical for both countries.

3.1.3 Conclusion

Differences in importance as valued by Australian and German participants were found for both push and pull factors. However, these differences were few. Both cultures ranked the same two push factors (relaxation and escape) as being most important to them. Both cultures also ranked the pull factor 'seeing beautiful scenery' as the most important destination attribute. It could be possible that Australian and German culture are too much alike, hence resulting in this few

differences. Comparison with, for example, Asian culture might have led to greater differences in motivation. Therefore, hypothesis 1, stating that the importance attributed to push and pull factors will differ between cultures, is only partly accepted based on the results found.

H4: *The importance attributed to push and pull factors will differ between cultures (partly accepted)*

For designing the advertisements for the main study, the two most important push factors and three most important pull factors of each country had to be identified. Results show that Australian and German participants ranked the same two push factors as being most important to them, being; relaxation and escape from a perceived mundane environment. Pull factors differed between the two countries. Results of the Canadian Tourism Commission show that Australian participants ranked seeing beautiful scenery, seeing historical/ cultural attractions and sampling local flavours as most important to them when visiting Canada. German participants attributed most value on seeing beautiful scenery, experiencing a countries unique character and local lifestyle and experiencing aboriginal culture and attractions. These push and pull factors will be used to select matching images in the second preliminary test.

3.2 Preliminary study 2

Literature states that advertisements need both text and images to bring across the intended message and draw attention to the ad. Images and text must complement, match and reinforce each other in order to efficiently attract the attention of the consumer to some degree. The push and pull factors measured in preliminary test 1 form the advertising message for the stimuli in the main study. The goal of the second preliminary test is to match images to these push and pull factors. This is done by means of a photosort. The results will show what images best complement, match and reinforce the chosen push and pull factors. For each factor, one image has to be selected.

Participants and procedure

For this preliminary study, 10 participants were chosen based on convenience sampling. Participants did not have to fit any special requirements since a general “opinion” sufficed, one that justified the use of certain images and represented an opinion broader than the judgment of just one, the researcher.

Measurement

Participants were approached in person and were handed a list with both push and pull factors and a wide range of images (appendix D). The images on the list were selected from the Internet at the researchers own discretion with the goal of providing a broad mixture of choices. For example, to match an image to the pull factor seeing beautiful scenery, 10 images of Canadian beautiful scenery were selected from the Internet as options for the participants. Next, the participants had to select the image, which they thought that matched beautiful Canadian scenery best. For each push and pull factor, a number of images were selected from the Internet as viable options for the participants to choose from. The image that is selected most to match a specific push or pull factor would be used to design the advertisements for the main study.

With this method there is one risk. Each participant could choose a different image to match a certain push or pull factor meaning that there is no image that is selected most. Therefore, participants had to choose two images because this would increase the odds of an overlap of choices. They also had to rate these two images as their number one or number two choice. It's only fair that the number one choice weighs in heavier than the number two choice, therefore each number one choice equalled two points and each number two choice equalled one point. For

example: An image that is picked as number one choice (2 points) three times and as number two choice (1 point) five times would have a total of 11 points.

Finally, participants were asked to explain why they chose each image as their number one or number two choice. This was asked to ensure that they would put cognitive effort into selecting the images instead of selecting them at random. This was done for quality purposes and their justifications were not used for further analysis.

Results

Detailed results of the photosort can be found in appendix E. Table 6 and 7 provide an overview of the images that were selected most and will be used to design the advertisements for the main study.

Table 6

Photosort results displaying the most frequently chosen images to match pull factors








	Most selected image	#1 choice (2 points)	#2 choice (1 point)	Total points
Pull factors				
<i>Experiencing aboriginal culture and attractions</i>		7x	1x	15
<i>Seeing beautiful scenery</i>		5x	3x	13
<i>Sampling local flavours</i>		5x	1x	11
<i>Seeing historical and cultural attractions</i>		3x	3x	9
<i>Experience a country's unique character and local lifestyle</i>		2x	3x	7

Table 7

Photosort results displaying the most frequently chosen images to match push factors

	Most selected image	#1 choice (2 points)	#2 choice (1 point)	Total points
Push factors				
<i>Relaxation</i>		6x	1x	13
<i>Escape from a perceived mundane environment</i>		4x	1x	9

The images above are the images that received most points meaning that according to this test group, they match the measured push and pull factors best. Therefore, they will be used to design the advertisements for the main study.

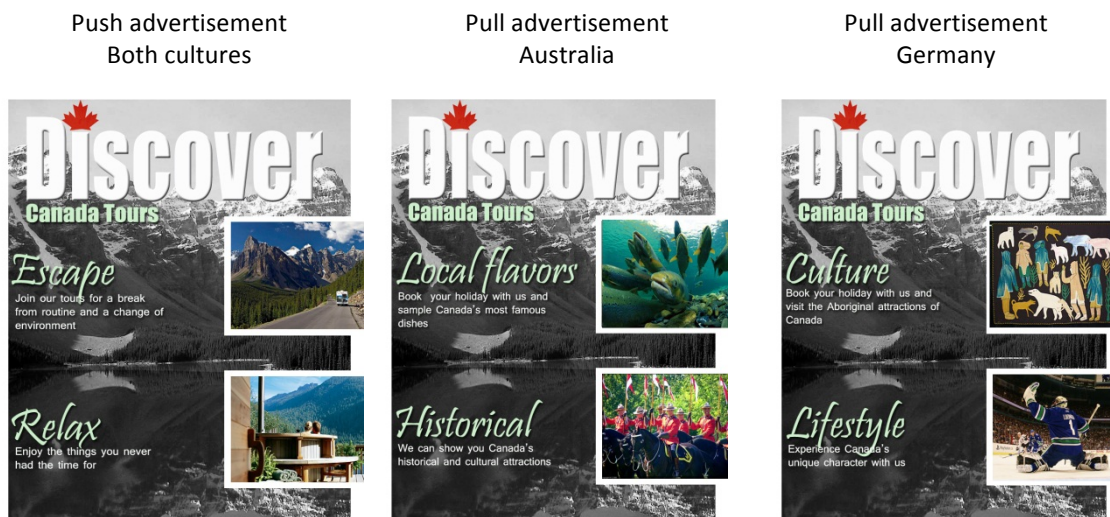
Conclusion

To design advertisements for the main study, the two most important push factors and three most important pull factors of both Australia and Germany were needed. The first preliminary study shows what push and pull factors were most important to both cultures. These factors are used to design the advertising message. The second preliminary study shows what images best match these push and pull factors. With the results of both preliminary studies it is possible to design the advertisements for the main study.

The results from the first preliminary study show that Australian and German travellers both valued the same two push factors as being most important to them. Therefore, Australian and German participants in the main study will receive the exact same advertisement for the push focused condition. With this in mind, there are three advertisements in total; One that is focused on Australian pull factors, one that is focused on German pull factors and one advertisement that is focused on push factors of both cultures (contains elements of both push and pull. The pull factor used for this last advertisement is the one pull factor that was chosen by both cultures; seeing beautiful scenery).

Figure 5

Stimuli: The three advertisements for the main study (Two types; push and pull)



3.3 Main study

Design and participants

This study employed a single factor design with the type of advertisement (push vs. pull) as the independent variable, with advertising involvement, intention to visit the website and intention to visit Canada as the dependent variables, and culture (Australian vs. German) as the covariate variable.

The data collection has been done among Australian and German residents and they were given a questionnaire containing an advertisement with either push or pull factors. A total of 89 questionnaires were completed and used for data-analysis of which 44 respondents were assigned to the push condition and 45 respondents to the pull condition. Age varied from 15 to 60 and mean age was almost identical for the two types of advertisements with a mean age of 25,61 (SD=6,83) in the push condition and 26,64 (SD=8,21) in the pull condition. Educational level was almost identical across the two conditions where most participants completed a vocational education (push: n=22/ pull: n=23), followed by participants who had a bachelor or master degree (push: n=15/ pull: n=15). In total, there were more female (n=59) than male respondents (n=30), but female and male respondents were equally distributed between the two

conditions with 16 male and 28 female respondents in the push condition and 14 male and 30 female respondents in the pull condition. For country of origin goes the same, there were slightly more German respondents (push: n=25/ pull: n=25) than Australian respondents (push: n=19/ pull: n=20), but again they were equally spread. Travel frequency shows a mean around 4 for both conditions, meaning that the respondents go on holiday at least once a year on average. The numbers on previous visitation indicate that 58 respondents have never visited Canada before (push: n=30/ pull: n=28) while 31 respondents have (push: n=14/ pull: n=17). An overview of the results can be found in table 8.

Table 8

Distribution of sample characteristics and control variables

		Advertisement Type			
		Push ad		Pull ad	
<i>Demographics</i>					
Age	Mean (SD)	25,61	(6,83)	26,64	(8,21)
Educational level (Frequencies) <i>a)</i>					
	<i>Low</i>	7		6	
	<i>Medium</i>	22		23	
	<i>High</i>	15		15	
Gender (frequencies)					
	<i>Male</i>	16		14	
	<i>Female</i>	28		31	
Country of origin (frequencies)					
	<i>Germany</i>	25		25	
	<i>Australia</i>	19		20	
Travel frequency	Mean (SD) <i>b)</i>	4,18	(0,84)	4,02	(0,89)
Previous visitation (frequencies)					
	<i>Yes</i>	14		17	
	<i>No</i>	30		28	

a) Educational level (low= none or high school / medium= vocational education / high= Bachelor or Master degree

b) 5-point likert scale (1=never / 5=several times per year)

Looking at these demographics it becomes evident that the sample is homogeneous and that characteristics are equally spread between the two conditions. Therefore, the findings of this study are not affected by the characteristics but can be attributed to the type of advertisement (push or pull).

Procedure

Participants for this study were approached based on convenience sampling. Via e-mail social media, Australian and German participants were provided with a URL to the questionnaire, which was constructed with the online questionnaire software Thesistools. They were asked to spread the URL among others that shared the same nationality. Participants were randomly assigned to the different versions of the questionnaire that contained either a push or pull focused advertisement. Before starting the questionnaire, participants were informed that the results would be used to improve the service on Discover Canada Tours. Next, participants were exposed to either the push or pull version of the advertisement and asked to answer all the questions that followed. Upon completion some sample demographics were asked and they were thanked for their participation.

Stimuli

The stimuli used in this study are advertisements that are either push or pull focuses. There are three advertisements in total (appendix F). Preliminary test 1 showed that Australian and German participants valued the same push factors, but differed in the pull factors they had. Therefore, there is one push-focused advertisement that will be shown to both countries, but two different pull-focused advertisements, one for each country.

Both the push advertisement and the pull advertisements have the same logo and black and white background. They differ from one another in the text elements and the two coloured images that match these text elements. With the push advertisement, the text elements represent push factors (relaxation and escape) and the coloured images next to them are chosen based on preliminary test 2 to match and strengthen these push related messages. With the pull advertisements, the text elements represent important pull factors as measured for each country in preliminary test 1 (Australia: seeing historical or cultural attractions and sampling local flavours / Germany: experiencing a country's unique character and local lifestyle and experiencing aboriginal culture and attractions). The coloured images next to them are chosen based on preliminary test 2 to match and strengthen these pull related messages.

Measurement of the dependent variables

There are three dependent variables in the main study, advertising involvement, intention to visit the website and intention to visit Canada.

Advertising involvement

Advertising involvement was measured by means of a 10 item bi-polar scale, including items that relate to the advertisement like "unappealing – appealing", "boring – interesting" or "worthless – valuable" (Zaichkowsky, 1994). Each of the ten bi-polar items was rated on a forced 6-point scale. In order to understand whether these ten items all reliably measure the same variable (advertising involvement), a Cronbach's alpha was run. The results showed that Cronbach's Alpha is 0.90, which indicates a high level of internal consistency for the advertising involvement scale. Removal of any item would result in a lower Cronbach's alpha. Therefore, none of the items were removed from the scale.

Intention to visit the website & intention to visit Canada

The second and third dependent variable are intention to visit the website of Discover Canada Tours and intention to visit Canada. Both were measured by means of one item that was rated on a 5-point Likert scale ranging from 1 = very unlikely to 5 = very likely.

Moderator variable

Literature showed that culture influences social processes like motivation, but also mental processes like communication habits and preferences. Therefore, this study added culture (Australia/ Germany) to test its effect on the direction and strength of the relation between tourist motivation and the three dependent advertising responses. The questionnaire was distributed among Australians (n=39) and Germans (n=45) and they were randomly assigned to either the push or pull advertisement (see table 8).

Data Analysis

To examine the research question, a Multivariate Analysis of Variance (MANOVA) and a Multivariate Analysis of Covariance (MANCOVA) were conducted. The MANCOVA can be thought of as an extension of the MANOVA. MANOVA is used to determine whether the type of advertisement influences any of the dependent variables (H1, 2, 3). However, the MANOVA does not control for culture. Since it's expected that culture influences the relationship between the type of advertisement and the dependent advertising responses, not controlling for culture could mean that any differences found in responses are not the result of the type of advertisement that participants saw, but just because Australian and German participants react differently to advertising. The MANCOVA has the additional benefit of statistically controlling for this other

factor, culture, which may negatively affect the results. By adjusting the means of the depended advertising responses, the MANCOVA controls for the differences, which result from the effects of culture, and allows for a more accurate picture of the effect of the type of advertisement. The MANOVA was included to show the difference in responses between not controlling for culture and controlling for culture, which makes it possible to draw conclusion on the effect culture has on the relationship between the type of advertisement (push vs. pull) and the dependent advertising responses (H5, 6, 7). Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted (Pallant, 2010).

4. RESULTS

In this chapter, the results of the main study are presented. The hypotheses from the theoretical framework will be addressed and the results are used for the conclusion and discussion sections that follow. First, the main effects for the type of advertisement on the dependent variables are discussed. This section also addresses hypotheses 1, 2 & 3 (4.1). Next, the effects of culture and the effects for the type of advertisement on the dependent variables when controlling for culture are discussed. This section addresses hypotheses 5, 6 & 7.

4.1 Main effects for Advertisement type

The only way to determine whether culture affects the relationship between advertisement type and the dependent advertising responses (H 5, 6 & 7) is to first measure this relationship without controlling for the covariate culture (MANOVA) and next measure this relationship when do controlling for culture (MANCOVA). If there is a difference in any of the results between the MANOVA and MANCOVA, this would mean that culture has an influence on the relationship between the type of advertisement and the dependent advertising responses.

Therefore, a MANOVA was conducted to examine the effects of the type of advertisement (push/pull) on the dependent variables; advertising involvement, intention to visit the website and intention to visit Canada (without controlling for culture). An overview of the means can be found in table 9. Table 10 shows the main effects for advertisement type on the dependent advertising responses and displays the validity of hypotheses 1, 2 & 3.

Table 9

Descriptive statistics (M, SD) of the influence of advertisement type (push/pull) on advertising involvement, intention to visit the website and intention to visit Canada

	Advertisement type	
	Push	Pull
<i>Dependent variables</i>	<i>M (SD)</i>	<i>M (SD)</i>
<i>Advertising involvement a)</i>	3.46 (.92)	3.50 (.77)
<i>Intention to visit website b)</i>	2.30 (1.11)	2.49 (1.10)
<i>Intention to visit Canada b)</i>	3.18 (1.24)	3.58 (1.29)

a) 10 item 6-point bi-polar scale (irrelevant/ relevant, not needed/needed, unimportant/important)

b) 1 item 5-point Likert scale (1=very unlikely / 5=very likely)

Table 10

MANOVA output for the effects of advertisement type (push vs. pull) on advertising involvement, intention to visit the website and intention to visit Canada

Multivariate Tests		<i>F-value</i>	<i>Sig.</i>			
<i>Wilks' Lambda</i>						
Advertisement type		0.72	.54			
Test of between subjects design effects		<i>df</i>	<i>F-value</i>	<i>Sig.</i>	<i>Part. η2</i>	<i>Hypotheses</i>
<i>Advertisement type</i>						
Advertising involvement a)	1	0.06	.81	.001	H1 ✕	
Intention to visit the website b)	1	0.68	.41	.008	H2 ✕	
Intention to visit Canada b)	1	2.18	.14	.024	H3 ✕	

a) 10 item 6-point bi-polar scale (irrelevant/ relevant, not needed/needed, unimportant/important)

b) 1 item 5-point Likert scale (1=very unlikely / 5=very likely)

✕ = hypothesis rejected, ✓ = Hypothesis accepted

The results in table 10 show that no effect was found for the type of advertisement (Wilks' $\lambda = .975$, $F(1, 86) = 0.72$, $p = .54$). This result means that the type of advertisement does not influence any of the dependent advertising responses. Although Wilks' λ does not elaborate on the individual effects on each of the dependent variables, this result indicates that no significant differences in any of the advertising responses should be expected. More detailed results of this can be found by looking at the between subjects design effects.

Advertising involvement

As was expected by the result of Wilks' λ , no significant main effect ($p > 0.05$) was found for the type of advertisement on advertising involvement $F(1, 86) = 0.06$, $p < 0.81$, $\eta^2 = .001$. Although the advertisement that focused on pull factors resulted in a slightly higher level of advertising involvement ($M = 3.50$, $SD = 0.77$) than the advertisement that focused on push factors ($M = 3.46$, $SD = 0.92$), there was no statistical significant difference between the two types of advertisements. In fact, the type of advertisement only accounts for 0.1 per cent of any of the variance found in the level of advertising involvement, meaning that 99.9 per cent of the variance is the result of something else than the type of advertisement. Based on these results, hypothesis 1 is rejected.

H1: ~~When comparing the two types of advertisements (push vs. pull), the push focused advertisement will lead to higher advertising involvement than the pull focused advertisement.~~

Intention to visit the website

No significant main effect ($p > 0.05$) was found for the type of advertisement on intention to visit the website $F(1, 86) = 0.68$, $p < 0.41$, $\eta^2 = .008$. Although the advertisement that focused on pull factors resulted in a slightly higher intention to visit the website ($M = 2.49$, $SD = 1.10$) than the advertisement that focused on push factors ($M = 2.30$, $SD = 1.11$), this difference was not statistically different. The results also show that the type of advertisement only accounts for 0.8 per cent of any of the variance found in the intention to visit the website, meaning that for 99.2 per cent these differences in intention to visit the website are devoted to something else than the type of advertisement. Therefore, hypothesis 2 is rejected.

H2: ~~When comparing the two types of advertisements (push vs. pull), the push focused advertisement will lead to higher intention to visit the website than the pull focused advertisement.~~

Intention to visit Canada

No significant main effect ($p > 0.05$) was found for the type of advertisement on intention to visit Canada $F(1, 86) = 2.58, p = < 0.14, \eta^2 = .024$. Again, although the advertisement that focused on pull factors resulted in a slightly higher intention to visit Canada ($M = 3.58, SD = 1.29$) than the advertisement that focused on push factors ($M = 3.18, SD = 1.24$), there was no statistical significant difference between the two types of advertisements. The type of advertisement accounted for 2.4 per cent of the variance found in intention to visit Canada, which is still very little. Based on these results, hypothesis 3 is rejected.

H3: ~~When comparing the two types of advertisements (push vs. pull), the push-focused advertisement will lead to higher intention to visit Canada than the pull-focused advertisement.~~

The results of the MANOVA show that no main effects for advertisement type on advertising involvement, intention to visit the website or intention to Visit Canada were found. They also reveal how little of the variance in the dependent advertising responses is the result of being exposed to either the push focused advertisement or the pull focused advertisement. Therefore, even when controlling for culture, no significant main effects are expected for the type of advertisement on the dependent advertising responses. Some of the variance might be explained by the influence culture has on the dependent variables. The next section discusses the effects of culture and the effects of advertisement type on the dependent advertising responses when controlling for culture.

4.2 Moderator effects

It is expected that besides the type of advertisement (push vs. pull), there is another factor that influences advertising responses. Literature showed that advertising responses could differ between cultures meaning that culture is a possible influence on advertising responses. Therefore, culture was entered as a moderator in the research model. If culture would not be included in the model, it would be possible that any effects found are not the result of using different advertisement types, but simply because Australian and German participants react differently to advertising. If this influence is measured, then it is possible to control for the influence it has on the dependent variables by including it in the analysis. If culture influences any of the dependent variables, then MANCOVA is ideally suited to remove the bias of this factor, thereby giving a less biased effect of the type of advertisement on the dependent variables. By running a MANCOVA, any effects culture might have on the results are kept constant when measuring the effects of advertisement type (push vs. pull) on advertising involvement, intention to visit the website and intention to visit Canada.

Therefore, a MANCOVA was conducted to examine the effects of the type of advertisement (push/pull) on the dependent variables; advertising involvement, intention to visit the website and intention to visit Canada, with culture (Australian / German) as a moderator. The means are displayed in table 11. Table 12 describes the measured effects of culture and the influence of the type of advertisement on the dependent advertising responses after controlling for culture.

Table 11

Descriptive statistics (M, SD) of culture (Australia/Germany) on the influence of advertisement type (push/pull) on advertising involvement, intention to visit the website and intention to visit Canada

		Advertisement type		
		Push	Pull	Total
<i>Dependent variables</i>				
Advertising involvement a)				
	Australia	3.43 (0.93)	3.39 (0.62)	3.41 (0.78)
	Germany	3.48 (0.92)	3.59 (0.87)	3.54 (0.89)
	Total	3.46 (0.13)	3.49 (0.13)	
Intention to visit website b)				
	Australia	2.21 (1.03)	2.45 (1.15)	2.33 (1.08)
	Germany	2.36 (1.19)	2.52 (1.09)	2.44 (1.13)
	Total	2.29 (0.17)	2.49 (0.17)	
Intention to visit Canada b)				
	Australia	2.79 (1.23)	3.00 (1.38)	2.90 (1.29)
	Germany	3.48 (1.19)	4.04 (1.02)	3.76 (1.14)
	Total	3.14 (0.18)	3.52 (0.18)	

a) 10 item 6-point bi-polar scale (irrelevant/ relevant, not needed/needed, unimportant/important)

b) 1 item 5-point Likert scale (1=very unlikely / 5=very likely)

Table 12

The effects of advertisement type (push vs. pull) on advertising involvement, intention to visit the website and intention to visit Canada, with culture (Australian vs. German) as a moderator.

Multivariate Tests		F-value	Sig.			
Wilks'Lambda						
	Advertisement type	0.86	.47			
	Culture	5.04	.003			
Test of between subjects design effects		df	F-value	Sig.	Part. η^2	Hypotheses
Advertisement type						
	Advertising involvement a)	1	0.06	.80	.001	
	Intention to visit the website b)	1	0.68	.41	.008	
	Intention to visit Canada b)	1	2.58	.11	.029	
Culture						
	Advertising involvement a)	1	0.52	.47	.006	H5 ✕
	Intention to visit the website b)	1	0.21	.65	.002	H6 ✕
	Intention to visit Canada b)	1	11.53	.001	.118	H7 ✓

a) 10 item 6-point bi-polar scale (irrelevant/ relevant, not needed/needed, unimportant/important)

b) 1 item 5-point Likert scale (1=very unlikely / 5=very likely)

✗ = hypothesis rejected, ✓ = Hypothesis accepted

The results in table 12 show that an effect was found for culture (Wilks' $\lambda = .847$, $F(1, 86) = 5.04$, $p = .003$). This result means that culture does influence one or more of the advertising responses, but Wilks' λ does not elaborate on the nature of this effect or on which of the advertising responses it applies (this is discussed by means of the between subjects design effects). This effect however does imply that it was wise to control for the effect of culture. Since culture influences one or more of the advertising responses, not controlling for it might have led to biased results as mentioned above. If a significant difference is found in any of the dependent variables than it's important to rule out that this effect is caused by culture instead of by the type of advertisement. However, Wilks' λ also shows that, even when controlling for culture, no effect was found for the type of advertisement on any of the dependent variables (Wilks' $\lambda = .970$, $F(1, 86) = 0.86$, $p = .47$). Again, more detailed results of this can be found by looking at the between subjects design effects.

Advertising involvement

Results of the MANCOVA show that the influence of culture on advertising involvement is insignificant, $F(1, 86) = 0.52$, $p = .47$, $\eta^2 = .006$. German participants were just slightly more involved with the advertisement ($M = 3.54$, $SD = 0.89$) than Australian participants ($M = 3.41$, $SD = 0.78$). Also, culture only explains 0.6 per cent of the variance found in advertising involvement. The effect of advertisement type on advertising involvement is also insignificant ($p > 0.05$) when controlling for culture, $F(1, 86) = 0.06$, $p = < 0.80$, $\eta^2 = .001$ and the degree of advertising involvement can be considered the same for both the push ($M = 3.46$, $SD = 0.13$) and pull focused advertisement ($M = 3.49$, $SD = 0.13$). This result is identical to that of the MANOVA, which makes sense considering that culture only explains 0.6 per cent of the variance in advertising involvement and no significant effect for culture was found on the relationship between the type of advertisement and advertising involvement. Therefore, hypothesis 5 is rejected.

H5: ~~*The effect of advertisement type (push vs. pull) on advertising involvement is moderated by culture.*~~

Intention to visit the website

Results of the MANCOVA show that the influence of culture on intention to visit the website is insignificant, $F(1, 86) = 0.21$, $p = .65$, $\eta^2 = .002$. German participants had a slightly higher intention to visit the website ($M = 2.44$, $SD = 1.13$) than Australian participants ($M = 2.33$, $SD = 1.08$). Culture only explains 0.2 per cent of the variance found in advertising involvement. The effect of advertisement type on intention to visit the website is also insignificant ($p > 0.05$) when controlling for culture, $F(1, 86) = 0.68$, $p = < 0.41$, $\eta^2 = .008$ and intention to visit the website is just slightly higher for participants that saw the pull advertisement ($M = 2.49$, $SD = 0.17$) than for participants that saw the push advertisement ($M = 2.29$, $SD = 0.17$). Again, this result does not differ from the results of the MANOVA since culture does not influence the relationship between the type of advertisement and intention to visit the website. Therefore, hypothesis 6 was rejected.

H6: ~~*The effect of advertisement type (push vs. pull) on intention to visit the website is moderated by culture.*~~

Intention to visit Canada

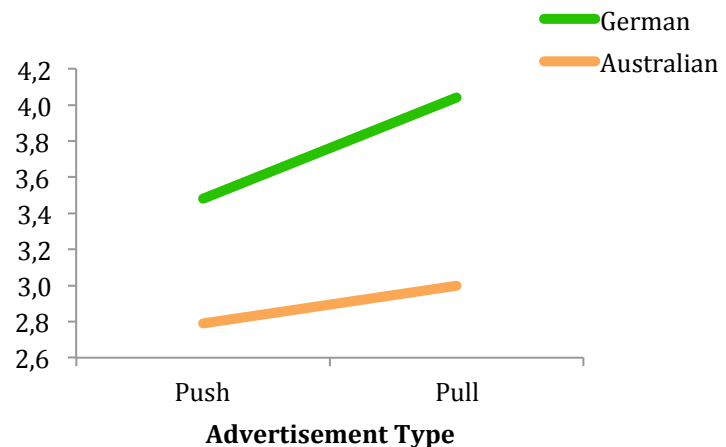
Results of the MANCOVA show that the influence of culture on intention to visit Canada is significant, $F(1, 86) = 11.53$, $p = .001$, $\eta^2 = .118$. With a mean of 3.76 ($SD = 1.14$) German residents had a significant higher intention to visit Canada than Australian participants ($M = 2.90$, $SD = 1.29$). The effect of culture on the intention to visit Canada also explains the effect of culture

that was found earlier by Wilks' λ . Since culture significantly affects the dependent variable, and accounts for 11.8 per cent of the variance found in the intention to visit Canada, controlling for culture should lead to at least some difference in the result as measured by MANOVA ($p < 0.14$, $\eta^2 = .024$). Results from MANCOVA confirm this, $F(1, 86) = 2.58$, $p < 0.11$, $\eta^2 = .029$. The difference is minimal but present. However, even after controlling for culture, the influence of advertisement type on the intention to visit Canada is still insignificant. Controlling for culture increased significance and the amount of variance explained by the type of advertisement, but since the

type of advertisement only accounted for 2.9 per cent of the variance in the intention to visit Canada, these changes were not enough to get a significant result ($p > 0.05$). But, even though these differences are minor, they do make it possible to conclude that culture affects the relationship of advertisement type on intention to visit Canada, even if it's just by a little. This result is displayed more clearly in figure 6. Looking at the graph, it is clear that German participants score higher on intention to visit Canada ($M = 3.76$, $SD = 1.14$) than Australian participants ($M = 2.90$, $SD = 1.29$), which explains the significant difference that is found for culture. And, even though the effect of advertising type is still not significant for intention to visit Canada, the result when controlling for culture were different than when not controlling for culture meaning that it's possible to accept hypothesis 6.

H7: *The effect of advertisement type (push vs. pull) on intention to visit Canada is moderated by culture (accepted)*

Intention to visit Canada



*1 item 5-point Likert scale (1=very unlikely / 5=very likely)

Figure 6. The effect of culture (Australian vs. German) on the relationship between advertisement type (push vs. pull) and the intention to visit Canada.

5. DISCUSSION

Nowadays, people get overwhelmed by advertising and as a result the majority of advertisements are ignored and do not receive any attention. Since many advertisements don't match up to consumer needs they are considered irrelevant or unimportant. This development is problematic for marketers all over, but especially challenging for marketers within the tourism industry. Because a holiday is not something you can test beforehand, consumers book a holiday purely on the basis of expectations established promotionally, meaning that effective advertisements are not just important in this business, they are crucial. And, how can an advertisement result in any desired effects when the consumer ignores it?

So, for Discover Canada Tours to improve their competitiveness over other tour companies in Canada, they needed to gain more knowledge on why their key visitors (Australian and German travellers) go on a holiday (push factors) and why they choose a specific destination (pull factors). If needs are identified, practical steps can be taken to facilitate them. And just as important, how could they use these motivational factors in advertising to reach desired advertising responses like getting attention, getting people to their website and ultimately getting people to book a holiday with them. With this in mind, the goal of this study was to examine the effects of advertising type (push vs. pull) on the advertising responses; advertising involvement, intention to visit website and intention to visit Canada, with culture (Australian vs. German) as a moderator.

Therefore, the following research question was designed:

RQ: *To what extent do motivational and cultural factors in advertising influence advertising involvement, information search and purchase intention?*

This chapter will elaborate on the results of this research by answering the research question (5.1) Furthermore; the limitations of the present study are discussed followed by suggestions for future research (5.2). Finally, some managerial implications are drawn that can be used by Discover Canada Tours to improve their competitiveness over other tour companies (5.3)

5.1 Conclusions

In preliminary study 1, push and pull factors were measured. Results of the present study showed that based on culture, there were some differences regarding the importance that was attributed to those factors. Australian participants attributed more importance to the push factor relaxation than German participants. German participants seemed to put more value on the pull factor "experiencing aboriginal culture and attractions" than Australian participants (although no statistical tests were performed to measure differences in pull factors). Based on many previous studies showing that culture influences push and pull factors (Hua & Yoo, 2011; Kim & Lee, 2002; Kozak, 2002), more differences were expected. Therefore, hypothesis 4, stating that the importance attributed to push and pull factors will differ between countries, was only partly accepted. A plausible reason for finding few differences between Australian and German visitors could be that these two cultures are too much alike. Even though these countries are on different sides of the globe, both countries are considered part of western culture and comparison with for example, Asian culture might have led to more differences in motivation. Additionally, most Australian residents are of European descent since many people from Britain, the Netherlands, Germany and Scandinavia moved there between 1850-1950. Culture takes a long time to form and it could be stated that in Australia, European culture prevails. This might explain why only few differences were found between Australian and German residents. However, differences

between western countries have been found before, (Kozak, 2002) and it's important to get a better understanding of tourist motivation and the differences between countries. By designing products that meet the consumers' needs and advertise them accordingly, companies improve their competitiveness over others.

The main study examined the influence of advertisement type (push vs. pull) on the degree of advertising involvement, intention to visit the website and intention to visit Canada, when controlling for culture (Australia vs. Germany). An effect was found for culture on the intention to visit Canada where Germans had a higher intention to visit Canada after seeing the advertisements than Australians. However, the reason for having a higher intention to visit Canada was not explained by how they respond to push and pull factors in advertising and therefore could not be explained by this research model. One can only guess why Germans had a higher intention to visit Canada than Australians. For example, a plausible explanation could be that people from Australia and Canada speak the same language, while people from Germany do not. The push factors in preliminary study 1 showed that both participants from Australia and Germany attributed much value to escape from the home environment and thus look for a destination that is different from the home environment. A country where people speak a different language might facilitate this need better than a country where people speak the same language, which might explain why Germans have a higher intention to visit Canada than Australians. Another reason could be that Germany is less far away from Canada and ticket prices are cheaper. Yet, these are just speculations and it's important to note that culture only accounted for 11, 8 per cent of the variance in the intention to visit Canada while the type of advertisement only explained 2.9 per cent. This means that the intention to visit Canada is explained mostly by factors that were not part of this research model and again it's only possible to speculate on reasons of this. One of these factors might be income for example. Income was not measured as a demographic and, since travelling is an expensive activity, future research should take income into account. Another reason could be involvement with travelling itself, since high product involvement often means high advertising involvement. Again, this is just speculating. So, looking at the research question, asking to what extend cultural factors influence advertising involvement, information search or purchase intention, it possible to state that culture had a small effect on purchase intention.

No other effects were found. The use of either push or pull factors in advertising did not result in any differences with regard to advertising involvement, intention to visit the website or intention to visit Canada. The results even showed, that the variance in the dependent variables that was explained by the type of advertisement was extremely low. So with regard to the research question, asking to what extend do motivational factors in advertising influence advertising involvement, information search and purchase intention, the answer based on the results of the present study is that they almost don't. Previous studies on this subject were lacking, but it was inferred by multiple researchers (Crompton, 1979; Mohammad & Som, 2010) that push and pull factors interact and that companies could possibly benefit from advertising push factors too. Even though every person has needs, sometimes its necessary to remind people of those needs (Blackwell., 2006). Need recognition is always the first step of consumer behaviour and it was expected that reminding people of their needs while showing the solution to satisfy these needs at the same time, would therefore be an effective strategy in influencing advertising responses opposed to promoting destination attributes only. So, maybe participants in this study were already aware of their needs and reminding them again was unnecessary? Or maybe push and pull factors melt together in the brain of the consumer so automatically that promoting either one would do. So when exposed to a beach the consumer thinks directly of relaxation or when talking about relaxation the consumer immediately thinks of a beach. Other reasons could also be attributed to the limitations of this research, which are described in section 5.2.

So, what do these results mean for Discover Canada Tours. Discover Canada Tours was looking to improve their competitiveness over other tour companies and needed to gain more knowledge on

why Australian and German visitors go on a holiday and why they choose for Canada as a holiday destination. This study identified push and pull factors that are most important to Australian and German tourists, and with this Discover Canada Tours can take practical steps to facilitate these needs. With regard to using these factors in advertising, it's important to always advertise those needs that are considered most important to the consumer, whether it's push or pull. The results of this study could only confirm that it's wise for Discover Canada tours to segment their target groups based on culture since culture might influence how people respond to advertising. In this study, culture had a small effect on the intention to visit Canada, but when studying different countries and/ or other advertising responses like for example brand evaluation or attitude towards the ad, more effects might be uncovered.

5.2 Limitations and future research

As is the case with all studies, this study has limitations one has to keep in mind whilst interpreting the results.

First, with regard to the first preliminary study, there is still no general widely agreed upon theoretical framework to guide the empirical study of travel motivations, and the push pull framework used in this research is no exception. Motivation research is a study of human needs and wants, which are covert, diverse, subject to change and difficult to measure. Most studies, including this one, present participants with a list of motivational items and ask them to rate how important each of them is to their travel experience. It is then assumed that such factors explain most of these participants' tourist motivation for most of the time, ignoring the dynamic nature of tourist motivation. Also, different studies incorporate different push and pull factors based on the goal of their research. The validity of this approach relies heavily on the motivational factors that are selected by the researcher. Researchers cannot control for those motivational factors that are in the mind of the consumer, but not in the questionnaire meaning that a predetermined set of factors selected by the researcher might not represent the most important motivations of the participants. Since motivations are complex and diverse, a qualitative approach may be more useful to generate insightful information on why people travel and why they choose one destination over another.

Other limitations of the first preliminary study have to do with the sample. Some participants were approached online while others were approached in person. When approached in person, participants may have been less willingly to reflect their real travel motivations, especially for factors such as prestige, where participants were asked whether enhancing their social status or impressing their family and friends are important motivations for travelling. By telling them that the results were confidential and would not be identified on an individual level, this study tried to control for this, but it may have influenced these results anyway.

With regard to the second preliminary study, participants were asked to match the push and pull factors of preliminary study 1 to images that were selected by the researcher. The validity of this approach relies heavily on the images that are selected by the researcher. For example; the participants might have an image in mind when thinking of relaxation, but such an image might not have been in the photo database. Therefore, the predetermined set of images selected by the researcher might not have represented the images that match this motivational factor in the mind of the participant. However, letting participants look for an image on the Internet themselves was no option, since chances are this would result in 10 totally different images. The reason for performing preliminary study 2 was to get a general opinion of what images to use that represented an opinion broader than the judgement of just one (the researcher) and 10 different images would not serve this goal. This study tried to control for this by giving the participants a broad range of images to choose from. However, all these images were still selected from the Internet at the researchers' own discretion.

With regard to the main study, a limitation of this study was the small sample size. Since Discover Canada Tours had no database containing Australian and German contacts, participants were recruited using convenience sampling. Via email and social media participants within the researchers social circle were approached and they were asked to forward the questionnaire among others that shared the same nationality. However, it was difficult to recruit participants and especially Australian participants were hard to obtain. To gather enough people for each research condition Australian participants were approached a couple of times over but ultimately, no more participants were found. The small sample size may lead to sampling error since the group of respondents might therefore not present the whole population of Australia and Germany. It is recommended that future research should focus on bigger sample sizes to better represent the whole population of a country.

Also, when looking at the two types of advertisements, push and pull, no study was performed to assess whether participants of the main study actually perceived these advertisements as being push or pull focused. Intrinsic motivation is difficult to express by means of words an especially by means of images and it's unclear whether or not the participants actually viewed the elements of the push-focused advertisement as intrinsic motivators. An extra preliminary study testing this might have controlled for this.

Additionally, a known limitation of the advertising involvement scale is that advertising involvement is highly dependent on product involvement, meaning that the object of the ad might be more important than the ad itself. Therefore, advertising involvement is largely driven by how important visiting Canada is to the participant. This study did not measure product involvement before measuring advertising involvement and future studies should definitely take the amount of interest with the product itself into account.

Furthermore, there are several limitations with regard to the external validity of the current study. The first limitation concerning external validity is situational. The advertisements used were all send online and were viewed by the participants by means of a computer. Therefore, one should be careful when using the results of the current study in other settings like for example in print advertising. Future research could focus on using different media like print advertising, television or radio for example to study the effects of motivational and cultural factors on advertising responses. The second limitation concerning external validity regards the industry in which this study took place. Push and pull factors are commonly used to describe motivational factors in tourism, but are not very common for use in any other industries. It is therefore arguable to what extend the results of this analysis remain valid when studying the effects of motivational constructs in advertising in other industries. Third, one should be careful when generalizing the results of the current study to other cultures than the Australian and German culture. Literature showed that culture affects communication preferences and other cultures might react differently to push and pull factors used in advertising. Therefore, future research should focus on different countries as well so that maybe patters can be discovered in the way that different countries respond to advertising. Last, external validity is limited regarding the advertising responses that are measured. The current study focused on advertising involvement, intention to visit the website and intention to visit Canada and the results of this study are only generalizable to these responses. The effects of motivational and cultural factors in advertising could be measured for many other advertising responses as well, like for example brand evaluation or attitude towards the ad.

Finally, something should be said about the time it took to finish this study. Motivational factors are subject to change over time and should be measured annually. The push and pull factors used for this study were measured three years ago and therefore are not up to date anymore. This

didn't affect the results of the current study since this was also performed three years ago, but future research should take into consideration that by now, the importance attributed to these factors might have changed.

In conclusion, there were some limitations that one should keep in mind while interpreting the results and this research could not find evidence of any differences in advertising responses based on the use of either push or pull factors in advertising. However, this doesn't mean it's not important to keep informed on the intrinsic motivations of travellers from different markets. Travellers are still looking for destinations that fit their intrinsic needs, offering benefits like relaxation. Therefore future research should focus on measuring push and pull factors for different countries and keeping this information up to date. This way, patterns can be discovered in what motivates people to travel and why they choose one destination over another. It would also be wise for marketers to examine which pull factors are associated with certain push factors. Knowing which Canadian destination attributes best fit the intrinsic need for, for example relaxation, might make it possible to design advertisements that match consumer needs better. Future research should also focus on measuring other advertising responses like for example brand evaluation or attitude toward the ad or using other media vehicles like television or radio.

5.3 Managerial implications

Despite the limitations of this study, tourism marketers can use the results as a guideline for a better understanding of global advertising. As mentioned in the introduction, a holiday is not something you can test beforehand, and thus, promotion is the product and a better understanding of advertising effectiveness is more important than in any other market.

First, the measured push factors in this study contribute to globally indexing tourist motivation by showing what intrinsic needs are important to Australian and German travellers. Motivation is culturally bound and subject to change over time, making it important to monitor and track tourist needs on a regular basis. By designing products that meet the consumers' needs and advertise them accordingly, companies improve their competitiveness over others. Whichever product better fills the void created by the need will be chosen more frequently, and consequently increase sales (Asamoah et al. 2011).

Secondly, because the present study used culture as a moderator it's possible to make recommendations regarding the global-local dilemma; whether to standardize advertising for efficiency reasons or to adapt to local habits and consumer motives to be effective. The discussion on whether to choose an adaptive strategy or standardization approach is common in literature and many studies have demonstrated that adapting to local habits and consumer motives is most effective when it comes to creating marketing strategies for different markets (Mooij & Hofstede, 2011). The present study however showed that tourist motivation is almost identical when looking at the Australian and German market. Therefore, it's possible for tourism agencies to promote products and services in these markets using standardized advertisements promoting the many of the same factors. This way, advertisements are still adapted to local consumer motivation while being efficient at the same time. Focusing on for instance relaxation, escape or seeing beautiful scenery will appeal to both the Australian and German tourist market and promoting these factors by means of standardized advertisements will save time and money while still matching consumer needs.

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APPENDICES

Appendix A – Push Factors

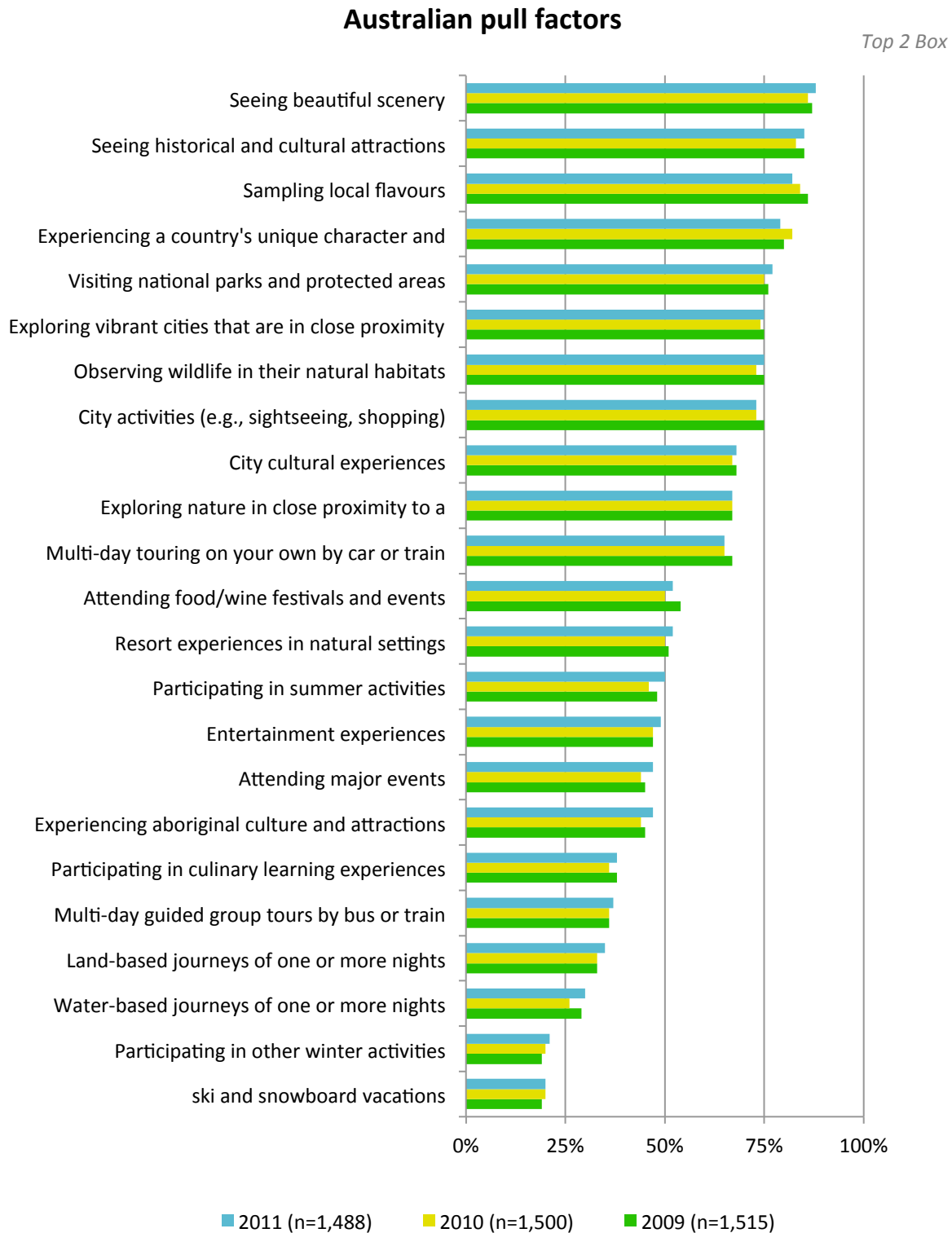
AND THE VARIABLES BY WHICH THEY ARE MEASURED

	Variables
Escape from a perceived mundane environment	<ul style="list-style-type: none"> • To have a break from the demands and routine at home • To have a temporary change of environment • To have a break from the work and social environment • To give my mind a rest
Exploration and evaluation of self	<ul style="list-style-type: none"> • To increase the feeling of self worth • To help me feel like a better person • To derive a feeling of accomplishment
Relaxation	<ul style="list-style-type: none"> • To take the time to pursue activities of interest • To relax psychically and get mentally refreshed
Prestige	<ul style="list-style-type: none"> • To enhance my social status • To visit a place my friends and family have not been yet before • To visit a place that would impress my friends and family
Regression	<ul style="list-style-type: none"> • To let my guard down” • To act out in a way that is not acceptable in the home environment • To feel free • To return to a simpler lifestyle
Enhancement of kinship relationships	<ul style="list-style-type: none"> • To be together with family • To visit family
Facilitation of social interaction	<ul style="list-style-type: none"> • To meet new people • To interact with residents at the destination area • To interact and exchange views with fellow travellers • To befriend people and extend my range of social contacts

Measured on a 7-point likert scale (1=not important / 7=very important)

Appendix B – Pull factors

MEASURED ANUALLY BY THE CANADIAN TOURISM COMMISSION

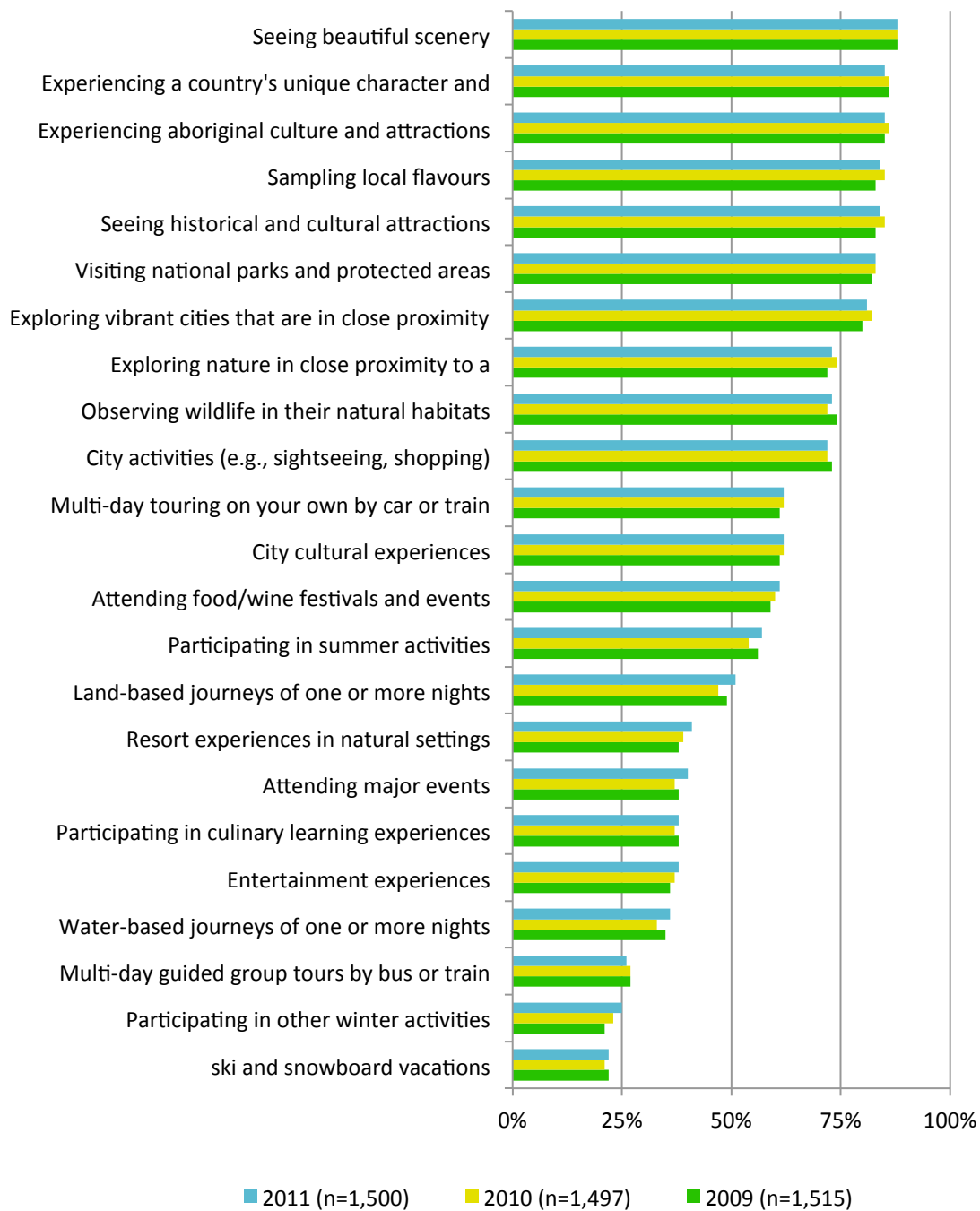


* Measured on a 4-point importance scale (1 = never important - 4 = always important)

* Percentages refer to the amount of people that valued the specific pull factor to be in the top 2 box (3 = often important, 4 = always important)

German pull factors

Top 2 Box



* Measured on a 4-point importance scale (1 = never important - 4 = always important)

* Percentages refer to the amount of people that valued the specific pull factor to be in the top 2 box (3 = often important, 4 = always important)

Appendix C – Questionnaire preliminary study 1

Dear respondent,

Thank you for taking the time to complete this survey by Discover Canada tours. We are conducting a study to find out what motivates people to go on a pleasure holiday. Your feedback is important to us in facilitating to the (**Australian or German*) tourist market. It should take less than 5 minutes of your time. Your responses are voluntarily and will be confidential. Responses will not be identified on a individual level. All responses are compiled together and analysed as a group.

If you have any questions or concerns, please contact Frank at frankhorenberg@hotmail.com.

Thank you,
Frank Horenberg

Next page

Gender?

- ☐ Male
- ☐ Female

Age?

What is the highest level of education you completed?

- ☐ High school
- ☐ Trade qualification or apprenticeship
- ☐ Certificate
- ☐ Diploma
- ☐ Advanced diploma
- ☐ Bachelor degree (including honours)
- ☐ Postgraduate degree or postgraduate diploma
- ☐ Other type

Next page

For the following questions, we ask you to rate some statements depending on the extent to which the statement applies to you. The more you agree, the further you click towards the "Applies to me" side and the less you agree the further you click towards the "Does not apply to me" side of the scale.

When I go on a pleasure holiday to another country (NO COUNTRY IN PARTICULAR), I do this...

	Does not apply to me	Applies to me
To have a break from the demands and routine at home	<input type="checkbox"/>	<input type="checkbox"/>
To have a temporary change of environment	<input type="checkbox"/>	<input type="checkbox"/>
To have a break from work and the social environment	<input type="checkbox"/>	<input type="checkbox"/>
To give my mind a rest	<input type="checkbox"/>	<input type="checkbox"/>
To increase my feeling of self-worth	<input type="checkbox"/>	<input type="checkbox"/>
To help me feel like a better person	<input type="checkbox"/>	<input type="checkbox"/>
To derive a feeling of accomplishment	<input type="checkbox"/>	<input type="checkbox"/>
To take the time to pursue activities of interest	<input type="checkbox"/>	<input type="checkbox"/>
To relax psychically and get mentally refreshed	<input type="checkbox"/>	<input type="checkbox"/>
To enhance my social status	<input type="checkbox"/>	<input type="checkbox"/>
To visit a place my friends and family have not visited	<input type="checkbox"/>	<input type="checkbox"/>
To visit a place that would impress my friends and family	<input type="checkbox"/>	<input type="checkbox"/>
To let my guard down	<input type="checkbox"/>	<input type="checkbox"/>
To act out in a way that I not acceptable at home	<input type="checkbox"/>	<input type="checkbox"/>
To feel free	<input type="checkbox"/>	<input type="checkbox"/>
To return to a simpler lifestyle	<input type="checkbox"/>	<input type="checkbox"/>
To be together with family	<input type="checkbox"/>	<input type="checkbox"/>
To visit family	<input type="checkbox"/>	<input type="checkbox"/>
To meet new people	<input type="checkbox"/>	<input type="checkbox"/>
To interact with residents at the destination area	<input type="checkbox"/>	<input type="checkbox"/>
To interact and exchange views with fellow travellers	<input type="checkbox"/>	<input type="checkbox"/>
To befriend people and extend range of social contacts	<input type="checkbox"/>	<input type="checkbox"/>

Appendix D – Photosort preliminary study 2

Dear Respondent,

Thank you for taking the time to complete this Photosort. We are conducting a study concerning advertising effectiveness and your feedback is important to us in yielding the best results.

This Photosort contains seven items. In each item, we will sketch a short scenario or show you a couple of keywords. From the photo database, we ask you to select 2 photos, that in your opinion, best match the scenario/keywords in that item. You are only allowed to use a photo once. Also, for each chosen photo, we ask you to give a short motivation of why you think that photo personifies the scenario/keywords.

The whole Photosort should take less than 10 minutes of your time.
Good luck!

Next page

1. Select the two photos that personify the following scenario best:

“You want to relax and take the time to pursue activities of interest. For you, the place to relax physically and get mentally refreshed is...CANADA”.

Place your 1st choice HERE	• ----- • -----
Place your 2nd choice HERE	• ----- • -----

2. Select the two photos that personify the following scenario best:

“You want to escape from a mundane home environment. You want a temporary change of environment to break with the demands and routine at home, to break with your work and social environment and to give your mind a rest. You want to escape to...CANADA”.

Place your 1st choice HERE	• ----- • -----
Place your 2nd choice HERE	• ----- • -----

3. Select the two photos that correspond best to “Beautiful scenery in Canada”.

Place your 1st choice HERE	• ----- • -----
Place your 2nd choice HERE	• ----- • -----

4. Select the two photos that correspond best to “Historical and cultural attractions in Canada”.

Place your 1st choice HERE	• ----- • -----
Place your 2nd choice HERE	• ----- • -----

5. Select the two photos that correspond best to “Sampling local flavours in Canada”.

Place your 1st choice HERE	• ----- • -----
Place your 2nd choice HERE	• ----- • -----

6. Select the two photos that correspond best to “Experiencing Canada’s unique character and local lifestyle”.

Place your 1st choice HERE	• ----- • -----
Place your 2nd choice HERE	• ----- • -----

7. Select the two photos that correspond best to “Experiencing Canada’s aboriginal culture and attractions”.

Place your
1st choice
HERE

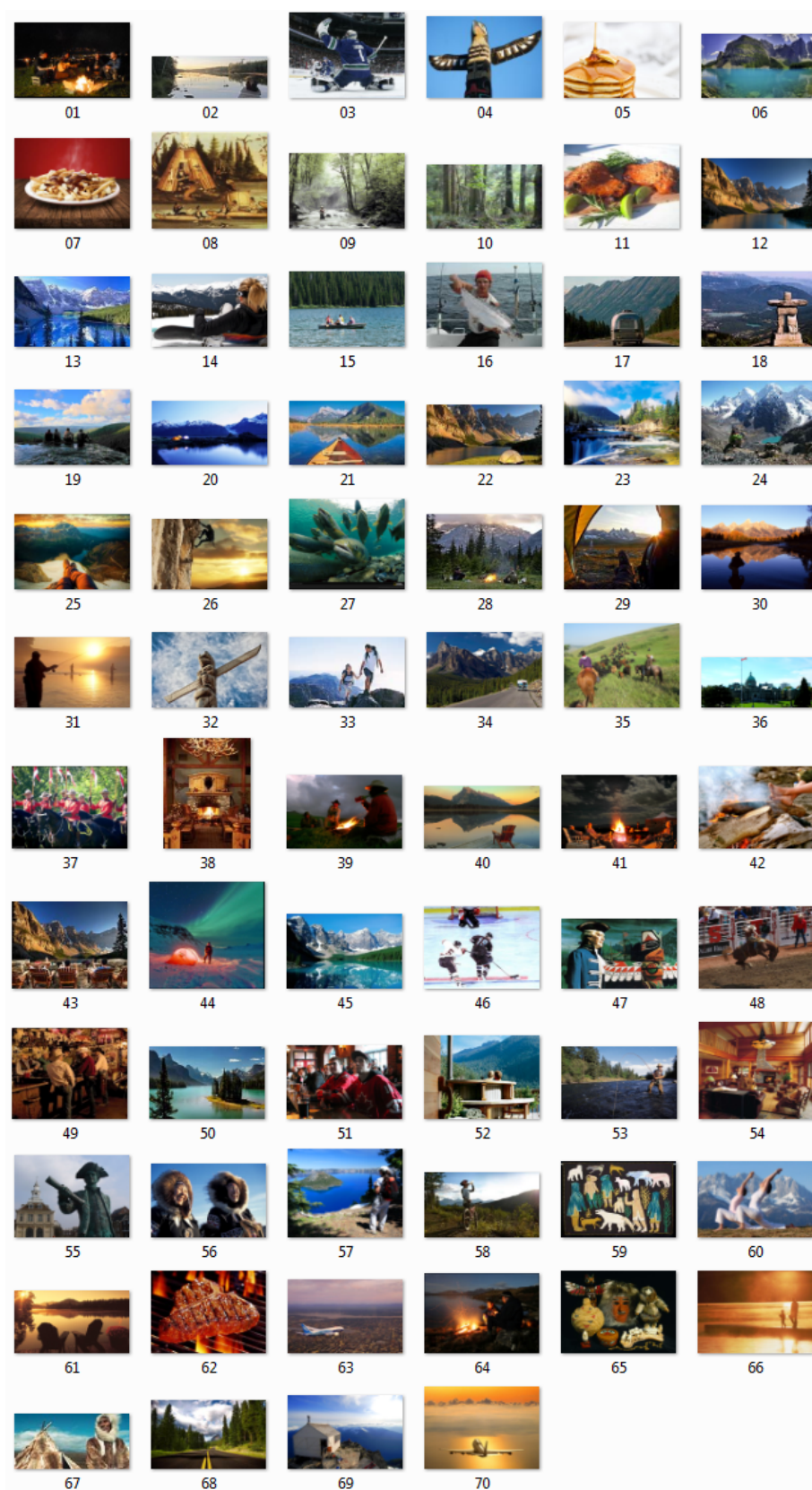
- -----
- -----

Place your
2nd choice
HERE

- -----
- -----

Next page

Photo Database - Please select from the following photos:



That was all, thank you for your participation

Appendix E – Results of the photosort

	Seeing beautiful scenery		Historical cultural attractions		Sampling local flavours		Experience local lifestyles		Aboriginal cultural attractions		Relaxation		Escape home environment	
<i>Choice</i>	1	2	1	2	1	2	1	2	1	2	1	2	1	2
<i>Points</i>	2	1	2	1	2	1	2	1	2	1	2	1	2	1
Respondent 1	45	34	4	37	27	16	3	46	59	8	52	39	70	63
Respondent 2	13	45	32	37	27	11	46	3	59	8	52	25	34	21
Respondent 3	45	13	65	39	62	16	51	38	59	4	25	57	34	68
Respondent 4	45	22	37	46	62	16	51	9	8	59	43	52	58	39
Respondent 5	13	34	37	65	27	62	38	3	4	32	52	39	53	17
Respondent 6	13	45	65	37	16	5	53	9	59	8	52	21	17	34
Respondent 7	28	25	4	46	62	27	3	33	59	8	52	9	34	70
Respondent 8	45	34	8	49	27	16	14	39	59	4	51	9	69	33
Respondent 9	45	13	32	46	62	11	33	38	4	8	52	9	34	68
Respondent 10	34	45	37	4	27	62	16	3	59	8	43	25	68	17

- Number 1 choice = 2 points / number 2 choice = 1 point
- Photos with the most total points were selected as images for the main study

Appendix F – Stimuli for the main study



Advertisement focusing on Australian pull factors



Advertisement focusing on German pull factors



Advertisement focusing on push factors (both countries)

Appendix G – Questionnaire for the main study

Dear respondent,

Thank you for taking the time to complete this survey by Discover Canada Tours. We are a tour company located in Western-Canada and we are conducting a study to improve our services. With this purpose, we ask you to rate the following advertisement and answer a few quick questions.

It should take less than 3 minutes of your time.

Your responses are voluntary and will be confidential. The responses given will not be identified on a individual level. All responses will be compiled together and analyzes as a group. If you have any questions or concerns, please contact Frank at frankhorenberg@hotmail.com

Thank you,

Frank Horenberg

Next page

Please study the advertisement message carefully. Take your time to look at the photo's, to read the messages and to think about this before continuing with the questions.

**Participant was exposed to the advertisements he/she was assigned to*



Next page

1. Now rate the advertisement on this 6-point scale. The scale shows you two opposites each time. All you have to do is show us to what degree you agree with the statement.

For example: If the advertisement's message is very important to you, you check a box that is far on the right side of the scale. If the advertisement is less important to you, you check a box that is further on the left.

Please make sure that you rate all 10 statements since we cannot use incomplete forms.

To me, the advertisement was:						
<u>Unimportant</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>Important</u>
<u>Boring</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>Interesting</u>
<u>*Relevant</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Irrelevant</u>
<u>Exciting</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Unexciting</u>
<u>Means nothing</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>Means a lot to me</u>
<u>*Appealing</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Unappealing</u>
<u>*Fascinating</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Mundane</u>
<u>*Valuable</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Worthless</u>
<u>*Involving</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Uninvolving</u>
<u>*Needed</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>*Not needed</u>

On average, how often do you go on a pleasure holiday?	
<input type="checkbox"/>	Several times per year
<input type="checkbox"/>	On a yearly basis
<input type="checkbox"/>	Once per 2-3 years
<input type="checkbox"/>	Less than once per 2-3 years
<input type="checkbox"/>	Never

How likely are you to visit a country, other than your own, for a pleasure holiday in the next 5 years?	
<input type="checkbox"/>	Very likely
<input type="checkbox"/>	Somewhat likely
<input type="checkbox"/>	Neither likely or unlikely
<input type="checkbox"/>	Somewhat unlikely
<input type="checkbox"/>	Very unlikely

Have you ever been to Canada?	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

How likely are you to visit Canada for a pleasure holiday in the next 5 years?	
<input type="checkbox"/>	Very likely
<input type="checkbox"/>	Somewhat likely
<input type="checkbox"/>	Neither likely or unlikely
<input type="checkbox"/>	Somewhat unlikely
<input type="checkbox"/>	Very unlikely

How likely are you to visit the website of Discover Canada Tours that was at the top of the advertisement?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely or unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

Next page

Gender?

- ☐ Male
- ☐ Female

Age?

What is the highest level of education you have completed?

That was the last question, thank you for participating