

# Please visit us again

Exploring differences between German and Dutch tourists: How to enhance tourist loyalty with Facebook?

Master thesis  
J.A.M. Lankheet  
University of Twente

Supervisors:  
Dr. Ir. A.A.M. Spil  
Dr. R. Effing

## ABSTRACT

This study analyses how tourists' loyalty to a tourism destination can be enhanced with Facebook. Furthermore, it explores the differences between Dutch and German tourists' reasons to revisit a destination and their engagement on Facebook. Based on a literature study, a survey was designed and conducted at a Dutch recreation park. The antecedents of loyalty in tourism were observed including push and pull factors for visiting the vacation park. Results show that the main reason for both German and Dutch respondents for returning to the vacation park is the service of the staff members. While Germans chose price of the accommodation and the overall hygiene as reasons to not return, for the Dutch respondents variety is the most important reason for not returning. Most of the respondents follow the Facebook page of the vacation park. The main reason for following the page is equal for both German and Dutch respondents: to stay informed about the activities.

## Keywords

Facebook, customer loyalty, customer engagement, passive engagement, active engagement, hospitality, push factors, pull factors, cultural differences

## 1. INTRODUCTION

Social media helps companies to get in contact with customers and to build relations with them (Van Asperen, De Rooij, & Dijkmans, 2018). According to Statistics Netherlands, in 2017 84 percent of the accommodation providers in the Netherlands made use of social media (cbs, 2017).

The tourism industry is an important industry for the economy of the Netherlands and it keeps growing in this country: in 2017, the value of tourism expenditure amounted to 82.1 billion euros, representing a 6.9 percent year-on-year increase. Especially foreign tourist spending contributed to this growth (cbs, 2018). Most foreign tourists came from neighbor Germany: from the 19.1 billion tourists almost 5.8 billion were German (NBTC, 2018).

Within the context of tourism there are some studies that suggest a positive relation between social media engagement and customer loyalty (Van Asperen et al., 2018). In 2017 the social network Facebook counted more than 23 million daily users in Germany and 10.4 million daily users in The Netherlands (Rondinella, 2017; Van der Veer, Boekee, Hoekstra, & Peters, 2018). It is therefore not surprising that

many companies use Facebook to get in contact with their customers.

Several researchers also highlight the importance of culture in the decision making process (King, Racherla, & Bush, 2014). For example Manfield (1992) describes cultural factors as a constraint in this process. Especially the extent of information seeking is affected by culture in the decision making process (Mansfeld, 1992). Furthermore, "*Culture causes different nationalities to perceive fulfilment differently*" (Mayo & Jarvis, 1981; Um, Chon, & Ro, 2006, p. 1146). According to Hofstede, some cultural differences exist between Germany and the Netherlands (Hofstede, 2011). Because of the positive impact of the German tourists visiting the Netherlands on the Dutch industry, it is important to observe if these cultural differences also occur in a tourism context and whether Facebook engagement is also different between these cultures.

As far as we are concerned no previous research had been conducted to observe these differences in this context. (King et al., 2014). This paper will therefore try to answer to the following research question: *How can tourist loyalty be enhanced with Facebook and are differences between German and Dutch tourists influencing customer loyalty?*

The structure of this thesis will be as follows. First a literature study will be conducted. Based on this literature study quantitative research in the form of a questionnaire will be performed. Afterward the results of this questionnaire will be discussed and compared to the literature. Furthermore, some limitations and recommendations for future work will be discussed.

## 2. LITERATURE REVIEW

The objective of this study is to learn more about how customer loyalty can be enhanced with Facebook and if culture influences the engagement on Facebook and reasons to visit a destination.

Because "*relevant literature is an essential feature of any academic project*" (Webster & Watson, 2002, p. 13), the base of this study will consist of systematic literature review.

The literature study is conducted with online data bases Scopus, Google scholar, ScienceDirect and Web of Science.

To include only recent studies, only literature with a publishing date after 2010 were selected initially. Using the snowball method also articles with an older publishing date were included eventually.

We used several keywords to find articles related to our research topic. The main keywords we used to find the articles related to our research topic are customer loyalty, travel decision-making and Facebook engagement. Furthermore, the keyword cultural differences was also used. Combining these keywords with each other, for example “cultural differences” AND “travel decision making” helped us finding studies on the subject. Articles with low relevance to the tourism industry were excluded, for example articles focusing on retail products are not included. Although co-creation is a form of engagement, this kind of engagement is excluded from our research and therefore articles on this subject were not included in our research.

Besides the aforementioned keywords, we also used synonyms or keywords that were alike these keywords to find studies on the subject. See table 1.

**Table 1 Keywords and related keywords**

Keywords	Related keywords
Customer loyalty	Customer retention Customer revisit intention Repeat visitation Tourism loyalty Destination loyalty Loyalty
Travel decision making	(Holiday) booking behavior (Holiday) travel planning Trip planning Tourist decision-making Customer journey tourism
Tourism	Hospitality (industry) Travel industry
Cultural differences	Cross Country
Facebook engagement	Social media engagement Passive engagement Active engagement

### 3. BACKGROUND INFORMATION

In this section we take a look at the previous work provided on the subject of decision making. We start with describing the decision making process. Then we take a look at the last step of this process: gaining loyalty. We explore the definitions giving in previous work and look at loyalty in the tourism context. Furthermore, we take a look at the antecedents of loyalty and the influence of social media on it. The last part of this chapter looks into culture and its underlying dimensions.

#### 3.1 Decision making in tourism

When buying their products customers go through several stages which are part of the so called consumer decision process. This decision process has shifted from a traditional “funnel” model, in which consumers start with a set of potential brands and methodically reduce that number to make purchase, to a circular decision journey (Court, Elzinga, Mulder, & Vetvik, 2009).

The circular decision process consists of four phases, namely the initial consideration where the customer has a few brands in mind, the active evaluation phase where consumer might add

or subtract brands, the closure phase when the purchase is done and the post-purchase phase when the customer experiences the product and the brand (Edelman, 2010).

The last phase is getting more and more important. Not only is it more expensive to acquire new customers than to retain existing customers (Gallo, 2014), loyal customers are also willing to spend more than one-time shoppers. Furthermore, loyal customers are more likely to spread positive word-of-mouth (Reichheld & Schefter, 2000; Srinivasan, Anderson, & Ponnavolu, 2002).

Because of these reasons, also in tourism customer loyalty is getting more attention.

Instead of focusing on the tangibles, companies have to focus on the ongoing relationships with the consumer (Vargo & Lusch, 2004). Companies not only have to react to what customers do during their journey, but they must also proactively shape the customer’s journey to keep customers engaged to the company (Edelman & Singer, 2015).

Masiero and Li (2018) describe objective and subjective factors that influence the destination choice process (Qiu, Masiero, & Li, 2018). The objective factors the authors highlight are categorized by Wu, Zhang and Fujiwara (2011). Based on existing research, these authors classified the destination choice factors into three groups. The first group represents the alternative-specific group, the second group consists of situational factors and the third group is associated with the characteristics of the tourist. The alternative-specific group include factors that describe the attributes and the accessibility of destinations. For example price and travel distance, but also tourism resources and attractions and quality services at the destination are examples of alternative-specific factors. (Wu, Zhang, & Fujiwara, 2011) These factors are also called pull factors and mainly related to tangible characteristics of the destination. (Kozak, 2002) Situational factors include weather, cultural and social situations. Finally, the decision maker-specific factors consist of objective factors like demographical features, but also the size and composition of the travel party (Wu et al., 2011) (Yoon & Uysal, 2005).

The subjective factors that Qui, Masiero and Li describe, also influence destination choice. These factors include personality traits and travel motivation factors. These travel motivation factors are also called push factors and describe the intangible, intrinsic desires of the traveler (Kozak, 2002).

Social media are used throughout the whole travel decision process. They help the tourist in travel planning and decision making (Zeng & Gerritsen, 2014).

#### Definition of customer loyalty

Many articles on customer and brand loyalty exists, but there is still not a clear definition of loyalty. In marketing literature, most proposed definitions of loyalty are based on behavioral and attitudinal dimensions (Toufaily, Ricard, & Perrien, 2013). Oliver (1999), for example, has the following definition for customer loyalty: “A deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1999). While Srinivasan et al (2002)’s definition is based on attitudinal dimension. These authors define e-loyalty as “a customer’s favorable attitude toward the

e-retailer that results in repeat buying behavior" (Srinivasan et al., 2002).

Dick & Basu (1994) combined both behavioral and attitudinal dimension in their definition. They defined customer loyalty as "the relationship between relative attitude and repeat patronage". The authors clarify that a customer's attitude towards a brand or product needs to be high compared to potential alternatives, and also repeat patronage is needed for a brand to create customer loyalty. Furthermore, the authors explain that relative attitude is influenced by both the strength of the attitude as well as the attitudinal differentiation. If the attitude strength is high and there is attitudinal differentiation relative attitude is the highest. When also the levels of repeat patronage are high, loyalty may be achieved (Dick & Basu, 1994).

### *Customer loyalty in tourism*

In case of tourism loyalty is often based on either attitudinal loyalty, behavioral loyalty or a combination of the aforementioned. Attitudinal loyalty in tourism is conceptualized in the intention to revisit a destination or to recommend this destination to other tourists, while behavioral loyalty mainly focusses on repeat visits. Revisit intention and recommendations to others are the most used measures for tourist loyalty (Zhang, Fu, Cai, & Lu, 2014).

A distinction could also be made between horizontal loyalty and destination loyalty. Instead of being loyal to one destination, which is the case with destination loyalty, consumers' loyalty may also be divided among several destinations, this is called horizontal loyalty.

Almeida-Santana and Moreno-Gil (2018) segmented tourists according to the way in which they manifest their loyalty to tourist destinations and analyzed if horizontal loyalty and destination loyalty are determined by the same factors. They found that older tourists are more likely to be loyal, to one destination as well as several destinations (Almeida-Santana & Moreno-Gil, 2018).

Several researchers described different types of tourists. Some tourist seek for novelty, while others prefer familiar destinations. Also travel motivation, which can be classified into push and pull factors.

### *Antecedents of loyalty*

Previous research has found several antecedent of loyalty. In their conceptual framework Dick & Basu (1994) divide the antecedents of relative attitude into three categories: cognitive, affective and conative antecedents with each their own characteristics. Furthermore the authors highlight the influence of social norms and situational influences on repeat patronage (Dick & Basu, 1994). Oliver (1999) on the other hand, describes these antecedents as autonomous factors that influence loyalty (Oliver, 1999).

Although, like for loyalty, there is still no clear definition of satisfaction, many researchers found a positive relation between satisfaction and loyalty (Chi & Qu, 2008). Petrick et al (2001) found that past behavior and perceived value were also good predictors of revisit intention (Meleddu, Paci, & Pulina, 2015; Petrick, Morais, & Norman, 2001). The perceived value construct configures two parts: benefits received and sacrifices made (Sanchez, Callarisa, Rodriguez, & Moliner, 2006). Also Sun et al. (2013) found that satisfaction, perceived value, image and familiarity are antecedents of destination loyalty (Sun, Chi, & Xu, 2013).

On the other hand, some tourists might have a need for variety because they seek for novelty and therefore would not visit a

destination again. (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016)

### *Social media engagement and loyalty*

Besides the antecedents of loyalty mentioned in the previous chapter, also social media engagement can influence loyalty.

Social media is "*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content*"(Kaplan & Haenlein, 2010, p. 61).

Social media helps companies to get in contact with customers and to build relations with them (Van Asperen et al., 2018). One of the largest social media networks is Facebook. In 2017 Facebook counted more than 23 million daily users in Germany and 10.4 million daily users in The Netherlands (Rondinella, 2017; Van der Veer et al., 2018). Tourism companies use social media to engage with their guests and potential guests.

*"User engagement behaviors in online brand communities on Facebook are essential ingredients that foster brand loyalty"* (Zheng, Cheung, Lee, & Liang, 2015, p. 99)

Tour operators should improve their relations through social media to improve customer loyalty. Besides that, tour operators should trigger customers' interests and attempt to bring pleasure to their customers (Senders, Govers, & Neuts, 2013).

Customers can be actively and passively engaged with the social media channel of the company and the content of that channel. In case of passive engagement customers consume the content, while in case of active engagement customers contribute to the content. The study of Van Asperen et al. (2018) shows a positive relation between passive engagement on social media channels and affective loyalty (attachment and psychological commitment), but no relationship with conative loyalty (word-of-mouth and revisit intention) was found (Van Asperen et al., 2018).

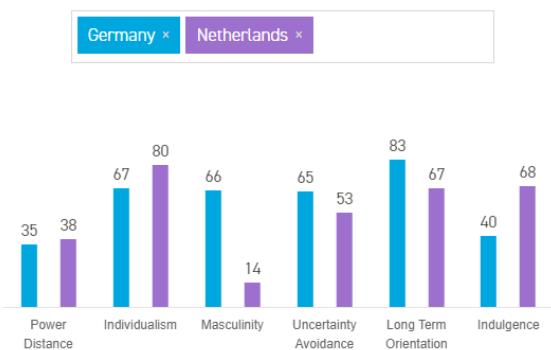
## **3.2 Culture**

Most foreign tourists that visited the Netherlands came from Germany: from the 19.1 billion tourists almost 5.8 billion were German (NBTC, 2018). According to Hofstede several differences exist between the Netherlands and Germany. In this chapter we take a deeper look into these dimensions and observe the differences in address pronoun.

### *Comparing Dutch and German culture*

In his original framework Hofstede classifies national culture in terms of four dimensions: Power distance, Uncertainty Avoidance, Masculinity/Femininity, and Individualism/Collectivism. In 2010 two new dimensions were added to Hofstede's model, which were based on the book of Michael Minkov. These dimensions are Long-term Orientation and Indulgence/Restraint. *"Indulgence relates to the gratification of basic human desires related to enjoying life"* (Hofstede, 2011).

## Dimensions retrieved from: Hofstede-Insights.com:



## Retrieved from: Hofstede-Insights.com

According to Hofstede, the biggest difference between Germany and the Netherlands lies in the score on Masculinity. Masculinity/Femininity measures the extent to which a culture emphasizes self-assertion and materialism (masculine), or modest behavior and concern for people (feminine). The Netherlands scores 14 on this dimension, which means that it is a feminine country. Germany on the other hand scores 66 on this dimension, meaning that Germany is considered a masculine society (Hofstede, 2003).

Another way to describe the cultural differences between the Netherlands and Germany is with cultural tightness. Tight cultures have strict norms and low tolerance, while loose cultures have weak social norms and high tolerance of deviant behavior. The higher the tightness score, the tighter the culture. According to Gelfand et al.'s research former East Germany and former West Germany score higher on tightness, 7.5 and 6.5 respectively, than The Netherlands (3.3), which means that Germany is a tighter country than the Netherlands (Gelfand et al., 2011).

Another study on culture, the GLOBE project, focused on the culture of a society and its influences on leadership behavior. The results of this research indicated that Germany and the Netherlands are both part of the Germanic Europe cluster. For cultures in this cluster reward performance and value competitiveness (House, Hanges, Javidan, Dorfman, & Gupta, 2004).

### *Address pronoun*

The way in which people address each other, the choice of address, differs per language and/or country. For example in English there is only one pronoun for the second-person, namely 'you' (Norby & Warren, 2012). The study of Brown and Gilman (1960) distinguishes the 'polite' V pronouns from the 'familiar' T pronouns. The V form used in the Netherlands is 'u', in Germany this is 'Sie'. The T form is 'jij' or 'je' in Dutch and 'du' in German. Brown and Gilman describe the dimensions power and solidarity to explain the difference in the use of the pronouns. (Brown & Gilman, 1960) The individualization, emancipation and democratization of the Dutch society has led to a higher status of the solidarity dimension compared to the power dimension, which caused a shift from the use of the V pronoun to the T pronoun (Vermaas, 2002). A research on the use of T and V forms in movie translations shows that German translators are more likely to use V form than Dutch translators (Levshina, 2017).

### Address pronoun online

It has often been assumed that Germans use the T pronoun online, because the online setting has been seen as a close community where the users share a common interest. This assumption was based on times when the internet was just a small platform. Kretzenbacher & Schüpbach (2015) found that the majority of the users on online forums uses the V pronoun instead of the T pronoun in their posts (Kretzenbacher & Schüpbach, 2015).

## Concluding remarks

As the previous studies show, engagement with customers is very important during the decision making process. Social media channels like Facebook are a way to engage with customers and to improve loyalty. According to the theory Germans attach more value to norms and are more materialistic than Dutch citizens. Furthermore, Germans are more likely to use the V pronoun than Dutch citizens.

## 4. METHOD

In this section the design of the quantitative analysis will be discussed. Because we would like to gain more insights into tourist loyalty and Facebook engagement of Dutch and German tourists, a survey is good explorative method to do gain these insights. With a survey you can investigate the characteristics and opinions of a large population in a relatively short period. Furthermore, surveys can be administered online which makes them relatively easy to distribute and analyze. This survey is partly based on the information found in the literature and partly on online reviews.

### 4.1 Case selection

The survey is distributed at vacation park Het Winkel in the Netherlands. This vacation park attracts mainly Dutch and German customers. The park uses two social media channels: Facebook and Instagram.

#### *Recreation park Het Winkel*

Recreation park Het Winkel is a camping and holiday park situated in the wooded area of the city Winterswijk in the east of the Netherlands close to the border with Germany. Because of this location around 60 percent of the guests of Het Winkel come from Germany and the other 40 percent of the guest from the Netherlands. Occasionally there are some guests from Belgium, Denmark, United Kingdom or other countries at Het Winkel, but this number is relatively low.

The park consist of two parts: a part with seasonal and annual pitches and a part with camping pitches and accommodations for short(er) stay.

Het Winkel has several facilities: a heated outdoor swimming pool, an indoor playground and several outdoor playgrounds, a restaurant, a fishing pond, wellness facilities and sport facilities. Furthermore, there is an entertainment team that organizes activities.

#### *Social media of Het Winkel*

Recreation park Het Winkel uses two social media channels: Facebook and Instagram. For Facebook they have a Dutch page with around 3000 followers and a German page with around 1800 followers. According to Facebook statistics of the Dutch page 1800 followers are from the Netherlands and 1082 followers are from Germany. The page has far more female (71%) compared to male (29%) followers.

## 4.2 Survey design

A seven-page questionnaire is designed that consists of four parts. The first part of this questionnaire contains questions about the stay and the experiences of customers at Het Winkel. The first question of this part examines if the customer has stayed at Het Winkel before. The other questions describe the travel company, travel accommodation and holiday length. Then two questions examine the factors that are reasons for customers to revisit Het Winkel and factors that are reasons to not visit Het Winkel again. These factors are based on the pull factors described in literature. Reviews from the Dutch Facebook page of Het Winkel and Google reviews on Het Winkel from 2017 and 2018 were examined to find location specific factors. The trust factors are adapted from previous studies.

The last question of this part contains statements on customer satisfaction, customer perceived value and customer loyalty. These statements are adapted from previous studies on customer loyalty.

The second part of the questionnaire examines customers' destination and horizontal loyalty and the push motivations for customers to go on holiday. The statements on push motivations are adapted from literature.

Part three of the questionnaire contains questions about customers' Facebook use in general and customer's familiarity and engagement with the Facebook page of Het Winkel.

The last part of the questionnaire aims to find differences between Dutch and German respondents. Furthermore, this part contains demographic questions and questions regarding tips/remarks from the respondents.

For questions 7, 10 and 14 which consist of several statements a 5-point Likert Scale was used. There is some discussion on using a 'neutral' value by using this scale instead of a 4-point scale. We use a 5-point scale, because some respondents might have a truly neutral view on (some of) the statements. If the 'neutral' option is not included, respondents might be unwilling or unable to answer the question properly and the data might become biased. There is also an ongoing debate whether the Likert Scale items are categorical (nominal/ordinal) or continuous (ratio/interval scale).

The survey can be found in Appendix 12.1.

## 4.3 Data collection

The study was carried out under customers of Het Winkel and/or followers of the Facebook pages of Het Winkel and Ferienpark Het Winkel. The paper version of the questionnaire (including QR code and URL) was handed out around the park at the 6<sup>th</sup> of July 2018 and was placed at the reception desk until the 2<sup>nd</sup> of August 2018. The online version of the questionnaire was distributed along the Dutch and German Facebook channels of Het Winkel and was closed at the 3rd of August.

The outcomes of the survey are analyzed using IBM SPSS Statistics 25. Only the survey questions on differences between Dutch and German respondents regarding the "family" and "work" images and the tips and remarks are not analyzed using SPSS, but summarized to observe.

## 5. RESULTS

### 5.1 Descriptive statistics

The focus for this study was a sample of Dutch and German guest of vacation park Het Winkel.. A total of 83 questionnaires

were filled in, of which 54 online questionnaires and 29 paper questionnaires. Three of the respondents were removed from the questionnaire because of inconsistent or incomplete information. The table below provides a description of the sample characteristics. The majority (60%) of the respondents is German. Normally, around two third of the guests of Het Winkel is German. This might explain why more German people filled in the questionnaire. Furthermore, the mayor part, 68% of all respondents, is female.

**Table 2 Demographic characteristics**

Demographic characteristics	Descriptions	Frequency	Percentage
Country	Dutch	28	35
	German	48	60
	Unknown	4	6
Gender	Male	23	29
	Female	54	68
	Unknown	3	4

The age ranged from 22 to 70 years. The Shapiro-Wilk test was used to observe if the variable for age was normally distributed. It is observed that the Dutch respondents have a statistically significantly higher age ( $M=48.04$ ,  $SD=13.069$  years) compared to German respondents ( $M=41.65$ ,  $SD=9.002$  years),  $t(40.148)$ ,  $p < 0.05$ . There is also a significant difference  $t(74) = 2.241$ ,  $p < 0.05$  between the mean age of male and female respondents

The age groups were computed using SPSS Visual Binning with cut points that are calculated based on equal percentiles of 20 percent of the scanned cases.

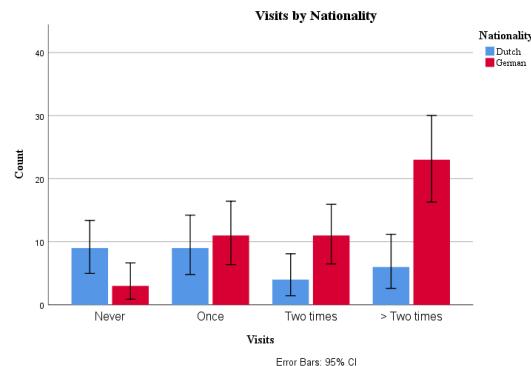
**Table 3 Age distribution**

Age	Dutch	German	Total
	Count (%)	Count (%)	Count (%)
<= 34 years old	5 (19%)	12 (25%)	17 (23%)
35 – 42 years old	4 (15%)	14 (29%)	18 (24%)
43 – 47 years old	2 (7%)	10 (21%)	12 (16%)
48 – 55 years old	8 (30%)	6 (13%)	14 (19%)
56 years or older	8 (30%)	6 (13%)	14 (19%)
<b>Total</b>	<b>27</b>	<b>48</b>	<b>75</b>

### Visits

As can be observed from the figure below, most of the German respondents went more than two times to Het Winkel. On the other hand, most of the Dutch respondents stayed one time.

**Figure 1 Visits by Nationality**



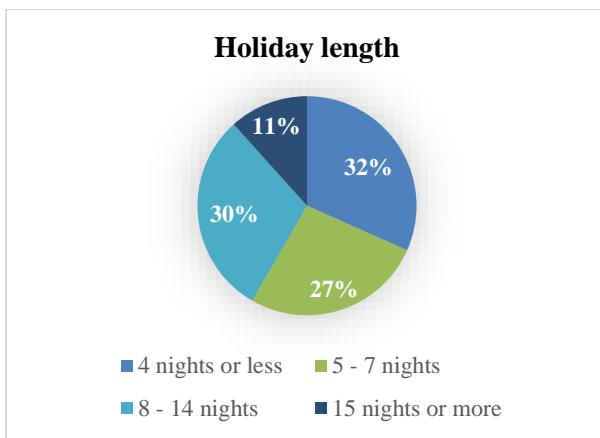
### Travel accommodation

More than half (51 percent) of the German guests of Het Winkel stayed at a comfort pitch. Dutch guests were more divided with their travel accommodation.

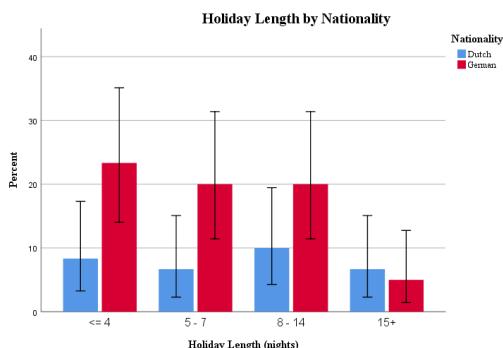
### Holiday Length

As can be observed from the figure below, most of the guests stayed 7 days or less. 34 percent of the German guests stayed less than 4 days at Het Winkel.

**Figure 2 Holiday length**



**Figure 3 Holiday Length by Nationality**



### Pull motivations and trust factors

Service of the staff is found to be one of the most important reasons to return to Het Winkel according to 54% of the Dutch responses and 78% of the German responses. Furthermore, the swimming pool, natural surroundings and the size of the accommodation are mentioned as important factors for returning to Het Winkel. For 60% of the Dutch respondents overall hygiene and overall price-quality are also important. More than half of the German respondents picked child friendliness as another important factor to return. See also appendix 12.2.

Few respondents answered the question for reasons for not returning to Het Winkel. German respondents picked the price of the accommodation and the overall hygiene as reasons for not returning to Het Winkel. Dutch visitors are less likely to return to Het Winkel because of need for variety of both the environment and the resort. See also appendix 12.2.

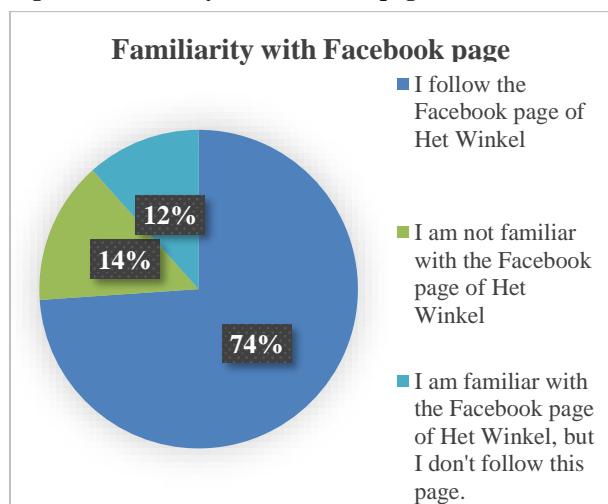
### Facebook use

As can be observed in the table below, 86 percent of the respondents use Facebook of which 63 percent daily. Most of the respondents are familiar with the Facebook page. A remarkable 74 percent of the Facebook users follow this page.

**Table 4 Facebook use**

	Dutch Count	German Count	Total Count (%)
Multiple times a day	20	28	48 (63%)
Daily	1	13	14 (18%)
Weekly	1	1	2 (3%)
Monthly	1	0	1 (1%)
Never	5	6	11 (14%)
<b>Total</b>	<b>28</b>	<b>48</b>	<b>76</b>

**Figure 4 Familiarity with Facebook page**



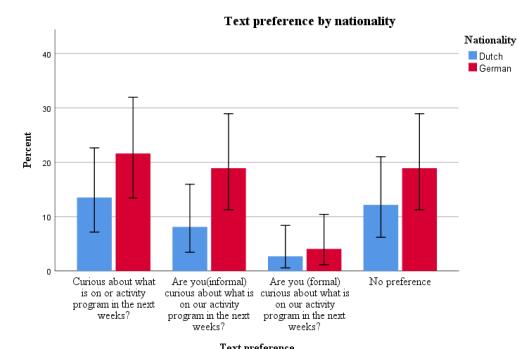
The most important reason for Dutch and Germans respondents for following the Facebook page is to “Stay informed about activities”. Also “More information”, “A satisfying stay” and “Special offers” are important reasons for following the Facebook page. See also appendix 12.2.

### Facebook content

#### Text preference

As can also be observed from figure 6, no significant difference between the preference of text of Dutch and German respondents has been found. Both German and Dutch respondents mostly prefer no pronoun in a text or have no preference.

**Figure 5 Text preference by Nationality**



Noteworthy, there is a significant difference in the mean age of people who prefer a text with informal pronoun and a text with formal pronoun: the mean age is higher in case of the formal

pronoun ( $M=51.86$ ,  $SD=11.393$ ) compared to the informal pronoun ( $M=40.95$ ,  $SD=9.174$ ). T

#### **Image preference**

Two third of the Dutch respondents chose the images of “luxury camper” instead of the “cozy camper” and the “luxury couch” instead of the “cozy couch” while German respondents were divided in their preference.

The responses to the “family” and “work” images did not reveal noticeable difference between Dutch and German respondents.

## **5.2 Analysis**

### *Facebook engagement*

For the analysis of Facebook engagement, Facebook engagement is divided into several items. Using factor analysis, two factors are extracted: passive and active engagement.

In case of passive engagement, the mean scores of German respondents are higher than those of Dutch respondents. If we look at the variables specifically, the mean scores of German respondents for watching videos, watching pictures and liking messages on the Facebook page are higher than those of Dutch respondents.

Guests who only visited Het Winkel once show less active engagement compared to guest who went more than once to Het Winkel, specifically they react less to posts on the Facebook page compared to returning guests.

There is no significant difference between the means scores of the different engagement variables of guests and non-guests of Het Winkel.

### *Push motivations*

The mean scores of the Likert items were all a little lower for Dutch guest compared to German guests. In order to compare the push motivations for going on holiday of German and Dutch respondents, factor analysis with varimax rotation was conducted. Three factors were identified with eigenvalue greater than one that explain 58.98 percent of the variance. The first factor includes five items and is labelled “Explore and be active”. The second factor has been labelled as “Relax and go out” and includes four items. Factor 3 consists of items describing social activities, so this factor is called “Socialize” and contains four items.

An independent sample t-test was carried out to determine whether there are significant differences between the mean scores of the German and Dutch tourists. The tests showed that German tourists are more likely to go on holiday to “Relax and go out” or to “Socialize” compared to Dutch tourists. German tourists had a higher mean score compared to the Dutch tourists. Specifically, looking at the different items of the factors German tourists are more likely to go on holiday to “Release Stress”, to “Escape daily routines”, to “Be close to nature”, to “Be with family” and to “Be away from home” compared to Dutch tourists.

### *Visits and loyalty*

Although literature suggests differently, no significant correlations were found between the loyalty variable and previous visits.

### *Perceived value, satisfaction and loyalty*

Cronbach Alpha was used to test the reliability of the Likert-type scales for the perceived value, satisfaction and loyalty constructs. All scales have alpha scores higher than 0.90, which is much higher than the recommended threshold of 0.70.

Shapiro-Wilk showed that the data is not normally distributed ( $p<0.05$ ). Therefore, a Spearman correlation matrix was used to perform the non-parametric tests. Significant correlations were found between perceived value, satisfaction and loyalty.

Regression Analysis was then performed to predict the influence of perceived value and satisfaction on loyalty. Satisfaction is found to be a positive significant coefficient for loyalty. The coefficient for perceived value on loyalty was not significant. Perceived value and loyalty are found to be both a significant coefficient for satisfaction, while satisfaction is only a significant coefficient for perceived value.

### *Need for variety, familiarity and Loyalty*

Again, using the Spearman correlation matrix, a negative correlation between variety of resort and loyalty was found. The negative correlation between variety of environment and loyalty was not significant. This make sense, because both variety of environment and variety of resort are reasons to not return.

Also, the positive correlation between familiarity and loyalty was not significant indicating that while familiarity with Het Winkel is a reason to return, it does not mean that guests are loyal to Het Winkel.

## **6. DISCUSSION RESULTS**

A remarkable 74 percent of the Facebook users follow the Facebook page of the vacation park. Most of the respondents follow the Facebook page of Het Winkel to stay informed about the activities in the park. ”. Also “More information”, “A satisfying stay” and “Special offers” are important reasons for following the Facebook page. According to sproutsocial the mean reason social media users worldwide follow brands is because they are interested in their products/service (sproutsocial, 2016), so the results are in line with this research.

The results show the most important reason for Dutch and Germans respondents for following the Facebook page is to “Stay informed about activities”. Also “More information”, “A satisfying stay” and “Special offers” are important reasons for following the Facebook page

Although literature suggested that there would be a difference between the pronoun choice between Dutch and German respondents, no significant difference between the preference of text of Dutch and German respondents has been found. Both German and Dutch respondents mostly prefer no pronoun in a text or have no preference.

While the dimensions of Hofstede suggested Germany is a more materialistic country than the Netherlands and therefore Germans are likely to prefer the more luxurious items, this is not the case for the images used in this research. Dutch respondents preferred a luxury camper and couch, while German respondents did not have a preference. Furthermore, the responses to the “family” and “work” images did not reveal noticeable difference between Dutch and German respondents.

## **7. CONCLUSION**

This purpose of this research was to answer the following research question: *How can tourist loyalty be enhanced with Facebook and are differences between German and Dutch tourists influencing customer loyalty?*

The results show that there are some differences between Dutch and German tourists visiting vacation park Het Winkel in terms of travel motivations and their engagement on Facebook. Results showed that the main reason for both German and Dutch guest for returning to the vacation park is the service of the staff members. While Germans chose price of the accommodation and the overall hygiene as reasons to not return, for the Dutch respondents variety is the most important reason for not returning.

Results also showed that German tourists are more likely to go on holiday to "Relax and go out" or to "Socialize" compared to Dutch tourists. Specifically, German tourists are more likely to go on holiday to "Release Stress", to "Escape daily routines", to "Be close to nature", to "Be with family" and to "Be away from home" compared to Dutch tourists

Service of the staff is found to be one of the most important reasons to return to Het Winkel according to 54% of the Dutch responses and 78% of the German responses.

Most of the respondents follow the Facebook page of Het Winkel to stay informed about the activities in the park. Research implicated that tourism companies should enhance their relations through social media to improve customer loyalty and that this can be done triggering customers' interests (Senders et al., 2013). Therefore, spreading information about activities is a way to enhance customer loyalty through Facebook.

## 8. IMPLICATIONS

The results have shown that a very large part of both German and Dutch guests is willing to return to the vacation park because of the service of the staff members. Therefore, we advise that vacation parks keep focusing on customer service both offline as well as online.

German tourists are more likely to go on holiday to "Relax and go out" or to "Socialize" compared to Dutch tourists. Vacation parks could focus on "releasing stress and relaxing" for German tourists.

Furthermore, our results, although not significantly, show some more differences between Dutch and German guests on travel motivation. When engaging with customers, vacation parks could focus more on low price and good sanitary when reaching German guest and more on diversity of the location when reaching Dutch guests.

Since our results show most of the guest follow the Facebook page of Het Winkel to stay informed about the activities at park, the content of the page could be (even more) adjusted to that to keep the guests engaged with the Facebook page.

## 9. LIMITATIONS AND FUTURE RESEARCH

This research has some limitations which should be taken into account when interpreting the results and conclusions. At first, because this research is conducted with a specific group of people - the Dutch and German visitors of recreation park Het Winkel - and because the sample size is small, it is difficult to generalize this research to other vacation parks or tourist in general. Future research is needed to test if our results are also applicable to other vacation parks.

Another issue with this research is that it took place on a very specific period. If this research was conducted during holiday season instead of before the summer holidays, it is likely that

the paper version would have more responses from families with children since they are often bounded to the school holidays. Furthermore, the weather might also have influenced the responses to the questionnaire.

What also is important to highlight, is that the obtained responses are mostly positive. It is likely that the people who follow the Facebook of Het Winkel page are more positive about Het Winkel than people who do not follow the page. Furthermore, it has to be taken into account that people who have negative opinions about Het Winkel might be unwilling to fill in questionnaires.

Although it is stressed in the introduction of the questionnaire that it is important that people fill in the questionnaire alone, it can still be that they did not follow this demand. This might have led to shared opinions instead of the respondent's own opinion. Another issue with this questionnaire is that because of the length of the questionnaire the respondents might got bored filling it in and therefore did not read the questions properly. As noted earlier two questions had to be deleted because a large part of the respondents misinterpreted these questions. It could be that there are more questions that were not completely clear, but that those are not noticed.

Furthermore, it could be that some of the variables are confounding variables. It is not unlikely that loyalty leads to engagement, instead of engagement leading to loyalty. Also, for satisfaction this could be the case. People might be more satisfied with a company they have been loyal to.

We used a 5-point Likert Scale for some of the questions. The results might have been different if we used another scale. In case of some questions German respondents showed higher values than Dutch respondents on the Likert Scale items. This could be because the German respondents are

Furthermore, variables that are used are from different studies, some not related to hospitality or social media.

This research did not look at cognitive, affective, conative and behavioral loyalty separately. It could be that variety seeking tourists do not show behavioral loyalty, but do show cognitive, affective and conative loyalty (Back & Parks, 2003). Also destination image is not discussed in this research, while it is found to be a antecedent of loyalty (Tan, 2017). Future researchers could investigate the role of destination image in the context of this research.

## 10. ACKNOWLEDGEMENTS

During the research I have received some great support from various persons in several ways. I would really like to take the opportunity to thank them.

First of all, I would like to thank my supervisors of the University of Twente, Dr. Ir. Spil and Dr. Effing, for their guidance and valuable insights, which helped me a lot with setting up my research and writing my thesis.

Furthermore, I would like to thank Marotura All Online Business for giving me the opportunity to perform this master thesis at their company combined with the opportunity to obtain some experience in online marketing. I would also like to thank my colleagues at Marotura for their feedback and the insights they gave me to improve my thesis.

Last but not least, I want to thank my family, friends and roommates for their mental support and constructive feedback.

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## 12. APPENDIX

### 12.1 Questionnaire

#### *Questionnaire invitation*

##### **English invitation**

Dear Sir/Madam,

Following your visit to Het Winkel, I would like to ask you some questions for my graduation assignment for the study Business Administration at the University of Twente.

The responses you will provide will be kept entirely confidential and therefore they cannot be personally redirected to you.

Considering the importance of personal experiences, I would like to ask you to fill in this questionnaire by yourself. It will take around 10-15 minutes to fill in this questionnaire.

If you are for any reason not able to answer a question, please skip this question.

Thank you in advance for your participation!

Kind regards,

Jolien Lankheet

##### **Dutch invitation**

Beste heer, mevrouw,

Naar aanleiding van uw bezoek aan Het Winkel zou ik u voor mijn afstudeeronderzoek voor de opleiding Business Administration aan de Universiteit Twente graag wat vragen stellen. Uw antwoorden op de vragen blijven anoniem en kunnen dus niet persoonlijk naar u herleid worden. Vanwege het belang van persoonlijke ervaringen, wil ik u verzoeken om deze vragenlijst alleen in te vullen. Het invullen van de vragenlijst zal ongeveer 10-15 minuten kosten. Mocht u niet in staat zijn een vraag te beantwoorden, sla deze dan over.

Alvast hartelijk bedankt voor het invullen van deze vragenlijst.

Met vriendelijke groeten,

Jolien Lankheet

##### **German invitation**

Sehr geehrte/r Herr/Frau,

Zunächst einmal vielen Dank, dass Sie mir bei der Abschlussarbeit meines Studiums der Betriebswirtschaftslehre an der Universität Twente helfen möchten. Weil Sie Ihren Urlaub bei Het Winkel verbringen oder verbracht haben, möchte ich Sie gerne kennenlernen und erfahren, wie Sie Ihren Urlaub erlebt haben. Ihre Antworten auf die Fragen bleiben anonym und können daher nicht zu Ihnen zurückverfolgt werden. Da es für die Durchführung dieser Studie wichtig ist, dass Sie Ihre persönlichen Erfahrungen schildern, möchte ich Sie bitten, diesen Fragebogen allein auszufüllen.

Das Ausfüllen des Fragebogens wird Sie ungefähr 10-15 Minuten kosten. Sollten Sie eine oder mehrere Fragen nicht beantworten können, überspringen Sie diese einfach.

Herzlichen Dank, dass Sie diesen Fragebogen ausfüllen!

Mit freundlichen Grüßen,

Jolien Lankheet

#### *Questionnaire variables*

##### **Socio-demographic variables (English/Dutch/German)**

**What is your sex? / Wat is uw geslacht? / Was ist Ihr Geschlecht?**

- Male / Man / Männlich**
- Female / Vrouw / Weiblich**
- I prefer not to say / Zeg ik liever niet / Möchte ich nicht sagen**

**Nominal**

**What is your nationality? / Wat is uw nationaliteit? / Was ist Ihre Nationalität?**

....

*Nominal*

**What is your age? / Wat is uw leeftijd? / Wie alt sind Sie?**

....years / ....Jaar / ..... Jahre

*Continuous*

#### Content-specific variable visits (English/Dutch/German) **Paper version**

**Have you been at Het Winkel before? / Bent u al eerder bij Het Winkel geweest? / Sind Sie schon vorher bei Het Winkel gewesen?**

- No, this is the first time I am at Het Winkel** / Nee, dit is de eerste keer dat ik bij Het Winkel ben / Nein, ich bin zum ersten Mal bei Het Winkel
- Yes, I have been at Het Winkel once before** / Ja, ik ben al een keer eerder bij Het Winkel geweest / Ja, ich war einmal vorher bei Het Winkel
- Yes, I have been more than once before at Het Winkel** / Ja, ik ben al vaker dan een keer bij Het Winkel geweest / Ja, ich war schon mehr als einmal vorher bei Het Winkel

*Nominal*

#### Content-specific variable travel company (English/Dutch/German)

**With whom are you here at Het Winkel? (Multiple answers possible) / Met wie bent u nu bij Het Winkel? (Meerdere antwoorden mogelijk)/ Mit wem sind Sie in Ihrem aktuellen Urlaub bei Het Winkel? (Mehrfaehnungen möglich)**

- Alone** / Alleen / Allein
- With partner** / Met partner / Mit Partner/in
- With children** / Met kinderen / Mit Kindern
- With friends, acquaintances** / Met vrienden, bekenden / Mit Freunden, Bekannten
- With colleagues** / Met collega's / With Kollegen
- With pets** / Met huisdieren / Mit Haustieren

*Nominal*

#### Content-specific variable travel accommodation (English/Dutch/German)

**Where did you stay during this holiday? / Waar heeft u deze vakantie overnacht? / Wo haben Sie während dieses Urlaubs übernachtet?**

- Basic pitch** / Basisplaats / Basis Platz
- Comfort pitch** / Comfortplaats / Kofort Platz
- Luxury pitch** / Luxe kampeerplaats / Luxusplatz
- Pitches with private sanitary** /Luxe kampeerplaats met privé sanitair / Plätze mit Privatsanitär
- Campervan pitch** /Camperplaats / Wohnmobilstellplatz
- Chalet 4 persons** / Chalet 4 personen / Chalet 4 Personen
- Chalet 6 persons** / Chalet 6 personen / Chalet 6 Personen
- Glamping vacanstudio** / Glamping huurtent / Glamping Vacanstudio
- Family house** /Familiehuis / Familienhaus Het Winkel

*Nominal*

#### Content-specific variable trip duration (English/Dutch/German)

**How long did you stay?/ Voor hoe lang heeft u geboekt? / Für wie lange haben Sie diesen Urlaub gebucht?**

**For ... Nights** / .... Nachten / Für .... Nächte

*Continuous*

#### Pull motivations and trust variables (English/Dutch/German)

**What is/are the most importance reason(s) for you to return to Het Winkel? (Multiple answers possible) / Wat is/zijn voor u de belangrijkste reden(en) om Het Winkel (eventueel) nogmaals te bezoeken? / Was sind die wichtigsten Gründe für Ihnen (erneut) Besuch auf Het Winkel? (Mehrfachnennungen möglich)**

- Familiarity with Het Winkel** / Vertrouwdheid met Het Winkel / Vertrautheit mit Het Winkel
- The price of the pitch/accommodation** / De prijs van de kampeerplaats / accommodatie / Die Preise der Stellplätze/Unterkünfte
- The overall price-quality ratio** / De algehele prijs-kwaliteitsverhouding / Das allgemeine Preis-Leistungsverhältnis
- The service of the staff** / De service van het personeel / Der Service der Personals
- The kindness of the staff** / De vriendelijkheid van het personeel / Die Freundlichkeit des Personals
- The size of the pitch/accommodation** / De grootte van de kampeerplaats/ Die Größe der Stellplätze/Unterkünfte
- The luxury of the pitch/accommodation** / De luxe van de kampeerplaats / Der Luxus der Stellplätze/Unterkünfte
- The quality of sanitary facilities** / De kwaliteit van de sanitaire voorzieningen / Die Qualität der Sanitäranlagen
- The overall hygiene** / De algehele hygiëne / Die allgemeine Hygiene
- The recreation program** / Het recreatieprogramma / Das Freizeitprogramm
- The child friendliness of the park** / De kindvriendelijkheid van het park / Die Kinderfreundlichkeit des Parks
- The wellness facilities (sauna, sunbed, infrared cabin)** / De wellness-faciliteiten (sauna, zonnebank, infraroodcabine) / Die Welnessseinrichtungen (Sauna, Solarium, Infrarotkabine)
- The sport facilities (tennis courts, skittle alleys, football fields, volleyball fields)** / De sportfaciliteiten (tennisbanen, kegelbanen, voetbalveld, volleybalveld) / Die Sportanlagen (Tennisplätze, Kegelbahnen, Fußballplatz, Volleyballplatz)
- The heated outdoor swimming pool** / Het verwarmde buitenzwembad / Das beheizte Freibad
- The fishing pound** / De visvijver / Der Fischteich
- The indoor and outdoor playground** / De binnen- en buiten speeltuin / Der Indoor- und Outdoorspielplatz
- The children's farm** / De kinderboerderij / Der Streichelzoo
- Restaurant Reuselink** / Restaurant Reuselink / Restaurant Reuselink
- The natural surroundings** / De natuurlijke omgeving / Die natürliche Umgebung
- The attractions in the area** / De attracties in de omgeving / Die Sehenswürdigkeiten in der Umgebung
- Leisure market Obelink** / Vrijjetidemarkt Obelink / Freizeitfachgeschäft Obelink
- Good transit location** / Goede doorreislocatie / Guter Durchgangsort
- Something else, namely: ...** / Anders, namelijk: ... / Etwas anderes, nämlich: ...

Nominal

#### Pull motivations and trust variables (English/Dutch/German)

**What is/are the most importance reason(s) for not visiting Het Winkel again? (Multiple answers possible) / Wat is/zijn voor u de belangrijkste reden(en) om Het Winkel niet meer te bezoeken? / Was sind die wichtigsten Gründe für Sie, um Het Winkel nicht wieder zu besuchen? (Mehrfachnennungen möglich)**

- Need for variety of holiday resort** / Behoefte aan afwisseling van recreatiepark / Bedürfnis nach Vielfalt des Ferienparks
- Need for variety of environment** / Behoefte aan afwisseling van omgeving / Bedürfnis nach Vielfalt der Umgebung
- The price of the pitch/accommodation** / De prijs van de kampeerplaats / accommodatie / Die Preise der Stellplätze/Unterkünfte
- The overall price-quality ratio** / De algehele prijs-kwaliteitsverhouding / Das allgemeine Preis-Leistungsverhältnis
- The service of the staff** / De service van het personeel / Der Service der Personals
- The kindness of the staff** / De vriendelijkheid van het personeel / Die Freundlichkeit des Personals
- The size of the pitch/accommodation** / De grootte van de kampeerplaats/ Die Größe der Stellplätze/Unterkünfte
- The luxury of the pitch/accommodation** / De luxe van de kampeerplaats / Der Luxus der Stellplätze/Unterkünfte
- The quality of sanitary facilities** / De kwaliteit van de sanitaire voorzieningen / Die Qualität der Sanitäranlagen
- The overall hygiene** / De algehele hygiëne / Die allgemeine Hygiene
- The recreation program** / Het recreatieprogramma / Das Freizeitprogramm
- The child friendliness of the park** / De kindvriendelijkheid van het park / Die Kinderfreundlichkeit des Parks
- The wellness facilities (sauna, sunbed, infrared cabin)** / De wellness-faciliteiten (sauna, zonnebank, infraroodcabine) / Die Welnessseinrichtungen (Sauna, Solarium, Infrarotkabine)
- The sport facilities (tennis courts, skittle alleys, football fields, volleyball fields)** / De sportfaciliteiten (tennisbanen, kegelbanen, voetbalveld, volleybalveld) / Die Sportanlagen (Tennisplätze, Kegelbahnen, Fußballplatz, Volleyballplatz)
- The heated outdoor swimming pool** / Het verwarmde buitenzwembad / Das beheizte Freibad
- Restaurant Reuselink** / Restaurant Reuselink / Restaurant Reuselink
- The natural surroundings** / De natuurlijke omgeving / Die natürliche Umgebung
- The attractions in the area** / De attracties in de omgeving / Die Sehenswürdigkeiten in der Umgebung
- Something else, namely: ...** / Anders, namelijk: ... / Etwas anderes, nämlich: ...

Nominal

#### Items Perceived value construct(English/Dutch/German)

**I get value for money at Het Winkel /** Ik krijg waar voor mijn geld bij Het Winkel / Ich bekomme Wert für mein Geld bei Het Winkel

**Het Winkel has a good price-quality ratio /** Het Winkel heeft een goede prijs-kwaliteitverhouding / Het Winkel hat ein gutes Preis-Leistungsverhältnis

**The pitches/accommodations of Het Winkel are reasonably prices /** De kampeerplaatsen/accommodaties hebben redelijke prijzen / Die Stellplätze/Unterkünfte von Het Winkel haben vernünftige Preise

**The facilities at Het Winkel are reasonably priced /** De voorzieningen van Het Winkel hebben redelijke prijzen / Die Einrichtungen von Het Winkel haben vernünftige Preise

*Ordinal/interval (Items measured on five-point Likert-scale)*

#### Items Satisfaction construct(English/Dutch/German) – Based on Senders (2013)

**In general, I am satisfied with Het Winkel /** In het algemeen ben ik tevreden met Het Winkel / Im Allgemeinen bin ich zufrieden mit Het Winkel

**Het Winkel exceeds my expectations /** Het Winkel overtreft mijn verwachtingen / Het Winkel übertrifft meine Erwartungen

**My choice to go on holiday to Het Winkel, was a good choice /** Mijn keuze om bij Het Winkel op vakantie gaan, was een goede keuze / Meine Wahl bei Het Winkel Urlaub zu machen, war eine gute Entscheidung

**Compared to other holiday resorts I am satisfied with Het Winkel /** Verglichen mit anderen Reisezielen bin ich zufrieden mit Het Winkel

*Ordinal/interval (Items measured on five-point Likert-scale)*

#### Items Loyalty construct(English/Dutch/German) – Based on Cronin (2000) (Cronin Jr, Brady, & Hult, 2000)

**I would recommend Het Winkel to others /** Ik zou Het Winkel aanraden aan anderen / Ich würde Het Winkel anderen weiterempfehlern

**I expect to visit Het Winkel again /** Ik verwacht Het Winkel nogmaals te bezoeken / Ich erwarte, Het Winkel wieder zu besuchen

**I expect to visit the surroundings of Winterswijk/Achterhoek again /** Ik verwacht de Umgebung von Winterswijk/ den Achterhoek wieder zu besuchen

**If I had to choose again, I would also have chosen for Het Winkel /** Ik had achteraf ook voor Het Winkel gekozen / Im Nachheim hätte ich mich auch für Het Winkel entschieden

*Ordinal/interval (Items measured on five-point Likert-scale)*

#### Destination Loyalty variable (English/Dutch/German)

**Do you often go on holiday to the same holiday resort (f.e. Vacation park, hotel, camping)? /** Gaat u vaker naar ein zelfde accommodatie (bijv. Recreatiepark, hotel, camping) op vakantie? / Fahren Sie öfter zum gleichen Urlaubsort (z.B. Ferienpark, Hotel, Camping)?

- No, never /** Nee, nooit / Nein, niemals
- Yes, once every 10 years /** Ja, eens in de 10 jaar / Ja, einmal alle 10 Jahre
- Yes, once every 5 years /** Ja, eens in de 5 jaar / Ja, einmal alle 5 Jahre
- Yes, once every 3 years /** Ja, eens in de 3 jaar / Ja, einmal alle 3 Jahre
- Yes, once a year /** Ja, eens per jaar / Ja, einmal im Jahr
- Yes, more than once a year /** Ja, vaker dan eens per jaar / Ja, öfter als einmal im Jahr
- Otherwise, namely:.... /** Anders, nämlich:.... / Etwas anderes, nämlich

*Ordinal*

#### Horizontal Loyalty variable (English/Dutch/German)

**Do you often go on holiday to the same surroundings?** / Gaat u vaker naar eenzelfde omgeving op vakantie? / Fahren Sie öfter in die gleiche Umgebung?

- No, never / Nee, nooit / Nein, niemals
- Yes, once every 10 years / Ja, eens in de 10 jaar / Ja, einmal alle 10 Jahre
- Yes, once every 5 years / Ja, eens in de 5 jaar / Ja, einmal alle 5 Jahre
- Yes, once every 3 years / Ja, eens in de 3 jaar / Ja, einmal alle 3 Jahre
- Yes, once a year / Ja, eens per jaar / Ja, einmal im Jahr
- Yes, more than once a year / Ja, vaker dan eens per jaar / Ja, öfter als einmal im Jahr
- Otherwise, namely:... / Anders, nämlich:.... / Etwas anderes, nämlich

*Ordinal*

#### Push motivations variables (English/Dutch/German) – Based on Kozak (2002) (Kozak, 2002)

**I go on holiday to...** / Ik ga graag op vakantie... / Ich gehe gerne in den Urlaub...

**Rest and relax** / Om te rusten en te ontspannen / Um mich auszuruhen und zu entspannen

**Release stress and tension** / Om stress en spanning te verlichten / Um Stress und Spannung zu reduzieren

**Escape daily routines** / Om te ontsnappen aan de dagelijkse routine / Um dem Alltag zu entfliehen

**Undertake new activities** / Om nieuwe activiteiten te ondernemen / Um neue Aktivitäten zu unternehmen

**Explore new areas** / Om een nieuwe omgeving te ontdekken / Um eine neue Umgebung zu entdecken

**Be close to nature** / Om dicht bij de natuur te zijn / Um der Natur nah zu sein

**Visit touristic places** / Om toeristische plaatsen te bezoeken / Um touristische Orte zu besuchen

**Spend time with family and friends** / Om tijd door te brengen met familie en vrienden / Um Zeit mit Familie und Freunden zu verbringen

**Be active** / Om actief bezig te zijn / Um aktiv zu sein

**Be away from home** / Om weg van huis te zijn / Um von Hause weg zu sein

**Get in contact with others** / Om in contact te komen met anderen / Um mit Anderen in Kontakt zu treten

**Visit family or friends** / Om familie of vrienden te bezoeken / Um Familie oder Freunde zu besuchen

**Impress family and friends** / Om indruk te maken op mijn vrienden en familie / Um Freunde und Familie zu beeindrucken

*Ordinal/interval (Items measured on a five-point Likert-scale)*

#### Facebook use variable (English/Dutch/German)

**Do you use Facebook?** / Gebruikt u Facebook? / Nutzen Sie Facebook?

- Yes, multiple times a day / Ja, meerdere keren per dag / Ja, mehrmals am Tag
- Yes, daily / Ja, dagelijks / Ja, täglich
- Yes, weekly / Ja, wekelijks / Ja, wöchentlich
- Yes, monthly / Ja, maandelijks / Ja, monatlich
- Yes, less than monthly / Ja, minder vaak dan maandelijks / Ja, seltener als monatlich
- No / Nee / Nein

*Ordinal*

#### Facebook Het Winkel familiarity variable (English/Dutch/German)

- Are you familiar with the Facebook page of Het Winkel? / Bent u bekend met de Facebookpagina van Het Winkel? / Kennen Sie die Facebook-Seite von Het Winkel?
- Yes, I follow the Facebook page of Het Winkel / Ja, ik volg de Facebookpagina van Het Winkel / Ja, ich habe die Facebook-Seite von Het Winkel geliked
- Yes, I am familiar with the Facebook page of Het Winkel, but I don't follow this page / Ja, ik ben bekend met de Facebookpagina van Het Winkel, maar ik volg deze pagina niet / Ja, ich kenne die Facebook-Seite von het Winkel, aber ich habe sie nicht geliked
- No, I am not familiar with the Facebook page of Het Winkel / Nee, ik ben niet bekend met de Facebookpagina van Het Winkel / Nein, ich kenne die Facebook-Seite von Het Winke nicht

*Nominal*

#### Facebook Het Winkel reasons use variables (English/Dutch/German)

Why did you start following the Facebook page of Het Winkel? (Multiple answers possible) / Waarom bent u de Facebookpagina van Het Winkel gaan volgen? / Warum haben Sie die Facebook-Seite von Het Winkel geliked?

- Because I had a satisfying stay at Het Winkel / Omdat mijn verblijf bij HetWinkel goed was bevallen / Weil mein Urlaub bei Het Winkel gut gefallen hat
- To stay informed about activities / Om op de hoogte te blijven over de activiteiten / Um über die Aktivitäten auf dem Laufenden zu bleiben
- To stay informed about special offers and/or promotions / Om op de hoogte te blijven van special aanbiedingen en/of winacties / Um über besondere Angebote und/oder Aktionen informiert zu werden
- To receive more information about Het Winkel / Om meer informative over Het Winkel te verkrijgen / Um mehr Informationen über Het Winkel zu erhalten
- Because I heard from others about Het Winkel / Omdat ik van anderen over Het Winkel had gehoord / Weil ich von Anderen von Het Winkel gehört hatte
- To give my opinion about Het Winkel / Om mijn mening te geven over Het Winkel / Um meine Meinung über Het Winkel zu teilen
- To participate in events / Om deel te nemen aan evenementen / U man Veranstaltungen teilzunehmen
- To share my interests in camping / Om mijn interesse voor kamperen te delen / Um meine Interessen für Camping zu teilen
- To get in contact with Het Winkel / Om contact op te nemen met Het Winkel / Um Het Winkel zu kontaktieren
- To be up to date about vacancies / Om op de hoogte te blijven van vacatures / Um über freie Stellen informiert zu bleiben
- Something else, namely: ..... / Anders, namelijk: .... / Etwas anderes, nämlich: ....

Nominal

#### Items Facebook Het Winkel Passive Engagement construct (English/Dutch/German) – Based on Van Asperen (2018)

I Watch videos from the Facebook page of Het Winkel / Ik bekijk video's van de Facebookpagina van Het Winkel / Ich schaue mir Videos von der Facebook-Seite von Het Winkel an

I watch pictures from the Facebook page of Het Winkel / Ik bekijk foto's van de Facebookpagina van Het Winkel / Ich schaue Fotos von der Facebook-Seite von Het Winkel an

I read messages from the Facebook page of Het Winkel / Ik lees berichten van de Facebookpagina van Het Winkel / Ich lese Beiträge von der Facebook-Seite von Het Winkel

Ordinal/interval (Items measured on a five-point Likert-scale)

#### Items Facebook Het Winkel Active Engagement construct (English/Dutch/German) – Based on Van Asperen (2018)

I react to messages on the Facebook page of Het Winkel / Ik reageer op berichten van de Facebookpagina van Het Winkel / Ich "kommentiere" Beiträge, Fotos und Videos von der Facebook-Seite von Het Winkel

I share messages, photos and videos from the Facebook page of Het Winkel / Ik deel berichten, foto's en video's van de Facebookpagina van Het Winkel / Ich "teile" Beiträge, Fotos und Videos von der Facebook-Seite von Het Winkel

I "like" messages, photos and videos from the Facebook page of Het Winkel / Ik "like" berichten, foto's en video's van de Facebookpagina van Het Winkel / Ich "like" Beiträge, Fotos und Videos von der Facebook-Seite von Het Winkel

Ordinal/interval (Items measured on a five-point Likert-scale)

#### Text preference variable (English/Dutch/German)

The texts below are adjusted texts from an existing Facebook-post. Which of these texts do you prefer? / De onderstaande teksten zijn aangepaste teksten uit een bestaand Facebook-bericht. Welke tekst heeft uw voorkeur? / Die folgenden Texte sind angepasste Texte aus einem bestehenden Facebook-Beitrag. Welcher Text spricht Sie am meisten an?

- Curious about what is on or activity program in the next weeks? / Benieuwd wat er op ons activiteitenprogramma staat de komende weken? / Neugierig, was in den nächsten Wochen auf unserem Freizeitprogramm steht?
- Are you (T-form/informal form) curious about what is on our activity program in the next weeks? / Ben jij benieuwd wat er op ons activiteitenprogramma staat de komende weken? / Bist du neugierig, was in den nächsten Wochen auf unserem Freizeitprogramm steht?
- Are you (V-form/formal form) curious about what is on our activity program in the next weeks? / Bent u benieuwd wat er op ons activiteitenprogramma staat de komende weken? / Sind Sie neugierig, was in den nächsten Wochen auf unserem Freizeitprogramm steht?
- No preference / Geen voorkeur / Das ist mir egal

Nominal

#### Photo comparison question family (English/Dutch/German)

**What do you think about when you see these images? (Please use catchwords) / Waar denkt u aan bij het zien van deze afbeeldingen? (Gebruik alstublieft steekwoorden) / Woran denken Sie, wenn Sie diese Bilder sehen? (Bitte in Stichworten beschreiben)**



#### Photo comparison question work (English/Dutch/German)

**What do you think about when you see these images? (Please use catchwords) / Waar denkt u aan bij het zien van deze afbeeldingen? (Gebruik alstublieft steekwoorden) / Woran denken Sie, wenn Sie diese Bilder sehen? (Bitte in Stichworten beschreiben)**



#### Photo preference camper variable (English/Dutch/German)

**Which image appeals the most to you? / Welke afbeelding spreekt u het meeste aan? / Welches der beiden Bilder spricht Sie am meisten an?**



*Nominal*

#### Photo preference caravan variable (English/Dutch/German)

**Which image appeals the most to you? / Welke afbeelding spreekt u het meeste aan? / Welches der beiden Bilder spricht Sie am meisten an?**



*Nominal*

#### **Photo preference couch variable (English/Dutch/German)**

**Which image appeals the most to you? / Welke afbeelding spreekt u het meeste aan? / Welches der beiden Bilder spricht Sie am meisten an?**



*Nominal*

#### **Extra questions (English/Dutch/German)**

**Do you have any advice or questions for Het Winkel? / Heeft u nog tips of vragen voor recreatiepark Het Winkel? / Haben Sie noch Tipps oder Fragen für Ferienpark Het Winkel?**

**Do you have any advice or questions for the Facebook page of Het Winkel? / Heeft u nog tips of vragen voor de Facebookpagina van Het Winkel? / Haben Sie noch Tipps oder Fragen für die Facebook-Seite von Het Winkel?**

## 12.2 SPSS results

### Visits to Het Winkel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, I never went to Het Winkel	13	16.9	16.9	16.9
	No, this is the first time I am at Het Winkel	17	22.1	22.1	39.0
	Yes, I have been once before at Het Winkel	16	20.8	20.8	59.7
	Yes, I have been more than once at Het Winkel	31	40.3	40.3	100.0
	Total	77	100.0	100.0	

		Q22_Nationality			Total
		Dutch	German	Other nationality	
Q1_Visits	No, I never went to Het Winkel	9	3	0	12
	No, this is the first time I am at Het Winkel	9	11	0	20
	Yes, I have been once before at Het Winkel	4	11	1	16
	Yes, I have been more than once at Het Winkel	6	23	0	29
Total		28	48	1	77

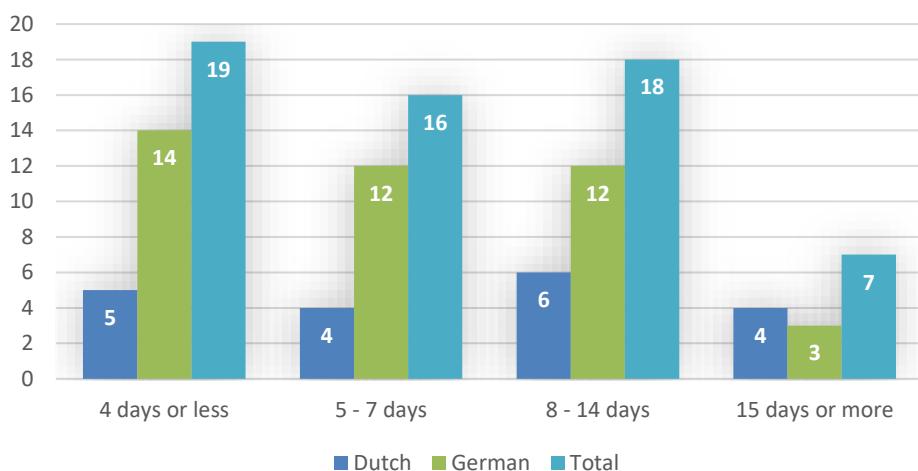
### Travel Company

			Count	Column N %
Who was your travel company at Het Winkel?	Q2_Alone	Q22_Nationality	Dutch	0 0.0%
			German	0 0.0%
	Q2_Partner	Q22_Nationality	Dutch	15 44.1%
			German	19 55.9%
	Q2_Children	Q22_Nationality	Dutch	8 38.1%
			German	13 61.9%
	Q2_Family	Q22_Nationality	Dutch	2 6.1%
			German	31 93.9%
	Q2_Friends	Q22_Nationality	Dutch	2 12.5%
			German	14 87.5%
	Q2_Colleagues	Q22_Nationality	Dutch	0 0.0%
			German	1 100.0%
	Q2_Pets	Q22_Nationality	Dutch	3 21.4%
			German	11 78.6%

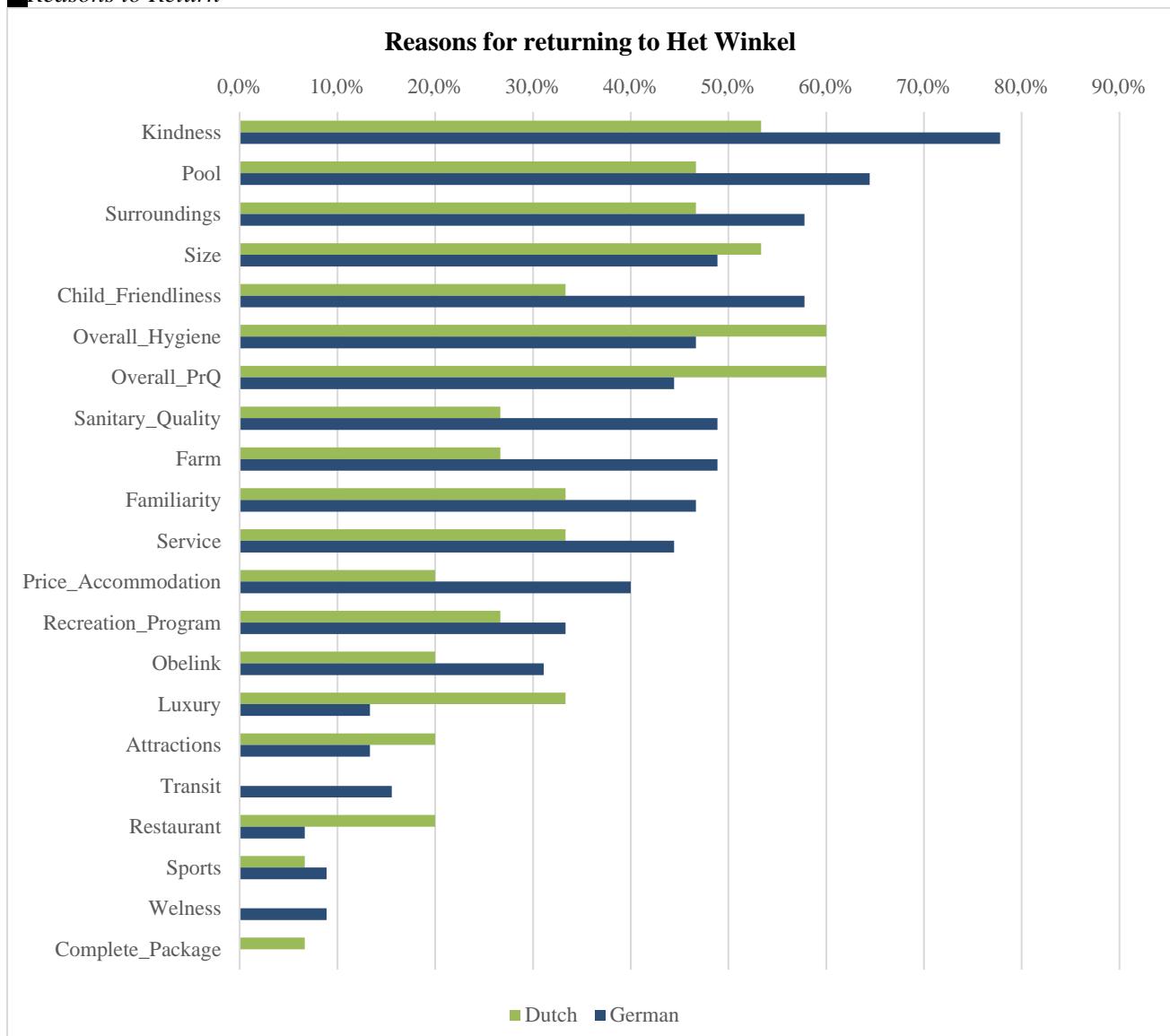
## Holiday length

	Q22_Nationality				
Count	Dutch	German	Other nationality	Total	
Q4_Holiday_Length	2	1	8	0	9
	3	2	2	1	5
	4	2	4	0	6
	5	0	3	0	3
	6	1	1	0	2
	7	3	8	0	11
	8	1	1	0	2
	9	0	1	0	1
	10	1	2	0	3
	11	0	1	0	1
	12	2	0	0	2
	13	0	2	0	2
	14	2	5	0	7
	16	2	0	0	2
	20	1	0	0	1
	21	0	1	0	1
	50	0	1	0	1
	365	1	1	0	2
Total	19	41	1	61	

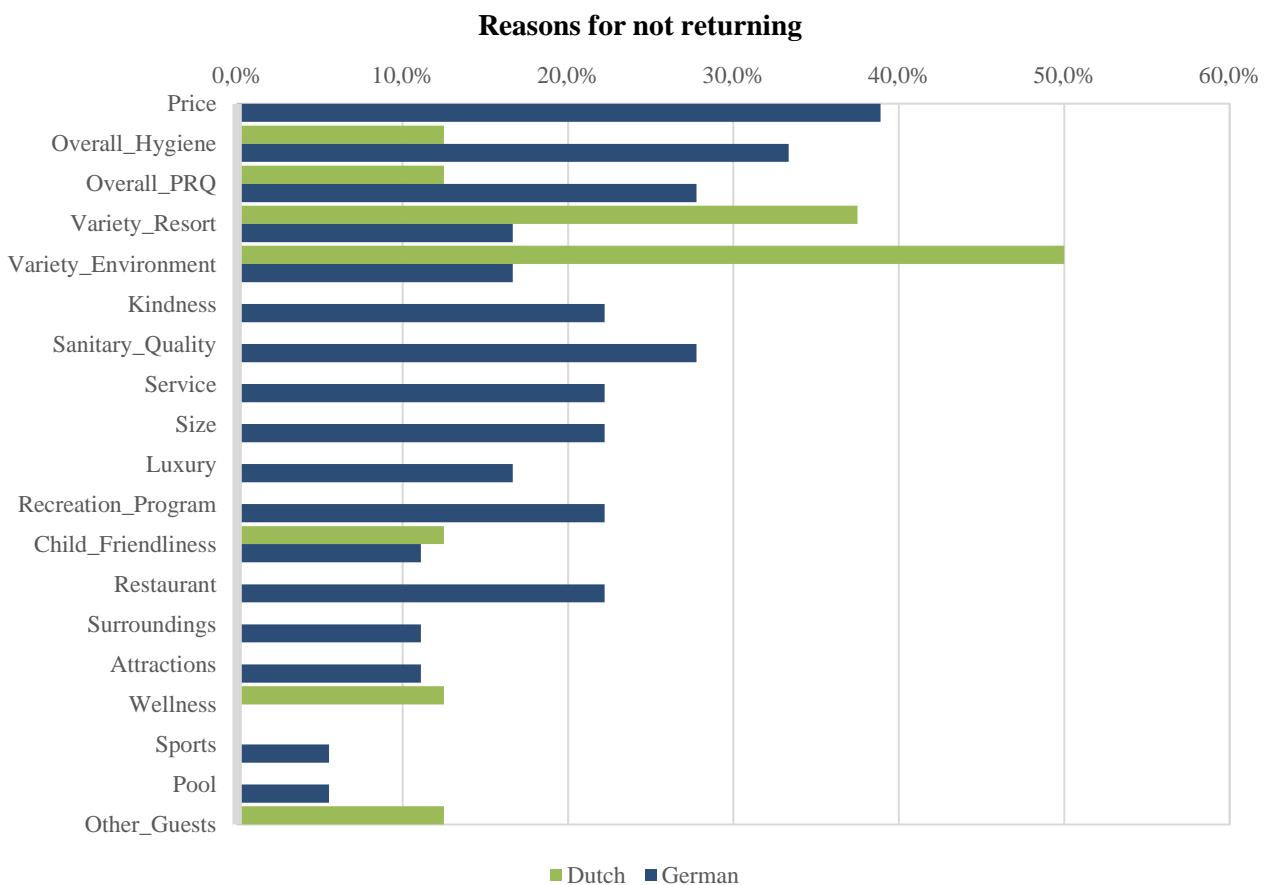
## Holiday length Dutch and German visitors



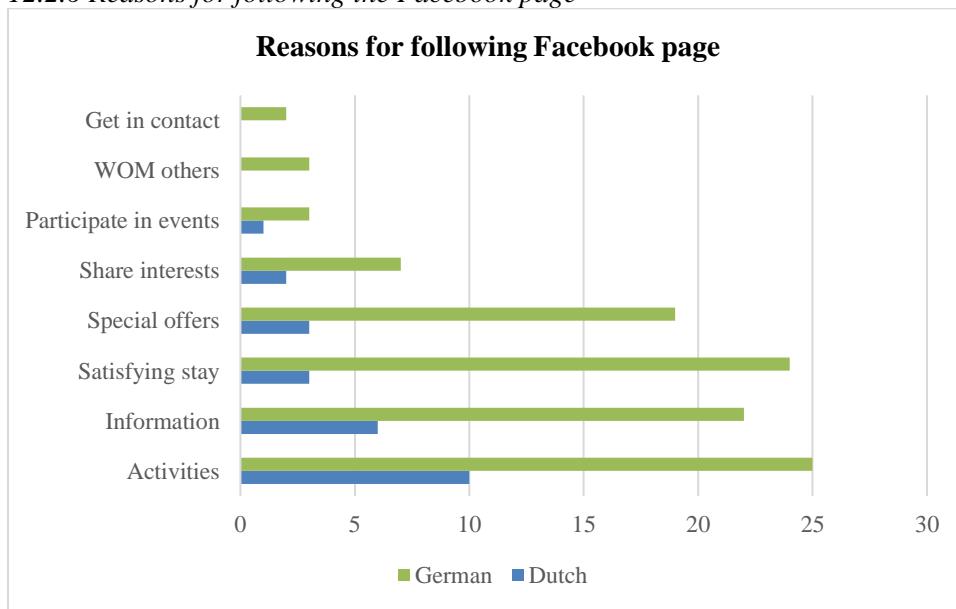
## Reasons to Return



## **Reasons for not returning**



## **12.2.6 Reasons for following the Facebook page**



## Facebook engagement

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	151.899
	df	15
	Sig.	.000

### Rotated Component Matrix<sup>a</sup>

	Component	
	1	2
Q14_FB_Watch_Videos	.887	.110
Q14_FB_Watch_Pictures	.906	.036
Q14_FB_Read_Messages	.878	.226
Q14_FB_React_Messages	.087	.859
Q14_FB_Share	.111	.888
Q14_FB_Like	.568	.542

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

*Factor 1: Watch videos, watch pictures, read messages and like*

### Reliability Statistics

Cronbach's Alpha	N of Items
.861	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	if Corrected Total Correlation	Item-Cronbach's Alpha if Item Deleted
Q14_FB_Watch_Videos	8.75	6.155	.760	.801
Q14_FB_Watch_Pictures	8.27	7.000	.753	.808
Q14_FB_Read_Messages	8.29	6.790	.795	.791
Q14_FB_Like	8.71	7.044	.560	.888

*Factor 2: React, share and like*

### Reliability Statistics

Cronbach's Alpha	N of Items
.740	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Total Correlation	Item-Cronbach's Alpha if Item Deleted
Q14_FB_Like	3.65	4.082	.478	.751
Q14_FBReact_Messages	4.45	3.623	.569	.650
Q14_FB_Share	4.40	3.356	.655	.543

### Group Statistics

	Q22_Nationality	N	Mean	Std. Deviation	Std. Error Mean
Q14_FB_Watch_Videos	Dutch	17	2.12	.857	.208
	German	38	2.76	1.125	.183
Q14_FB_Watch_Pictures	Dutch	17	2.65	.931	.226
	German	38	3.21	.875	.142
Q14_FB_Read_Messages	Dutch	17	2.76	.752	.182
	German	37	3.16	.986	.162
Q14_FBReact_Messages	Dutch	17	1.71	.985	.239
	German	37	1.78	1.205	.198
Q14_FB_Share	Dutch	17	1.59	1.004	.243
	German	37	1.81	1.175	.193
Q14_FB_Like	Dutch	16	1.94	.772	.193
	German	37	2.89	1.100	.181

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	(2-Mean Difference)	Std. Error Difference			
									Lower	Upper	
Q14_FB_Watch_Videos	Equal variances assumed	3.605	.063	-2.103	53	.040	-.646	.307	-1.261	-.030	
	Equal variances not assumed			-2.333	39.914	.025	-.646	.277	-1.205	-.086	
Q14_FB_Watch_Pictures	Equal variances assumed	.033	.856	-2.164	53	.035	-.563	.260	-1.086	-.041	
	Equal variances not assumed			-2.112	29.155	.043	-.563	.267	-1.109	-.018	
Q14_FBRead_Messages	Equal variances assumed	4.637	.036	-1.473	52	.147	-.397	.270	-.939	.144	
	Equal variances not assumed			-1.628	40.124	.111	-.397	.244	-.891	.096	

	Q14_FBReact_Messages	Equal variances assumed	1.098	.299	-.233	52	.817	-.078	.335	-.749	.593
		Equal variances not assumed			-.251	37.648	.803	-.078	.310	-.706	.551
Q14_FB_Share	Equal variances assumed	.080	.778		-.675	52	.502	-.223	.330	-.884	.439
	Equal variances not assumed				-.716	36.119	.478	-.223	.311	-.853	.408
Q14_FB_Like	Equal variances assumed	3.553	.065		-	51	.003	-.954	.304	-1.564	-.345
	Equal variances not assumed				-	40.048	.001	-.954	.264	-1.489	-.420

There is a significant difference in the mean scores for watching videos, watching pictures and liking posts on the Facebook page of Het Winkel between Dutch and German respondents.

### **Push motivations**

#### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,707
Bartlett's Test of Sphericity	Approx. Chi-Square
	302,740
	df
	78
	Sig.
	,000

#### **Communalities**

	Initial	Extraction
Q10_Rest_Relax	1,000	,519
Q10_Release_Stress	1,000	,676
Q10_Escape	1,000	,587
Q10_New_Activities	1,000	,564
Q10_Explore	1,000	,685
Q10_Nature	1,000	,561
Q10_Touristic_Places	1,000	,672
Q10_Family	1,000	,671
Q10_Active	1,000	,606
Q10_Away	1,000	,489
Q10_Contact	1,000	,493
Q10_Visit_Family	1,000	,601
Q10_Impress_Family	1,000	,545

Extraction Method: Principal Component Analysis.

				Extraction Sums of Squared			Rotation Sums of Squared		
		Initial Eigenvalues		Loadings		Loadings			
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,586	27,582	27,582	3,586	27,582	27,582	2,945	22,655	22,655
2	2,350	18,079	45,661	2,350	18,079	45,661	2,674	20,569	43,225
3	1,731	13,317	58,978	1,731	13,317	58,978	2,048	15,753	58,978
4	,911	7,006	65,984						
5	,781	6,009	71,993						
6	,706	5,433	77,426						
7	,626	4,815	82,241						
8	,583	4,483	86,724						
9	,513	3,947	90,671						
10	,401	3,088	93,759						
11	,295	2,267	96,026						
12	,276	2,123	98,148						
13	,241	1,852	100,000						

Extraction Method: Principal Component Analysis.

	Component		
	1	2	3
Q10_Rest_Relax	,283	,528	-,401
Q10_Release_Stress	,449	,679	-,117
Q10_Escape	,542	,523	-,142
Q10_New_Activities	,704	-,259	-,027
Q10_Explore	,614	-,389	-,396
Q10_Nature	,601	-,160	-,417
Q10_Touristic_Places	,607	-,508	-,212
Q10_Family	,488	,520	,402
Q10_Active	,679	-,380	-,004
Q10_Away	,490	,494	,067
Q10_Contact	,309	,081	,625
Q10_Visit_Family	,522	-,090	,566
Q10_Impress_Family	,317	-,402	,532

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

### Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
Q10_Rest_Relax	,088	,649	-,299
Q10_Release_Stress	,020	,822	,012
Q10_Escape	,183	,743	,041
Q10_New_Activities	,676	,154	,289
Q10_Explore	,823	,052	-,070
Q10_Nature	,700	,240	-,117
Q10_Touristic_Places	,809	-,079	,106
Q10_Family	-,071	,634	,514
Q10_Active	,712	,036	,312
Q10_Away	,076	,661	,213
Q10_Contact	-,059	,139	,686
Q10_Visit_Family	,215	,115	,736
Q10_Impress_Family	,241	-,250	,652

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,707
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.

### Communalities

	Initial	Extraction
Q10_Rest_Relax	1,000	,519
Q10_Release_Stress	1,000	,676
Q10_Escape	1,000	,587
Q10_New_Activities	1,000	,564
Q10_Explore	1,000	,685
Q10_Nature	1,000	,561
Q10_Touristic_Places	1,000	,672
Q10_Family	1,000	,671
Q10_Active	1,000	,606
Q10_Away	1,000	,489
Q10_Contact	1,000	,493
Q10_Visit_Family	1,000	,601
Q10_Impress_Family	1,000	,545

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,586	27,582	27,582	3,586	27,582	27,582	2,945	22,655	22,655
2	2,350	18,079	45,661	2,350	18,079	45,661	2,674	20,569	43,225
3	1,731	13,317	58,978	1,731	13,317	58,978	2,048	15,753	58,978
4	,911	7,006	65,984						
5	,781	6,009	71,993						
6	,706	5,433	77,426						
7	,626	4,815	82,241						
8	,583	4,483	86,724						
9	,513	3,947	90,671						
10	,401	3,088	93,759						
11	,295	2,267	96,026						
12	,276	2,123	98,148						
13	,241	1,852	100,000						

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component		
	1	2	3
Q10_Rest_Relax	,283	,528	-,401
Q10_Release_Stress	,449	,679	-,117
Q10_Escape	,542	,523	-,142
Q10_New_Activities	,704	-,259	-,027
Q10_Explore	,614	-,389	-,396
Q10_Nature	,601	-,160	-,417
Q10_Touristic_Places	,607	-,508	-,212
Q10_Family	,488	,520	,402
Q10_Active	,679	-,380	-,004
Q10_Away	,490	,494	,067
Q10_Contact	,309	,081	,625
Q10_Visit_Family	,522	-,090	,566
Q10_Impress_Family	,317	-,402	,532

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

### Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
Q10_Rest_Relax	,088	,649	-,299
Q10_Release_Stress	,020	,822	,012
Q10_Escape	,183	,743	,041
Q10_New_Activities	,676	,154	,289
Q10_Explore	,823	,052	-,070
Q10_Nature	,700	,240	-,117
Q10_Touristic_Places	,809	-,079	,106
Q10_Family	-,071	,634	,514
Q10_Active	,712	,036	,312
Q10_Away	,076	,661	,213
Q10_Contact	-,059	,139	,686
Q10_Visit_Family	,215	,115	,736
Q10_Impress_Family	,241	-,250	,652

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 5 iterations.

### Reliability Statistics

Cronbach's Alpha	N of Items
,746	5

### Item Statistics

	Mean	Std. Deviation	N
Q10_Rest_Relax	3,52	,754	77
Q10_Release_Stress	3,44	,769	77
Q10_Escape	3,61	,632	77
Q10_Family	3,23	1,134	77
Q10_Away	3,31	,921	77

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q10_Rest_Relax	13,60	7,007	,396	,738
Q10_Release_Stress	13,68	6,064	,660	,651
Q10_Escape	13,51	6,806	,593	,688
Q10_Family	13,88	5,315	,489	,729
Q10_Away	13,81	5,975	,518	,698

### Reliability Statistics

Cronbach's Alpha	N of Items
,729	4

### Item Statistics

	Mean	Std. Deviation	N
Q10_Rest_Relax	3,52	,754	77
Q10_Release_Stress	3,44	,769	77
Q10_Escape	3,61	,632	77
Q10_Away	3,31	,921	77

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q10_Rest_Relax	10,36	3,524	,432	,717
Q10_Release_Stress	10,44	3,171	,567	,641
Q10_Escape	10,27	3,490	,604	,636
Q10_Away	10,57	2,853	,518	,680

### Reliability Statistics

Cronbach's Alpha	N of Items
,552	3

### Item Statistics

	Mean	Std. Deviation	N
Q10_Contact	2,62	1,045	76
Q10_Visit_Family	1,83	1,350	76
Q10_Impress_Family	,61	1,021	76

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q10_Contact	2,43	3,929	,300	,541
Q10_Visit_Family	3,22	2,523	,447	,308
Q10_Impress_Family	4,45	3,771	,366	,453

### Case Processing Summary

	N	%
Cases	Valid	76
	Excluded <sup>a</sup>	4
Total		100,0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	N of Items
,632	4

## Item Statistics

	Mean	Std. Deviation	N
Q10_Contact	2,62	1,045	76
Q10_Visit_Family	1,83	1,350	76
Q10_Impress_Family	,61	1,021	76
Q10_Family	3,22	1,138	76

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q10_Contact	5,66	6,788	,387	,580
Q10_Visit_Family	6,45	5,024	,519	,476
Q10_Impress_Family	7,67	7,157	,328	,617
Q10_Family	5,05	6,264	,426	,552

## Group Statistics

	Q22_Nationality	N	Mean	Std. Deviation	Std. Error Mean
Factor1	Dutch	27	1,7901	,77328	,14882
	German	46	2,2609	,75084	,11071

## Group Statistics

	Q22_Nationality	N	Mean	Std. Deviation	Std. Error Mean
Factor1	Dutch	27	2,7259	,62793	,12085
	German	46	2,8348	,78690	,11602
Factor2	Dutch	28	3,0536	,58672	,11088
	German	46	3,7120	,45937	,06773
Factor3	Dutch	27	1,5556	,94648	,18215
	German	46	2,0761	,91571	,13501

### Independent Samples Test

		Levene's Test for		t-test for Equality of Means						95% Confidence Interval of the Difference	
		Equality of Variances		Sig. (2-tailed)	Mean Difference	Std. Error Difference	Difference				
		F	Sig.				t	df	Lower	Upper	
Factor1	Equal variances assumed	1,197	,278	-,613	71	,542	-,10886	,17763	-,46305	,24534	
	Equal variances not assumed			-,650	64,405	,518	-,10886	,16753	-,44349	,22577	
Factor2	Equal variances assumed	1,362	,247	-	72	,000	-,65839	,12245	-,90249	-,41428	
	Equal variances not assumed			5,377		46,983	,000	-,65839	,12993	-,91977	-,39700
Factor3	Equal variances assumed	,040	,842	-	71	,023	-,52053	,22476	-,96870	-,07236	
	Equal variances not assumed			2,316		53,148	,026	-,52053	,22673	-,97527	-,06579

### Group Statistics

	Q22_Nationality	N	Mean	Std. Deviation	Std. Error Mean
Q10_Rest_Relax	Dutch	27	3,33	,920	,177
	German	46	3,65	,640	,094
Q10_Release_Stress	Dutch	28	2,93	,858	,162
	German	46	3,72	,584	,086
Q10_Escape	Dutch	27	3,26	,813	,156
	German	46	3,85	,363	,054
Q10_New_Activities	Dutch	27	2,59	,694	,134
	German	46	2,85	,988	,146
Q10_Explore	Dutch	27	3,15	,718	,138
	German	46	3,24	,848	,125
Q10_Nature	Dutch	27	2,81	,834	,160
	German	45	3,27	,889	,133
Q10_Touristic_Places	Dutch	27	2,59	1,083	,209
	German	46	2,37	1,254	,185
Q10_Family	Dutch	27	2,48	1,252	,241
	German	46	3,67	,818	,121
Q10_Active	Dutch	27	2,48	,753	,145
	German	46	2,48	1,188	,175
Q10_Away	Dutch	27	2,81	1,001	,193
	German	46	3,63	,741	,109
Q10_Contact	Dutch	27	2,56	,801	,154
	German	46	2,74	1,144	,169
Q10_Visit_Family	Dutch	26	1,62	1,235	,242
	German	46	2,00	1,414	,209
Q10_Impress_Family	Dutch	27	,48	,893	,172
	German	46	,63	1,103	,163

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Q10_Rest_Relax	Equal variances assumed	2,468	,121	- 1,743	71	,086	-,319	,183	-,684	,046	
	Equal variances not assumed			- 1,589			-,319	,201	-,724	,086	
Q10_Release_Stress	Equal variances assumed	4,682	,034	- 4,708	72	,000	-,789	,168	-1,123	-,455	
	Equal variances not assumed			- 4,299			-,789	,183	-1,159	-,419	
Q10_Escape	Equal variances assumed	23,189	,000	- 4,254	71	,000	-,589	,138	-,864	-,313	
	Equal variances not assumed			- 3,559			-,589	,165	-,925	-,252	
Q10_New_Activities	Equal variances assumed	4,287	,042	- 1,181	71	,242	-,255	,216	-,686	,176	
	Equal variances not assumed			- 1,291			-,255	,198	-,650	,139	
Q10Explore	Equal variances assumed	2,431	,123	-,467	71	,642	-,091	,195	-,479	,297	
	Equal variances not assumed			-,488	61,994	,627	-,091	,186	-,464	,282	
Q10_Nature	Equal variances assumed	,106	,746	- 2,136	70	,036	-,452	,212	-,874	-,030	

	Equal variances not assumed			- 2,171	57,720	,034	-,452	,208	-,869	-,035
Q10_Touristic_Places	Equal variances assumed	,798	,375	,770	71	,444	,223	,289	-,354	,800
	Equal variances not assumed			,800	61,114	,427	,223	,279	-,334	,780
Q10_Family	Equal variances assumed	9,547	,003	- 4,924	71	,000	-1,192	,242	-1,675	-,710
	Equal variances not assumed			- 4,426	39,242	,000	-1,192	,269	-1,737	-,648
Q10_Active	Equal variances assumed	7,183	,009	,013	71	,990	,003	,254	-,504	,511
	Equal variances not assumed			,014	70,508	,989	,003	,227	-,450	,456
Q10_Away	Equal variances assumed	1,555	,217	- 3,978	71	,000	-,816	,205	-1,224	-,407
	Equal variances not assumed			- 3,681	42,846	,001	-,816	,222	-1,262	-,369
Q10_Contact	Equal variances assumed	4,159	,045	-,734	71	,465	-,184	,250	-,682	,315
	Equal variances not assumed			-,804	68,668	,424	-,184	,228	-,639	,272
Q10_Visit_Family	Equal variances assumed	,651	,422	- 1,159	70	,251	-,385	,332	-1,047	,278
	Equal variances not assumed			- 1,203	58,056	,234	-,385	,320	-1,024	,255
Q10_Impress_Family	Equal variances assumed	1,198	,277	-,596	71	,553	-,149	,250	-,647	,349

Equal variances not assumed			-,630	63,820	,531	-,149	,237	-,622	,324
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*Image preferences*

*Camper Choice*

		Q22_Nationality		
		Dutch	German	Total
		Count	Count	Count
Q18_IMG_Camper_Choice	Image left	16	21	37
	Image right	8	24	32
	Total	24	45	69

*Caravan Choice*

		Q22_Nationality		
		Dutch	German	Total
		Count	Count	Count
Q19_IMG_Caravan_Choice	Image left	14	23	37
	Image right	10	24	34
	Total	24	47	71

*Couch Choice*

		Q22_Nationality		
		Dutch	German	Total
		Count	Count	Count
Q20_IMG_Couch_Choice	Image left	16	24	40
	Image right	7	24	31
	Total	23	48	71