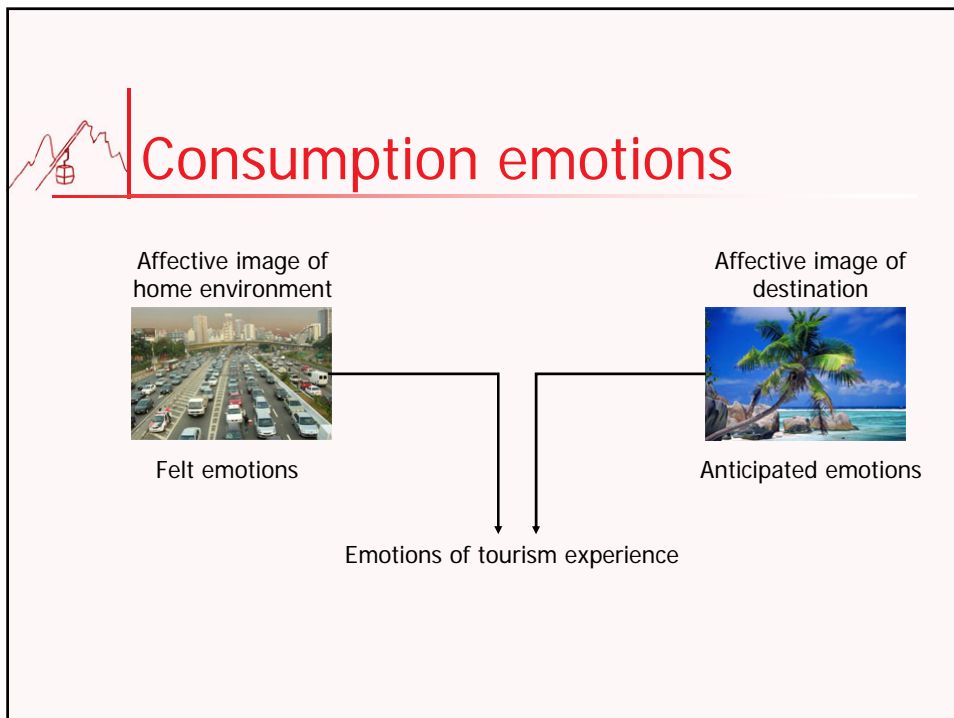


Escape & Fantasy

Affective images as antecedents to travel motivation



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Emotions as antecedents

Affective image of home environment

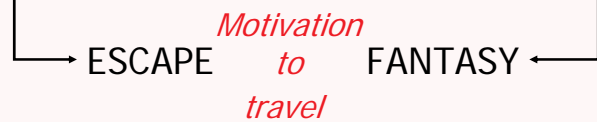


Felt emotions

Affective image of destination

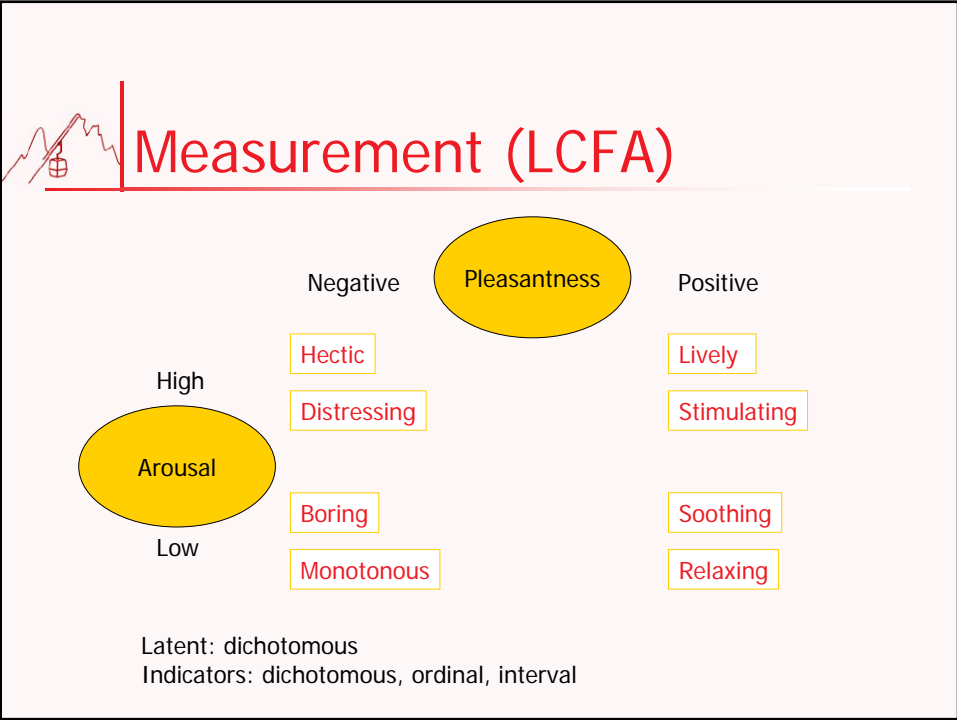
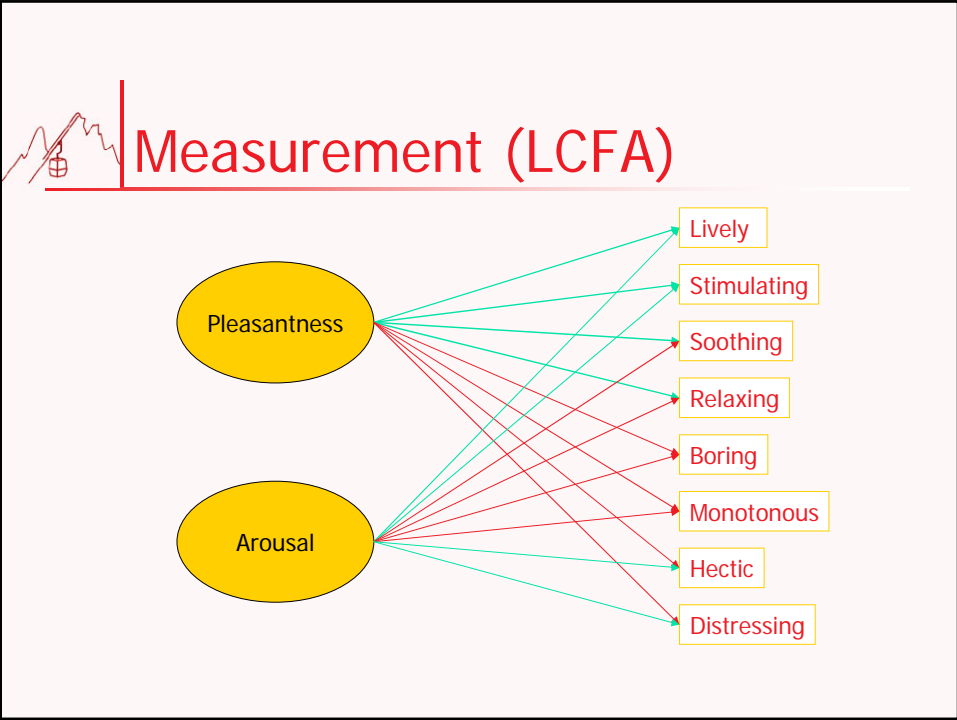


Anticipated emotions



Theoretical background

- (Fennell, 1978)
 - Person-environment intersections:
 - **Premarketplace** Perceived use situation
 - **Marketplace** Perceived brand array
- (Rossiter & Percy, 1987)
 - **Negative** motivation – informational
 - **Positive** motivation – transformational
- (Richins, 2008)
 - Prepurchase affective states
 - 'Consumption hypotheses' (about the experience) - imagination
- (Goossens, 2000)
 - Imagery – daydreams & fantasies
 - Consumption visions → enactive imagery





Applied measurement

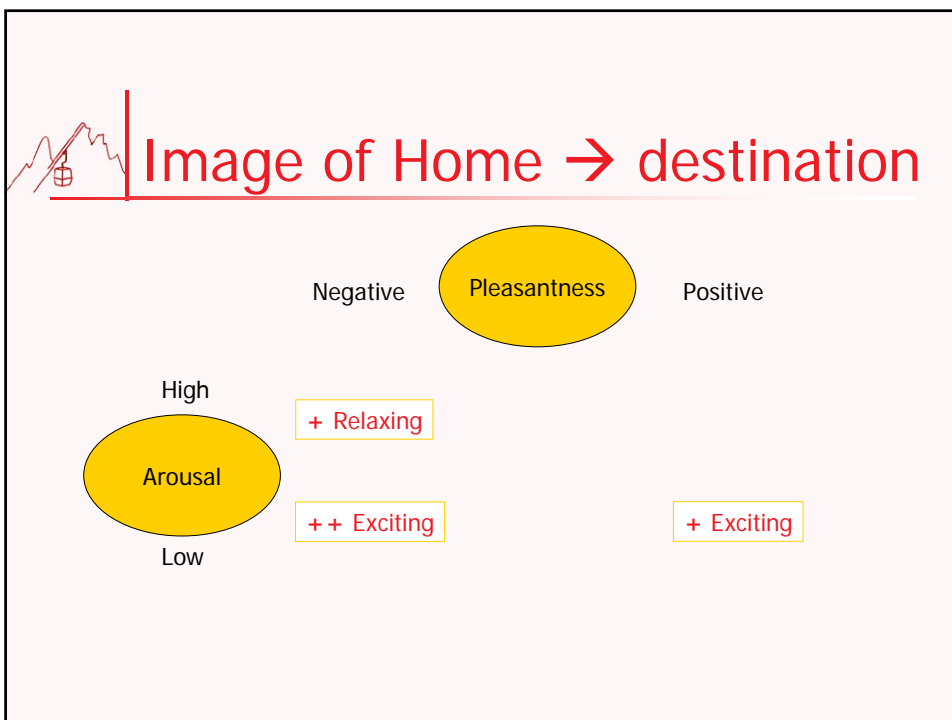
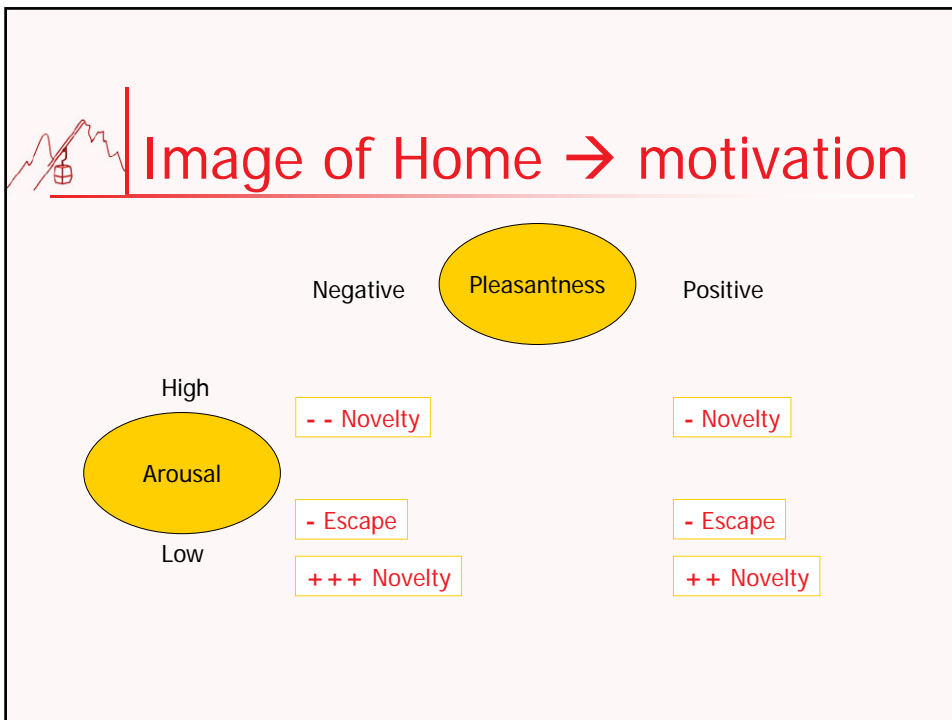
<ul style="list-style-type: none"> • Hectic • Disstressing 	<ul style="list-style-type: none"> • Lively • Stimulating
<ul style="list-style-type: none"> • Boring • Monotonous 	<ul style="list-style-type: none"> • Destination • Relaxing • Soothing


⊗ Home
⊗ Destination



Advantages of LCFA

- Dichotomous latent variables
 - Bipolarity of latent variables
 - Probability of being “positive”
 - Probability of being “high”
- Joint probabilities
 - Combinations are equivalent to latent classes
 - Combination of Arousal = High with
 - Pleasantness = negative → negative motivation
 - Pleasantness = positive → positive motivation
 - (Conditional probabilities of covariates)






Managerial implications

"from"	"to"
<ul style="list-style-type: none"> • Hectic • Distressing <p style="text-align: right;">☒ Home</p>	<ul style="list-style-type: none"> • Lively • Stimulating* <p style="text-align: center;">↑</p>
<ul style="list-style-type: none"> • Boring • Monotonous 	<p style="text-align: center;">Destination ☒</p> <ul style="list-style-type: none"> • Relaxing • Soothing*

- Fantasy
 - Sensory gratification
 - Joy, Pleasure
 - Intellectual stimulation
 - Flow, mastery
 - Social approval
 - Praise, flattery



Summary

- Affective image as antecedent to motivation
 - Distressing → away from home
 - Exciting → away to destination
 - Destinations must promise some sort of excitement
- Measurement
 - Bipolar emotional dimensions
 - Joint levels as latent classes