



The effect of country personality on destination choice and satisfaction

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ABSTRACT

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The developments in the century we live in have also affected the tourism sector. In particular, competition between destinations has increased, and many new destinations have begun to be offered to tourists. This situation has caused the decision-making processes of tourists to become more complex. Because consumption preference decisions are affected by emotional as well as rational factors. Many factors play a role in tourists' destination choices and purchasing decisions. When we consider countries as destinations, country personalities can also influence the destination choice of tourists. From this point of view, it is aimed at determining whether the country's personality as perceived by tourists visiting Turkey has an effect on their destination choice and satisfaction. It is known that a positive perception of country personality has a significant effect on consumers' destination choice and, accordingly, their satisfaction with the destination. In this context, first a conceptual framework was created, and then data were collected through face-to-face and online surveys with tourists. In the research, 395 of the questionnaires applied to foreign tourists visiting Turkey were evaluated. The data obtained in the study were analyzed with the SPSS statistical package program and discussed in terms of descriptive and inferential statistics. As a result of the analysis, it has been determined that there is a significant relationship between the country personality's destination choice and satisfaction. In addition, with the regression analysis, it was seen that the personality of the country positively affected both the destination choice decisions and satisfaction perceptions of the tourists.

Contribution/Originality: The country personality scale discussed in the study has not been studied in the field of tourism. Country personality, is as important as country image in destination choice. As countries have a positive personality, this is an effective concept for destination choice and satisfaction. So, the research will contribute to the field.

1. INTRODUCTION

The concept of country personality refers to the perception of a country based on its exhibited personality traits. Perceived country personality can be considered one of the factors that affect destination choice. In this respect, being aware of country personality connotations can provide important benefits in terms of destination marketing. For example, a destination that can be associated with quarrelsome, irregular, and similar negative features due to its country's personality should carry out a number of promotion campaigns to correct this

perception (Aktan, 2015). In addition, a positive country personality, the formation of positive associations in the mind of the consumer, differentiation from other countries, and a more preferable unique identity can help to gain an effective position in today's competitive environment.

Country personality: "What do you think country a would look like if it were a human?" the answer to the question is defined as the perceived country personality (Cirpan Turan, 2020). Concepts such as friendly, cold, and fun can be used to describe a country. Country personalities influence the product evaluation process. For example, perceiving a country as belligerent and rude may cause negative attitudes towards that country's products (Roth & Diamantopoulos, 2009). For this reason, country personality expressions are considered an emotional evaluation rather than a cognitive and rational one (Aktan, 2017). The association of ideas that individuals make in their minds as a country personality may also be related to their own personalities. Individuals have positive feelings about the countries they find close to their personalities and the products of those countries. This situation also increases interactions with the country, such as purchasing and touristic activities (Cirpan Turan, 2020).

Various studies have been conducted on why tourists choose a destination or how they choose a destination among other options (Ahn, Ekinici, & Li, 2013). People may have to choose one of the many destinations. Therefore, choosing a destination for travel is a decision-making problem (Divisekera, 2003). The factors affecting the tourists' choice of travel destination are the individual's personal preferences and perceptions of the destination. These features can cause perceptual, sensory, and emotional conditioning in the perception and image of the destination, as well as in the information sources about the destination which are stimulant elements (Akküçük & Ata, 2019). In the destination choice process of the tourists, the unique characteristics of the destination, such as the natural beauties of the destination, historical heritage sites, plant and animal diversity, socio-cultural structure, the texture of the city, accommodation and transportation facilities, culinary culture, and the lifestyle of the local people, are decisive (Karamustafa, Tosun, & Calhan, 2015). In addition to all these, the country's personality can also influence the choice of destination.

Satisfaction can be defined as the state of liking or disliking that customers experience after using products and services (Truong & Foster, 2006). Similarly, if individuals who buy a touristic product or service's satisfaction level after consumption is higher than their expectations before purchasing, touristic satisfaction occurs. Tourist satisfaction is defined as when the touristic product or service offered meets the tourist's expectations and the perceived service quality is high (Akama & Kieti, 2003). According to Severt, Wang, Chen, and Breiter (2007), tourist satisfaction is defined as "meeting the features of the product or service that the tourist experiences during his or her travel by combining the tourist's desires, expectations, and wishes with his or her travel". According to Buhalis (2000), a destination is defined as a geographical area, that is, a country, an island, or a city. From this point of view, the aim of the study is to consider countries as destinations and investigate the effect of perceived country personality on destination choice and tourist satisfaction. No research has been found in the literature on the effect of country personality on destination choice and satisfaction. For this reason, it is thought that the research will contribute to the literature.

2. CONCEPTUAL FRAMEWORK

2.1. Country Personality

Personality is a concept used in marketing to understand the perceptions of consumers towards a product or service. Country personality is a concept that has emerged in the literature on country image and is explained as how the personality traits of a country that come to mind about the country are expressed in the minds of consumers within the framework of the characteristics attributed to individuals (Cirpan Turan, 2020). Similarly, d'Astous and Boujbel (2007) defined country personality as "the mental representation of a country on dimensions that typically capture an individual's personality". Country personality is fed by both country image and marketing personality theories. Therefore, country personality can be considered a new theory that combines marketing

personality theory and country image theory. Roth and Diamantopoulos (2009) expressed the country personality in terms of the personality traits of a country and evaluated the country personality within the framework of country image literature in their studies.

The concept of country personality is explained based on the Big Five Factor Theory, Aaker's brand personality model (Aaker, 1997), and other similar personality models, and the country image is explained based on the perceived personality of a country. Countries have certain personality traits, just like people and brands. Also, as an element of country image, country personality seems to have an impact on consumers' attitudes towards foreign products. According to the concept of country personality, countries have certain personality traits such as brands, stores, and destinations. However, country personality enables the perceived image of a country to be expressed within the framework of personality traits (Aktan, 2017).

Among the studies on country personality, Song and Sung (2013) tried to determine the factors that make up the perception of country personality. According to the study, the interaction of five factors will determine how the country's personality develops. Accordingly, how competent a country is as a state, the natural environment of the country, the elements representing popular culture such as food, fashion, and music, the historical and artistic activities of the country, and finally the people and events that are known to have been the property of the country determine how the perception of the country's personality will be shaped. In other words, the perception of country personality is a summary of the various connotations that the country has left in people's minds.

Rojas-Méndez, Papadopoulos, and Alwan (2015) investigated the compatibility of country personality perception and self-image in their study. They used the Big Five Theory of Personality Factors in the study. The research revealed that Saudi Arabian respondents perceived their own personalities and those of the United States differently. In addition, the lack of country-self-image caused a negative attitude towards the USA in terms of tourism and purchasing behavior. Skyscanner did a study on tourists in 2012, and France, Russia, and England were named as the places where tourists thought people were the rudest. Turkey is in 11th place on this list (Bender, 2012). In this research, it has been shown that countries can also be defined with certain adjectives specific to individuals.

We mentioned above the connection between country personalities and country image literature. To give an example of country image and destination preference, d'Astous and Boujbel (2007) stated in their study that perceived country image is largely a determinant of international tourism destination preferences. In addition, Uşaklı and Baloğlu (2011) showed how important the perceived destination personality is to people's preferences by directly measuring the destination personality in their research. In their research on tourists visiting Las Vegas, the researchers determined the personality of Las Vegas as having five dimensions: vitality, competence, modernity, sincerity, and sophistication. The perception created by the image of a country in the mind of the consumer can be measured by personality expressions. However, considering that the concept of country image has a multidimensional structure, country personality offers a different and supportive perspective rather than replacing the previous approaches (Aktan, 2017). From this point of view, it is aimed at examining the effect of country personality on destination choice and satisfaction. In the research, the dimensions of country personality were determined as irregular, traditional, disagreeable, and fun.

2.2. Destination Choice

Cultural, social, personal, and psychological factors have an impact on consumer behaviour and purchasing decision-making processes, which are the main components of tourism marketing. The purchasing decision process of a tourist consists of the pre-purchase decision stage, the purchase decision stage, and the post-purchase decision stage. A tourist makes preparations before making a purchasing decision. After these preparations, the decision takes place within a certain time frame. After the purchase, evaluations are made within the framework of the benefits and experiences obtained (Demir, 2010; Hacıoglu, 2008).

The place expressed as a destination can be a country as well as a city, town, island, tourism center, place, etc. (Bahar & Kozak, 2005). In the tourism sector, demographic variables such as the tourist's age, gender, education, and income status, as well as the social, economic, and cultural activities of the region, are also effective in influencing the destination choice of tourists (Beerli & Martín, 2004). Better promotion is needed for effective marketing of destinations, and it is necessary to determine which factors affect tourists in destination choice (Davras & Uslu, 2019). Country personality can also be considered one of the effective criteria for the choice of destination.

The factors that affect people's determination of the place they visit as a touristic place were determined as in Figure 1, using the study of Hsu, Tsai, and Wu (2009):

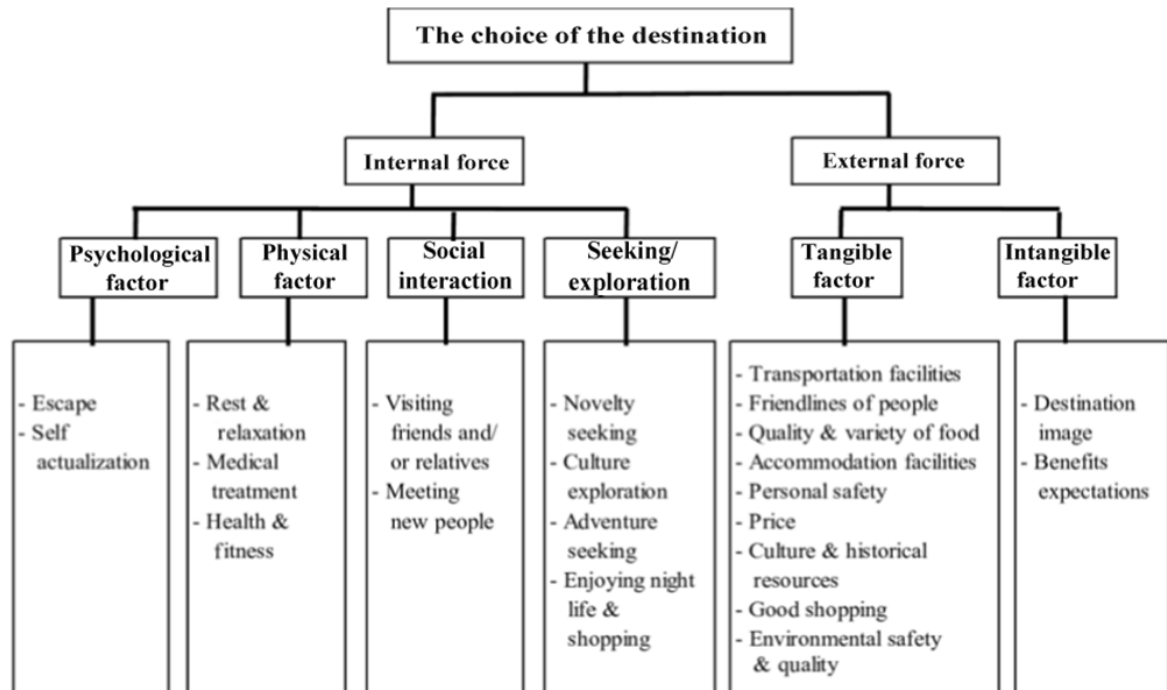


Figure 1. Factors affecting destination choice.

Source: Hsu et al. (2009).

Davras and Uslu (2019) determined the factors affecting the Fethiye destination choice of British tourists and the effects of the factors affecting the destination choice on their general satisfaction. As a result of the analysis, it has been determined that the transportation and activity possibilities and the dimensions of natural attractiveness are the most important factors in the satisfaction of the tourists with the destination. Tourist beliefs and subjective norms have a positive impact on visit intention and destination choice, according to research by Ghaderi, Hatamifar, and Henderson (2018) on smart tourists. With the ever-increasing number of destinations and ease of access to information, the competition between destinations has inevitably increased (Timur, 2015). In particular, the fact that many destinations in the world have similar characteristics and attractions makes destination marketing necessary to distinguish destinations from each other (Atsız & Kızılırmak, 2017). In terms of tourism marketing, it is very important to determine the factors affecting the destination choice of tourists (Hsu et al., 2009). From this point of view, it has been examined whether the country's personality has an effect on the choice of destination.

2.3. Tourist Satisfaction

There are parallel definitions in the related literature about tourist satisfaction, which is an important factor in destination choice and re-visiting the destination (Kozak & Rimmington, 2000; Unal, 2019). For instance, while Akama and Kieti (2003) define tourist satisfaction as "the service provided meets the tourist expectations and the

perceived service quality is high”, according to Quintal and Polczynski (2010), satisfaction in the tourism sector refers to the positive experience of tourists about the destination, and the variables affecting these positive experiences are the perceived attractiveness, perceived risk, perceived quality, and perceived value of the destination.

Giese and Cote (2000) explained the definitions of tourist satisfaction with three general components when they considered them as a whole. These are an emotional response, a particular aspect of the service (a particular service comparison), and a particular moment (immediately after the service is performed). Tourists give their thoughts to the products and services evaluated during their stay in the destination with an emotional reaction. Considerations include disappointment or the magic of the tourism product, enthusiasm, and positive, negative and neutral emotions that may arise during their vacation. Pavlic, Perucic, and Portolan (2011) emphasized that examining the basic characteristics of tourist satisfaction is an important factor in the successful organization of destination management. They stated the reason for this as the great effect of satisfaction on destination choice, consumption of tourism products and services, and revisit intentions.

When we look at the factors that constitute tourist satisfaction, it is seen that these are factors such as physical environmental conditions, expectations, price and performance, product and service quality, and reliability (Sittak, 2021). Satisfaction is very important, as it provides a competitive advantage in the tourism sector. For this reason, managers need to think strategically and make important decisions. Tourist satisfaction affects future tourist behaviors and is effective in revisiting and recommending behaviors (Hong et al., 2020). Tourist satisfaction is an issue that needs to be emphasized in terms of modern tourism businesses operating in the competitive tourism industry. Tourist satisfaction affects destination choice, consumption of products and services, and tourists' decisions to revisit a particular destination. For this reason, tourist satisfaction has been expressed as a trigger for tourist behavior. It is possible to reduce costs and make profits by increasing tourist satisfaction. Tourist satisfaction also affects positive word of mouth. Ensuring tourist satisfaction is critical to product and service preferences, decisions to recommend destinations and tourism businesses, and building loyalty among tourists (Kozak & Rimmington, 2000; Yoon & Uysal, 2005). In addition to tourist satisfaction, it also has advantages such as attracting customers, creating loyalty, sharing the satisfaction of the tourist, and spreading positive thoughts about the product or service. However, the biggest advantage of providing satisfaction is that it prevents the spread of negative thoughts about the product or service. The inclination of dissatisfied tourists to communicate their experiences with their surroundings is greater in comparison to that of satisfied tourists (Demir, 2021).

3. METHODOLOGY

In the research, it is aimed to determine the effect of the country's personality perceived by tourists visiting Turkey on their destination choice and satisfaction. In this study, which was carried out to reveal the effect of country personality on tourists' destination choice and satisfaction, a survey was conducted to collect primary data. The quota sampling technique, which is one of the non-probabilistic sampling methods where proportional or disproportionate sampling can be determined, was used in the determination of the surveyed tourists due to the large population and the limited research opportunities (Yazicioglu & Erdogan, 2007). Within the scope of the research, a questionnaire was applied to 450 foreign tourists, but 395 questionnaires were evaluated because 55 people filled out the statements incompletely or incorrectly.

The surveys were conducted by interviewing the participants face-to-face and online between June and September. The main reason for choosing this period for the survey study is that it is known that the most tourists come to Turkey during these months. The questionnaire includes a total of 64 questions in accordance with the purpose of the research, along with demographic questions. Demographic questions (9 items) were closed-ended questions about country personality taken from the d'Astous and Boujbel (2007) scale. The destination choice scale, which consists of 17 questions developed by Chen and Gursoy (2001), was used. The satisfaction scale in the

questionnaire was obtained from the study conducted by Kılıç and Pelit (2004). There are 14 questions on this scale. The scales were prepared according to a 5-point Likert scale. The effect of country personality on foreign tourists' destination choice and satisfaction was examined according to three research questions. According to this,

- 1) Does the perception of country personality, destination choice, and satisfaction differ according to demographic variables?
- 2) What is the relationship between country personality and destination choice and satisfaction?
- 3) What effect does country personality have on destination choice and satisfaction?

The data obtained in the study were analyzed with the SPSS statistical package program and discussed in terms of descriptive and inferential statistics. First of all, after the frequency distributions of the demographic questions were discussed, the reliability and validity of the answers given to the questions on the scale were tested. Following the completion of these procedures, the responses to the research inquiries were scrutinized through the utilization of various statistical analyses, including difference, correlation, and regression analysis.

4. FINDINGS

The data obtained within the scope of the research were analyzed in accordance with its purpose. Tables were used to illustrate how the analyses' results were determined.

4.1. Demographic Findings

Frequency analysis contributed to the explanation of the participants' demographic characteristics. Accordingly, 54.9% (n=217) of the participants in the study were women, 45.1% (n=178) were men, and 51.9% had an associate degree. When the age ranges of the participants are examined, it is understood that the majority of them are 31 years old and older. It is seen that 61.5% (n=243) of the participants who visited Turkey visited for vacation. When the nationalities of the visitors are examined, the first two places are German 18.7% (n=74) and Russian 19.0% (n=75) participants. Almost half of the tourists (48.1%) stated that they obtained information about Turkey from the internet. Visitors' accommodation preferences in Turkey are mostly 5-star hotels (48.1%). Other data on demographic characteristics is detailed in Table 1.

Table 1. Demographic characteristics of the participants.

Demographic variables		N	%	Demographic variables		N	%
Age (395)	20 years and under	37	9.4	Purpose of visit (395)	Holiday	243	61.5
	21-30	157	39.7		Culture tourism	91	23
	31-40	82	20.8		Visiting friends and relatives	19	4.8
	41-50	69	17.5		Business-congress	22	5.6
	50 years and older	50	12.7		Other	20	5.1
Gender (395)	Woman	217	54.9	Number of visits (395)	First time	99	25.1
	Male	178	45.1		2 times	105	26.6
Education (395)	Primary education	41	10.4		Three times	52	13.2
	High school	81	20.5		4 and above	139	35.2
	Associate degree	205	51.9	Country (395)	Germany	74	18.7
Graduate	68	17.2	Russia		75	19	
Type of accommodation (395)	Hotel	250	63.3		England	31	7.8
	Holiday village	37	9.4		Kyrgyzstan	69	17.5
	Rental villa	28	7.1		Azerbaijan	59	14.9
	Lodgings	34	8.6		Other	87	22
	Other	46	11.6	Information resources (395)	Travel Ac.	112	28.4
Hotel star rating (395)	3*	94	23.8		Internet-press	190	48.1
	4*	111	28.1		Friend recommendation	93	23.5
	5*	190	48.1				

Note: * means the hotel star rating.

4.2. Reliability Analysis

The reliability of the scales used in the research was examined with the Cronbach's Alpha test. In the literature, it is stated that the alpha coefficient required for the reliability of the scales should be at least 0.70 (Karakoç & Dönmez, 2014). The internal consistency value of the three scales used in the research is above 0.85. This result shows that the reliability of the scales for research in the social sciences is high Table 2.

Table 2. Reliability analysis.

Scales	Cronbach's alpha	N
Country personality	0.853	24
Destination choice	0.891	17
Satisfaction	0.918	14

4.3. Difference Analysis

Whether the country's personality, destination choice, and attitudes about satisfaction differ significantly according to their demographic characteristics was examined according to the difference tests (t-test, ANOVA).

4.4. T Tests

The t-test is the best way to compare two independent groups or samples based on a dependent variable and see if there is a significant difference between their means at a certain level of confidence (95%, 99%) (Ural & Kilic, 2013). Therefore, a t-test was conducted to investigate whether there was a significant difference in the gender of the participants and their thoughts about the scales.

In order to test the significant difference in the opinions of the participants about country personality, destination choice, and satisfaction according to their gender, a t-test was applied. As a result of the analysis, although the genders of the participants are different, it is seen that there is no significant difference in their thoughts about the three scales (Table 3).

Table 3. Gender and country personality, destination choice and satisfaction.

Gender		N	Mean	SS.	F	SD.	P
Country personality	Female	217	3.052	0.524	0.040	393	0.122
	Male	178	3.136	0.544			
Destination choice	Female	217	3.880	0.628	0.946	393	0.653
	Male	178	3.853	0.578			
Satisfaction	Female	217	3.755	0.735	2.091	393	0.375
	Male	178	3.817	0.640			

Note: SS: Sum of square, SD: Standard deviation.

4.5. ANOVA Tests

The ANOVA (Analysis of Variance) test is preferred to compare the means of two (2) or more groups of independent samples according to a dependent variable and to determine whether there is a significant difference in the level of confidence between them (Ural & Kilic, 2013).

Therefore, the ANOVA test was conducted to determine whether the participants' country personalities, destination choices, and opinions on satisfaction and thoughts differ according to age. Since there were great differences between the groups, Hochberg's GT2 test, one of the Post-hoc tests, was used (Hochberg & Tamhane, 1987). Hochberg's GT2 and Gabriel's post hoc test allow for clearly unequal sample sizes. Hochberg's GT2 statistic, one of the multiple comparison tests used in cases where the variances are equal, is a post-hoc type similar to Tukey but working on the basis of the expanded t-modulus (studentized maximum modulus). As a result of the analysis, it is seen that there is no significant difference in the opinions of the participants about their age status, country personalities, or satisfaction levels. However, a significant difference was determined in the choice of destination

according to age status. It is understood that the difference is caused by the 21-30 age groups and the individuals aged 50 and over. Table 4 presents the difference analysis by age.

Table 4. Difference analysis of age.

Age group			N	Mean	SS.	SD.	F	P	Definition
Country personality	A	20 and below	37	3.047	0.516	4	1.860	0.117
	B	21-30	157	3.034	0.576				
	C	31-40	82	3.108	0.498				
	D	41-50	69	3.094	0.467				
	E	50 and older	50	3.264	0.535				
Destination choice	A	20 and below	37	3.714	0.585	4	4.153	0.003	B>E
	B	21-30	157	4.008	0.628				
	C	31-40	82	3.832	0.592				
	D	41-50	69	3.801	0.585				
	E	50 and older	50	3.693	0.518				
Satisfaction	A	20 and below	37	3.637	0.731	4	0.739	0.566
	B	21-30	157	3.841	0.790				
	C	31-40	82	3.767	0.620				
	D	41-50	69	3.778	0.577				
	E	50 and older	50	3.743	0.599				

Note: SS: Sum of square, SD: Standard deviation.

4.6. Difference Analysis of Education

Hochberg's GT2 test, one of the Post-hoc tests, was applied as there were great differences between the educational levels of the participants. Although individuals have different education levels, no significant difference was found in their thoughts about country personality, destination choice, or satisfaction. The opinions of those included in the sample about the scales are shown in Table 5 in detail.

Table 5. Difference analysis of educational status.

Educational status			N	Mean	SS.	SD.	F	P	Definition
Country personality	A	Primary school	41	3.208	0.367	3	2.010	0.112
	B	High school	81	3.157	0.501				
	C	Associate degree	205	3.074	0.583				
	D	Postgraduate	68	2.988	0.488				
Destination choice	A	Primary school	41	3.719	0.662	3	2.308	0.076
	B	High school	81	3.795	0.632				
	C	Associate degree	205	3.884	0.635				
	D	Postgraduate	68	3.997	0.389				
Satisfaction	A	Primary school	41	3.838	0.676	3	0.971	0.406
	B	High school	81	3.743	0.733				
	C	Associate degree	205	3.750	0.725				
	D	Postgraduate	68	3.899	0.539				

Note: SS: Sum of square, SD: Standard deviation.

4.7. Difference Analysis of Accommodation

The Kruskal-Wallis test was applied to determine whether the participants' country personalities, destination choices, and satisfaction perceptions differ according to the variable of accommodation. The reason for this is that the lower limit accepted for the number of members of each group in the sample should be 30 (Gunay & Akinci, 2017). 28 of the tourists visiting Turkey stated that they prefer villas for rent as accommodation. Therefore, the Kruskal-Wallis test, one of the non-parametric tests, was used to determine the difference in thoughts. When Table 6, which was prepared as a result of the test, is examined, there is no significant difference in the statements about accommodation.

Table 6. Difference analysis of accommodation preference.

Difference Analysis	Country personality	Destination choice	Satisfaction
Q square	3.288	0.852	3.177
Degree of freedom (df)	3	3	3
Significance level (p)	0.349	0.837	0.365

4.8. Difference Analysis of the Number of Stars

The business groups preferred by the participants as accommodations are not equal to each other, but because there are not very large differences, the Gabriel test from the Post Hoc Tests was performed (Gabriel, 1980). When the results of the analysis are examined, there is no significant difference in the opinions of the individuals about the dimensions, although they prefer businesses with different stars in their accommodation preferences. However, when Table 7 is examined, it is understood that those who stay in 3-star facilities (3,191) and those who prefer 5-star facilities (3,892) in their destination choice express more positive opinions. The level of satisfaction is determined by those who stay in at least 4-star facilities.

Table 7. Difference analysis of number of stars.

Number of stars			N	Mean	SS.	SD.	F	P	Definition
Country personality	A	3*	94	3.161	0.484	2	1.873	0.155
	B	4*	111	3.018	0.503				
	C	5*	190	3.097	0.571				
Destination choice	A	3*	94	3.803	0.567	2	0.716	0.489
	B	4*	111	3.882	0.582				
	C	5*	190	3.892	0.637				
Satisfaction	A	3*	94	3.786	0.598	2	1.108	0.331
	B	4*	111	3.705	0.719				
	C	5*	190	3.828	0.720				

Note: * means the hotel star rating.

4.9. Analysis of Differences in Visiting Purpose

The Kruskal-Wallis test was applied to determine whether the participants differed in their purpose of visit, country personality, destination choice, and satisfaction perceptions. Because the number of members in the three groups (Friends/Relatives Visit-Work/Congress-Other) in the sample group is less than 30 (Gunay & Akinci, 2017). As a result of the analysis, a significant difference was observed between the purpose of the visit of the participants and the choice of destination ($p=0.048$), and no difference was found in other dimensions. In Table 8, a difference analysis of visit purpose is presented.

Table 8. Difference analysis of visit purpose.

Difference analysis	Country personality	Destination choice	Satisfaction
Q square	1.769	7.915	4.458
Degree of freedom (df)	3	3	3
Significance level (p)	0.622	0.048	0.216

Mann-Whitney the U test was used to determine the source of the difference detected as a result of non-parametric tests. As a result of the analysis made by comparing all groups with each other, the only difference in destination choice was seen between those who came only for holidays, and those who came for cultural tourism ($p=0.007$). There is no difference between the other groups. Table 9 shows the difference analysis between purpose of visit and destination choice.

Table 9. Difference analysis between purpose of visit and destination choice scale.

Purpose of visit	N	Mean rank	Sum of ranks	Mann-Whitney U	Wilcoxon W	Z	P
Holiday	243	176.28	42837.00	8922.000	13108.000	-2.719	0.007
Culture tourism	91	144.04	13108.00				
Holiday	243	132.45	32186.50	2076.500	2266.500	-0.730	0.465
Visiting friends and relatives	19	119.29	2266.20				
Holiday	243	134.50	32683.00	2309.000	2562.000	-1.058	0.290
Business-congress	22	116.45	2562.00				
Holiday	243	132.88	32290.00	2216.000	2426.000	-0.655	0.512
Other	20	121.30	2426.00				
Culture tourism	91	54.59	4967.50	781.500	4967.500	-0.657	0.511
Visiting friends and relatives	19	59.87	1137.50				
Culture tourism	91	56.50	5141.50	955.500	5141.500	-0.330	0.741
Business-congress	22	59.07	1299.50				
Culture tourism	91	55.11	5015.00	829.000	5015.000	-0.622	0.534
Other	20	60.05	1201.00				
Visiting friends and relatives	19	21.42	407.00	201.000	454.000	-0.209	0.834
Business-congress	22	20.64	454.00				
Visiting friends and relatives	19	19.92	378.50	188.500	378.500	-0.042	0.966
Other	20	20.08	401.50				
Business-congress	22	21.16	465.50	212.500	465.500	-0.189	0.850
Other	20	21.88	437.50				

4.10. Difference Analysis of Nationality

In order to measure the difference in the thoughts of the participants about the dimensions, the Gabriele test, one of the Post-hoc tests, was used, as there was not much difference between the groups (Gabriel, 1980). The following table was prepared as a result of the analysis. When the relevant table is examined, it is determined that the opinions of the participants differ only in the dimension of country personality, and there is no difference in other dimensions. The biggest difference is between tourists from Germany and tourists from Azerbaijan. In Table 10, the difference analysis of nationality takes place.

Table 10. Difference analysis of nationality.

Nationality		N	Mean	SS.	SD.	F	P	Definition	
Country personality	A	Germany	74	3.118	0.466	5	11.507	0.000	A>E A<F B<F C<F D<F
	B	Russia	75	3.034	0.317				
	C	England	31	3.070	0.434				
	D	Kyrgyzstan	69	2.922	0.762				
	E	Azerbaijan	59	2.857	0.393				
	F	Other	87	3.412	0.488				
Destination choice	A	Germany	74	3.866	0.654	5	1.312	0.258
	B	Russia	75	3.824	0.482				
	C	England	31	3.846	0.617				
	D	Kyrgyzstan	69	3.983	0.754				
	E	Azerbaijan	59	3.952	0.388				
	F	Other	87	3.766	0.636				
Satisfaction	A	Germany	74	3.841	0.625	5	1.872	0.980
	B	Russia	75	3.780	0.499				
	C	England	31	3.477	0.777				
	D	Kyrgyzstan	69	3.906	0.860				
	E	Azerbaijan	59	3.808	0.731				
	F	Other	87	3.732	0.670				

4.11. Difference Analysis of Information Source

Individuals obtain information about any destination from different sources. In order to determine the difference between the type of information source and the dimensions, a post-hoc test was performed, and the table

below was prepared. When Table 11 is examined, it is seen that only the country personality dimension is among the information sources and dimensions. The difference was determined to be between travel agencies and other sources. It was also determined that the participants did not accept the advice they received from their friends and relatives in all three dimensions.

Table 11. Difference analysis of information source.

Information source		N	Ort.	SS.	SD.	F	P	Definition
Country personality	A Travel agency	112	3.239	0.588	2	6.264	0.002	A>B A>C
	B Internet-press	190	3.028	0.506				
	C Friend recommendation	93	3.037	0.491				
Destination choice	A Travel agency	112	3.826	0.640	2	1.218	0.297
	B Internet-press	190	3.917	0.613				
	C Friend recommendation	93	3.817	0.542				
Satisfaction	A Travel agency	112	3.861	0.583	2	1.375	0.254
	B Internet-press	190	3.778	0.715				
	C Friend recommendation	93	3.700	0.763				

4.12. Correlation Analysis

A Pearson correlation analysis was done to see how the results from the sample group and the dimensions were related. The result of correlation analysis is commented as very weak correlation or no correlation, between 0.2 and 0.4 weak correlation if $r < 0.2$, Moderate correlation between 0.4 and 0.6, High correlation between 0.6 and 0.8, very high correlation. $r > 0.8$ (Buyukozturk, 2012). As a result of the analysis, there is a low-level significant and positive relationship between the participants' country personality perceptions and both their destination choices ($r=0.204$, $p < 0.01$) and their satisfaction levels ($r=0.190$, $p < 0.01$). In addition, there is a low level of positive and significant relationship between the participants' destination choices and their satisfaction levels ($r=0.367$, $p < 0.01$). Table 12 shows the results of the correlation analysis of the relationship between scales.

Table 12. Correlation analysis results of the relationship between scales.

Scales	N	Mean	SD.	1	2	3
1. Country personality	395	3.090	0.534	0.204**	0.190**
2. Destination choice	395	3.868	0.606	0.367**
3. Satisfaction	395	3.783	0.693

Note: ** $P < 0.01$.

4.13. Regression Analysis

Table 13 shows the multiple regression results to measure the effect of country personality perceptions of the sample group participating in the research on destination choices and satisfaction levels. According to the table, participants' country personality perceptions have a positive and significant effect on their destination choices and satisfaction levels (Adjusted $R^2=0.057$, $p < 0.01$). In addition, an increase of one (1) unit in the perceptions of the participants about the country's personality increases their destination choice by 0.156 and their satisfaction by 0.132. According to these results, the significance of the model is supported by sufficient evidence.

Table 13. Regression analysis results of the effect of country personality on destination choice and satisfaction.

Model	Unstandardized coefficients		Standardized coefficients	T	P
	B	Std. err.	Beta		
(Constant)	2.172	0.191	11.390	0.000
Destination choice	0.137	0.046	0.156	2.956	0.003
Satisfaction	0.102	0.041	0.132	2.513	0.012

Note: Dependent variable: Country Personality; R: 0,239; R²: 0,057; Adjusted R²: 0,052; for model F: 11,841; $p < 0,01$.

5. CONCLUSION

In this research, the effect of perceived country personality on destination choice and tourist satisfaction was discussed by considering countries as destinations. As a result of the analysis, there is no significant difference in the opinions of participants related to destination choice, country personality, and satisfaction by gender, age, educational level, or accommodation type. It was determined that there is a significant difference between the purposes of a visit and the destination choice. The only difference is between tourists who came for holidays and those who came for cultural tourism ($p=0,048$). It was determined that there is a significant difference only in the scale of destination personality, and there is no significant difference in other scales anymore by nationalities of participants. It's seen that the largest difference is between the tourists from Germany and Azerbaijan. It was seen that there is a significant difference in the country personality scale by knowledge resource, and it was determined that the difference is between the travel agencies and other resources. On each scale, it was seen that the participants didn't accept the advice from relatives and friends. According to the results of the analysis, there is a significant and positive low-level correlation between country personality perceptions and both destination choices ($r=0,204, p < 0.01$) and satisfaction levels ($r=0,190, p < 0.01$) of participants. In addition, there was a moderately positive and significant correlation between the participants' destination choices and their satisfaction levels. In the research, multiple regression results are given to measure the effect of a country's personality perceptions on destination choices and satisfaction levels. An increase of one (1) unit in the perceptions of the participants about the country's personality increases their destination choice by 0.156 and their satisfaction by 0.132. The research model established according to these results is meaningful.

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