

# THE INFLUENCE OF DESTINATION PERSONALITY ON BRAND IMAGE EVALUATION AMONG ARCHAEOLOGICAL TOURISTS

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## **Abstract**

Archaeological tourism is becoming increasingly important to the Malaysian tourism industry with the recognition of the Lenggong Valley as UNESCO's World Heritage Site. This research focuses on the use of the Aaker's (1997) brand personality concept, or in this context destination personality, in branding archaeological tourism destinations. Specifically, the objectives of this research are to identify the underlying personality dimensions that are applicable to an archaeological tourism destination such as the Lenggong Valley World Heritage Site and to determine the contribution of the brand personality dimensions towards the evaluation of the Lenggong Valley World Heritage Site's brand image among tourists in Lenggong Valley World Heritage Site. A purposive sample of 320 tourists to the Archaeological Gallery of the Lenggong Valley was approached, and 300 usable questionnaires were analysed. The findings of the study indicate that there are six underlying personality dimensions held by the Lenggong Valley World Heritage Site, namely competence, sophistication, sincerity, ruggedness, demonstrative, and emotional. In addition, of the six dimensions, four dimensions namely sincerity, ruggedness, sophistication, and demonstrative have positive influence on brand image. The two newly emerged dimensions, demonstrative and emotional are considered a major contribution of the present research to the tourism marketing literature.

**Keywords:** *Brand personality, destination personality, brand image, destination branding, archaeological tourism*

## PENGARUH PERSONALITI DESTINASI TERHADAP PENILAIAN IMEJ JENAMA DALAM KALANGAN PELANCONG ARKEOLOGI

### **Abstrak**

Pengiktirafan Lembah Lenggong sebagai tapak warisan dunia pada Jun 30, 2012 telah menjadikan pelancongan arkeologi menjadi semakin penting kepada sektor perindustri pelancongan Malaysia. Kajian ini memberi focus kepada penggunaan konsep personaliti jenama atau dalam konteks ini personaliti destinasi untuk proses penjenamaan destinasi pelancongan arkeologi. Objektif kajian ini adalah untuk mengenalpasti dimensi personaliti yang dapat ditunjukkan kepada destinasi arkeologi dan mengenalpasti dimensi personaliti yang menyumbang kepada penilaian imej jenama destinasi arkeologi. Sebanyak 320 pelancong ke Galeri Arkeologi Lembah Lenggong telah dipilih sebagai responden dalam sampel bertujuan dalam kajian ini dan sebanyak 300 borang kajian soal selidik yang sempurna digunakan untuk menganalisis data. Kajian ini mendapati bahawa tapak warisan dunia Lembah Lenggong mempunyai enam dimensi personaliti iaitu kecekapan, kecanggihan, keikhlasan, kekasapan, keprihalan, dan keemosian. Daripada enam dimensi tersebut, empat dimensi iaitu keikhlasan, kekasapan, kecanggihan, dan keperihalan didapati menyumbang secara signifikan terhadap imej jenama. Dua dimensi baru yang muncul di tapak arkeologi ini iaitu keprihalan dan keemosian dianggap sebagai penyumbang terbesar dalam kesusasteraan pemasaran pelancongan arkeologi dalam kajian ini.

**Kata kunci:** *Penjenamaan, jenama personaliti, personality destinasi, pelancongan arkeologi dan pelancongan warisan*

### **INTRODUCTION**

Archaeological tourism (sometimes labelled “archaeotourism”) focuses on visiting and experiencing ancient sites and historical places (A guide to best

practices for archaeological tourism, 2008). Archaeotourism is part of the vibrant heritage and cultural tourism industry which has shown a commendable growth with about 20 percent of tourist trips worldwide incorporating some form of cultural, heritage or historical activities (Foxell and Trafford, 2010). In Malaysia, archaeotourism is not highly popular and rarely receive outbound tourists; little attention has been given to archaeotourism although this niche market promises a viable prospect to contribute towards the growth of the Malaysian tourism industry. However, the announcement of the Lenggong Valley as one of the United Nation Educational, Scientific, and Cultural Organisation (UNESCO) World Heritage Sites in June 20, 2012 has made archaeological tourism increasingly important in Malaysia (Lenggong Valley's recognition, 2012). Although archaeological tourism is comparatively a small part of the tourism industry as compared to other types of tourism such as eco-tourism and adventure tourism, it is not without its competitors. Thus a strategic branding effort at the nascent stage to differentiate the Lenggong Valley World Heritage Site (LVWHS) from similar sites such as the Olduvai Gorge in Africa and Sangiran in Indonesia is important to ensure its competitiveness in attracting tourists and thus to promote its uniqueness.

Each archaeological site has its own historic attributes, characteristics, and cultural features (Poria, Butler and Airey, 2001). The character of the site, summarised as the destination personality can be used as one of the facets of building the brand identity of the destination (Kapferer, 2008). Studies have found that brand personality helps in building the brand identity of a destination that assists stakeholders in their positioning and promotional activities (Usakli and Baloglu, 2011; Mishra, 2010; Murphy, Benckendorff and Mascordo, 2007a). Robb (1998) posited that archaeology and heritage tourism can be profitable, however, it requires packaging and promotion. The applicability of the five brand personality dimensions in tourism destination has been found to differ from one tourist destination to another (Ekinci and Hosany 2006; Murphy et al., 2007; Usakli and Baloglu, 2011; Vaidya, Gandhi, and Aagja, 2009). Therefore, the current research intends to investigate the applicability of J. Aaker's five personality dimensions to the Lenggong Valley, which is an archaeological site.

To ensure the competitiveness in attracting tourists, the concept of brand personality has been applied at various tourism destinations to differentiate similar destinations (Burhan and Adem, 2012; Murphy et al., 2007; Usakli and Baloglu, 2011; Vaidya et al. 2009). Akin (2011) mentions that a successful brand differentiation can be done by applying personality dimension to brands. Murphy et al. (2007) further assert that tourists use the brand personality of destinations to clarify and enhance perceptions toward a destination. Similarly, Vaidya et al. (2009) agreed that the traits in brand personality dimensions may be used for creating a unique image for a destination and hence easier for tourists to differentiate the destination.

Keller (2013) mentions that a good indicator of the successful application of

brand personality concept is that it will lead to tourists evaluating the destination image as favourable and unique and subsequently influence their behavioural intention. To date, little is known about the contribution of the brand personality concept towards the evaluation of archaeological sites in terms of the uniqueness and favourability of their image. Tourists might be able to distinguish an archaeological site based on its personality but the personality might not significantly affect their evaluation of the brand image.

## **LITERATURE REVIEW**

By adopting J. Aaker's (1997) terminology of brand personality, Ekinci and Hosany (2006) define destination personality as the set of human characteristics associated with a destination (p. 127). They were the first to examine the applicability and validity of J. Aaker's brand personality framework in the context of tourism destination. The researchers mention that tourist destinations can be perceived as a brand because tourists' destination is rich of symbolic values. A distinctive brand personality can help to create a set of unique and also favourable associations in consumer memory, and thus build and enhance brand. Consumers develop relationship with brand based on their symbolic attributes. Therefore, brand becomes alive and is no longer a passive object but an active partner in the consumer's mind (Ekinci and Hosany, 2006). In their research, they found that tourists attribute personality traits to destinations, and these destinations are perceived on three dimensions: sincerity, excitement, and conviviality (Ekinci and Hosany, 2006). Sincerity and excitement were found to be the main aspects to communicate the unique features to the potential tourists. They also found that there is a moderation effect of destination personality on the relationship between destination image and intention to recommend.

Murphy et al. (2007a) used brand personality to differentiate between two cities named Whitsundays and Cairns. The best personalities to describe Whitsundays are upper-class, followed by sophisticated, sincere, successful, intelligent, charming, reliable, up-to-date, and competent while Cairns was personified as sincere, honest, down-to-earth, wholesome, competent, reliable, and intelligent. When they compared these two cities, Whitsundays is said to be more wholesome, cheerful, exciting, imaginative, and upper class. And there are only four dimensions for Whitsundays which consisted of upper class, honest, exciting, and tough. On the other hand, there are only three dimensions to describe Cairns personality which are sincere, sophisticated, and outdoorsy. The study also reported a strong, positive association between the perceived destination brand personality and their self-image, satisfaction and their intention to (re)visit the destination.

In identifying the brand personality for Surat and Ahmedabad- cities in India, Vaidya et al. (2009) found that both cities have the same personality which is exciting. The second dimension for Surat and Ahmedabad are sincerity and competence, respectively. The respondents perceived Surat as sincere because

it is friendly, peaceful, and honest; while for Ahmedabad it is perceived as competent due to the hardworking people, a lot of opportunities for business, improvement in infrastructure, and efficiency. There is one dimension which cannot represent Ahmedabad- sophistication, while for Surat all five dimensions were represented.

Another research done by Kaplan, Yurt., Guneri, and Kurtulus (2010) found a new set of brand personality traits when they apply brand personality to cities namely Izmir, Ankara, and Istanbul in Turkey. The two dimensions which did not appear in previous research are conservatism and malignancy. The traits that are included in conservatism are being poor and religious while for malignancy are unreliability, ingratitude, opportunism, malevolence, or deception. The study found that differentiating places by using their brand personalities is achievable. The personalities can be used as an identity to shape the first impression of tourists.

When identifying the brand personality for Las Vegas, Usakli and Baloglu (2011) found that the most-frequent characteristics are fun/fun-loving, exciting, outgoing, sexy, energetic, adventurous, friendly, alive, flamboyant, and rich/wealthy for that city. The findings of their study indicated that tourists ascribe personality characteristics to a destination. In their study, five dimensions namely vibrancy, sophistication, competence, contemporary, and sincerity were found and these dimensions bring effect on tourists' behavioural intention.

Sahin and Baloglu (2011) conducted a research to identify image and personality variations among different nationalities. They found that different nationalities have different perceived personalities for Istanbul. The respondents from United States rated Istanbul as competent and modern, significantly higher than the respondents from the United Kingdom and East Asia. While respondents from the United States of America, the United Kingdom and Europe rated Istanbul higher on originality and vibrancy than respondents from East Asians. The differences might due to the travel experience in Istanbul such as transportation, food, the buildings, the local people, and so on.

In a recent study conducted by Fazil, Zulhamri, Ezhar, and Jusang (2013) in determining the city brand personality scale in the world heritage city of Bandar Melaka, the researchers found that Melaka is associated with four dimensions which are peacefulness, malignancy, sophistication, and uniqueness with. The study employs J. Aaker's (1997) brand personality scale and with the additional items suggested by the experts, corporate communication managers, selected respondents, and from past research. The study was conducted in two phases with phase one gather the items from J. Aaker's brand personality scale and from practitioners with a total of 120 items. The factor analysis was run in sorting the items. This process reduces the items to only 70 items and the final questionnaires with these 70 items were send to 1000 respondents who consists of government servants in Melaka. The factor analysis was used and this step yields a 31 item scale. In addition, the researchers further conducted the confirmatory

factor analysis to develop a more stable structure and finally with the structural equation model by using maximum likelihood method. The final revised scale has yielded a total of 17 items.

Previous research found that the brand personality dimensions can be used as factors to attract the tourists. Different destinations possess different personalities that help potential tourists to differentiate them from one another. To date, however no study has been conducted to look at the personality dimension of an archaeological site. Therefore the researcher of the present study intends to look at the applicability of J. Aaker's brand personality in branding archaeological site in Malaysia; namely the LVWHS.

Aaker (2002) points out that brand image consist of two components which are the associations customers ascribe to the brand and the brand's "persona". Brand associations are part of a laddering approach that allows one to determine the power of the benefits the brand offers which eventually how valuable the brand is. Brand persona on the other hand provides a deeper understanding of the brand image in terms of its strength and weaknesses, and its points of differentiation. In addition, Keller (2013) defined brand image as perceptions about a brand as reflected by the brand associations held in consumer memory. These associations may consist of attributes, benefits and attitudes. Keller (2013) added a brand with strong equity is a brand that stimulates a strong behavioural response, the result from how strong the associations are evaluated in terms of its favourability and uniqueness; favourability refers to how favourably a brand is evaluated; while uniqueness of brand association refers to a sustainable competitive advantage or "unique selling proposition" that gives consumers a compelling reason for buying that particular brand.

In addition, the flood of information has made tourists form their destination image through different sources. The construct of destination image therefore is based on a few impressions chosen from different resources. Besides that, the actual visit will also affect and change based upon the first hand information and experience to the particular destination. Previous research measures destination brand image based on three elements; which are cognitive, affective, and conation (Sahin and Baloglu, 2011). However, Pike (2008) found that the majority of researches on destination image focus too much on cognitive attributes but have neglected two elements which are affective and conation.

Ekinci (2003) further argued that in order to have favourable brand image in the process of brand a destination, brand personality plays an important role. While brand image is an evaluative and multiple-dimensional construct which is derived from cognitive, affective, and conative components of attitude; brand personality is actually subset from the brand image which is draw from the affective component only (Ekinci, 2003). The brand personality is used in previous research to gauge the symbolic value among tourists towards the brand image of a destination that can express their feeling. Previous research done by Ekinci, Hosany, and Uysal, (2006); Sahin and Bologlu, (2011); Usakili and

Baloglu, (2011); Unurlu and Kucukkancabas, (2013) indicated that destination brand personality has positive impact on destination brand image. The image of a destination is influenced and facilitated by the strengths of a destination in the eyes of potential tourists. Nevertheless, most of the studies have been focused on cognitive and overall image only in which affective or emotional image has been neglected by the researchers.

Hence, to fill in the gap, the current research is looking from the affective aspect which is focused on the contribution of affective components namely destination personality in forming the affective response towards the archaeological sites. The present research looks at how the destination personality contributes in forming tourists' brand image in terms of favourability and uniqueness based on Keller's (2013) conceptualisation. The researcher finds these two concepts are important in forming a brand image through destination personality.

The model showed in Figure 1 depicts the conceptual framework for the present study. This model presents the existing brand personality concept by J. Aaker (1997) as the independent variable while Keller's (2013) brand image as the dependent variables. The present research suggests that brand personality dimensions play a pivotal role in influencing the evaluation of brand image. A review of past studies by Ekinci and Hosany (2006) and Usakli and Bologlu (2011) reveal that destination personality can help to construct and form image of certain destination in tourists' mind. The research investigates on which Aaker's brand personality dimensions or others dimensions that might emerge in the study would significantly influence consumers' evaluation on the favourability and uniqueness of LVWHS.

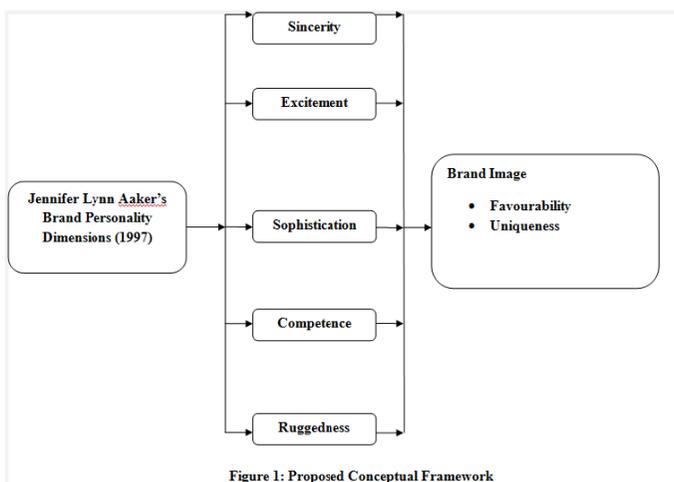


Figure 1: Proposed Conceptual Framework

## RESEARCH METHODOLOGY

The study employed the quantitative approach to collect the data in this study.

Following the conventions of past research, this research employs a survey questionnaire to collect data on tourists' perception on the brand personality of Lenggong Valley (Ekinici and Hosany, 2006; Sahin and Baloglu, 2011). The survey is designed to gauge perception on five dimensions of brand personality in which there are 42 personality traits.

This study used purposive sampling in choosing the tourists in which the respondents for this study are those who have experienced or visited the Lenggong Valley. This is to make sure that they have sufficient knowledge about the place. Visitors to the Archaeological Gallery of the Lenggong Valley were approached to fill up the questionnaire after they have visited the Archaeological Gallery of the Lenggong Valley. Visitors to the gallery were chosen because the museum is the centre of attraction in Lenggong Valley. The sample size of the study is based on the formula given by Hair, Black, Babin, and Anderson (2010) and Pallant (2013) on sample size for factor analysis. Hair et al. (2010) and Pallant (2013) suggests that the sample size for factor analysis should be at least a ratio of five cases for each of the variables and more than 150 or larger. However, Comrey and Lee (1992) suggest that a sample size of 50 is very poor, 100 as poor, 200 as fair, 300 as good, 500, as very good, and 1000 as excellent. As for multiple regression analysis, Field (2009) suggests to follow the formula of  $N > 50 + 8m$  (where  $m$  = number of independent variables). Hence, in this study, as there are 5 independent variables, the minimum sample is calculated to be 90 respondents, ( $N = 50 + 8(5)$ ). Following the above guidelines, the minimum sample size were decided to be  $N = 300$ . In this study 320 respondents were approached.

In this study, the researcher will use J. Aaker's (1997) brand personality scale consisting of five personality dimensions namely sincerity, excitement, sophistication, competence, and ruggedness. The scale comprises of 42 personality traits. The J. Aaker's brand personality scale has been confirmed by exploratory and confirmatory factor analyses, as well as through replications in various researches (Cheng and Cheok, 2008; Musante, Bojanic, and Zhang, 2008; Siguaw et al., 1999; Smith, 2009; Veneble et al., 2005). This scale, or parts of it, has also been successfully used in numerous studies of consumer behaviour including those on tourism destination (Ekinici and Hosany, 2006; Sahin and Bologlu, 2011). Each dimension consists of facets and personality traits that describe the particular dimension.

Based on Keller's (2013) concept of brand image, the researcher developed the items to operationalise brand image based on the favourability and the uniqueness of the image of LVWHS. Favourability and uniqueness will be measured based on a Likert scale (from 1 = strongly disagree to 5 = strongly agree. Three items were developed for favourability and uniqueness respectively.

## **RESEARCH FINDINGS**

The respondents for the study comprised of a higher percentage of males 63.7

percent (191) compared to females 36.3 percent (101). 176 respondents were single which made up 58.7 percent (176), while there were 41.3 percent (124) of the respondents are married. In terms of the ethnicity of the respondents, Malay represented the majority of the respondents which is 54.3 percent (163), followed by Chinese 26.7 percent (80), Indian 14.7 percent (44) and other ethnics formed 4.3 percent (13) of the respondents. Respondents who were self-employed were at 21.7 percent (65) and those who worked in private sectors were around 19 percent (57) while 18.3 percent (55) of the respondents worked in the public sector. Housewives represented 6 percent (18) of the overall study respondents. As for the respondents' education background, the majority of the respondents had their education until SPM, comprising of 23.7 percent (71) of the total respondents, followed by 22 percent (66) who had their education until PMR, and those who had foundation studies were at around 14 percent (42). A total of 12.3 percent (37) of the respondents had diploma, 11.3 percent (34) had STPM/matriculation and 11.3 percent (34) has a bachelor degree. There was 5.4 percent (16) of respondents who had their postgraduate studies.

This study employed exploratory factor analysis on the 42 J. Aaker (1997) brand personality scale items to reduce the data and identify the respondents' perception on the destination personality of The Lenggong Valley. The present study employed principle component analysis with varimax rotation and latent root criterion, eigenvalue  $>1$  to find the validity of the theoretical variables and to uncover the underlying component structure.

Hair et al. (2010) recommend that factor loadings in the range of .30 and .40 are considered to meet the level of interpretation of structure with sample size between 350 and 200. In this study, a cut off point of .40 was used to include items in the interpretation of a factor. This recommendation is also in line with Field (2009) who suggests similar cut off point for the factor loading.

There were 42 items of the brand personality items before varimax rotation and 13 items were eliminated due to low loading ( $<.40$ ) and cross-loading. Therefore, 29 items remained in this study after varimax rotation.

In the initial analysis, six items below .40 and cross-loadings were eliminated. The analysis was rerun after excluding these items. In the second factor analysis, 7 items exhibited both cross-loadings and low factor loadings  $<.40$ . The third time of analysis yielded all factor loadings greater than .40 and no items were cross-loaded.

The Kaiyer-Meyer-Olkin Measure of sampling adequacy (MSA) yielded .883 which according to Hair et al (2010) is meritorious to run the factor analysis. Meanwhile, the results of Bartlett's test of sphericity (p value .000; chi-square. 4242.131; df. 406) indicated that a sufficient correlation existed among the variables to proceed. The latent root of criterion, eigenvalue more than 1 revealed the solution and explained 63 percent of the variance. Table 1 shows the factors, factor loadings, eigenvalue, the percentage explained by the factors, and the corresponding Cronbach's alpha reliability coefficients.

As shown in Table 1, four out of the original five dimensions namely competence, sincerity, sophistication, and ruggedness from J. Aaker (1997) emerged in this study. The items in the dimensions however differ slightly from those in the original dimensions. In addition to the four original dimensions, two new dimensions emerged in this study. The new dimensions are emotional and demonstrative.

According to Hair et al. (2010), items with higher loadings are considered more important and have greater influence on the factor labelling. A name was assigned for each factor based on the suggestion by them the items in taking into consideration criteria such as factor loadings, the nature of the items in each factor, and comparison of the items and factor names extracted in this study with those in J. Aaker's (1997) study. Table 1 Factors loading for destination personality items.

**Table 1 Factors loading for destination personality items**

| <b>Factors</b>             | <b>Loading</b> | <b>Eigenvalue</b> | <b>Variance</b> | <b>Cronbach's alpha, <math>\alpha</math></b> |
|----------------------------|----------------|-------------------|-----------------|----------------------------------------------|
| <b>Factor 1:</b>           |                |                   |                 |                                              |
| <b>Competence (N= 300)</b> |                |                   |                 |                                              |
| Technical                  | 0.723          |                   |                 |                                              |
| Reliable                   | 0.665          |                   |                 |                                              |
| Independence               | 0.663          |                   |                 |                                              |
| Secure                     | 0.657          |                   |                 |                                              |
| Successful                 | 0.652          |                   |                 |                                              |
| Confident                  | 0.609          |                   |                 |                                              |
| Intelligent                | 0.575          |                   |                 |                                              |
| Upper class                | 0.571          |                   |                 |                                              |
| Harding working            | 0.515          | 8.818             | 30.408          | 0.875                                        |
| <b>Factor 2:</b>           |                |                   |                 |                                              |
| <b>Sincerity (N=300)</b>   |                |                   |                 |                                              |
| Down-to-earth              | 0.837          |                   |                 |                                              |
| Family-oriented            | 0.817          |                   |                 |                                              |
| Small town                 | 0.797          |                   |                 |                                              |
| Real                       | 0.672          |                   |                 |                                              |
| Honest                     | 0.592          |                   |                 |                                              |
| Wholesome                  | 0.534          | 2.586             | 8.917           | 0.857                                        |
| <b>Factor 3:</b>           |                |                   |                 |                                              |
| <b>Ruggedness (N= 300)</b> |                |                   |                 |                                              |
| Rugged                     | 0.828          |                   |                 |                                              |

|                                |       |       |       |       |
|--------------------------------|-------|-------|-------|-------|
| Tough                          | 0.741 |       |       |       |
| Western                        | 0.722 |       |       |       |
| Masculine                      | 0.708 |       |       |       |
| Leader                         | 0.458 | 2.346 | 8.089 | 0.789 |
| <b>Factor 4:</b>               |       |       |       |       |
| <b>Sophistication (N= 300)</b> |       |       |       |       |
| Feminine                       | 0.831 |       |       |       |
| Glamorous                      | 0.822 |       |       |       |
| Charming                       | 0.758 |       |       |       |
| Good-looking                   | 0.626 | 1.877 | 6.474 | 0.809 |
| <b>Factor 5:</b>               |       |       |       |       |
| <b>Demonstrative (N= 300)</b>  |       |       |       |       |
| Daring                         | 0.736 |       |       |       |
| Friendly                       | 0.708 |       |       |       |
| Cool                           | 0.64  | 1.471 | 5.073 | 0.761 |
| <b>Factor 6:</b>               |       |       |       |       |
| <b>Emotionality (N= 300)</b>   |       |       |       |       |
| Cheerful                       | 0.839 |       |       |       |
| Sentimental                    | 0.751 | 1.175 | 4.051 | 0.682 |

Multiple regression is performed in this study to look at the relationship between destination personality dimensions and brand image. A series of predictors namely competence, sincerity, sophistication, ruggedness, demonstrative, and emotional were used to look at the relationship with dependent variables to be exact, brand image, favourability, and uniqueness in the present study.

By using enter method, a significant model emerged ( $F= 28.190$ ,  $p<.05$ ) with the adjusted R square is 0.353 which mean that the six factors of brand personality dimensions are explained 35.3 percent of the variance in the level of tourist's brand image on LVWHS. The significant value is  $p= .000$  and this shows that the model has reached the statistical significant. As for level of tourists' favourability, a significant model emerged ( $F= 25.432$ ,  $p<.05$ ) with the adjusted R square is 0.329 which mean that the six factors of brand personality dimensions are explained 32.9 percent of the variance in the level of tourist's favourability on LVWHS. The significant value is  $p= .000$  and this shows that the model has reached the statistical significant while level of uniqueness, a significant model emerged ( $F= 23.904$ ,  $p<.05$ ) with the adjusted R square is 0.315 which mean that the six factors of brand personality dimensions are explained 31.5 percent of the variance in the level of tourist's uniqueness on LVWHS. The significant value is  $p= .000$  and this shows that the model has reached the statistical significant.

Three out of six factors make significant unique contribution to the favourability with the significant value at ( $p= .000$ ) for sophistication;  $p= .002$

for demonstrative; and (p= .049) for ruggedness. From the result, it shows that sophistication, demonstrative, ruggedness, and sincerity contribute to explain the formation of the level of tourist's uniqueness on LVWHS. From all the six factors that are included in the multiple analyses, four out of six factors make significant and unique contribution to the favourability with the significant value at (p= .000) for demonstrative; (p= .002) for sophistication; (p= .002) for ruggedness, and (p= .033) for sincerity. Table 2 shows the multiple regression analysis for the contributing factors toward brand image, favourability, and uniqueness.

**Table 2 Multiple regression analysis of destination personality dimensions and brand image, favourability, and uniqueness**

| Variables             | Model 1     |     |      | Model 2       |     |      | Model 3    |     |       |
|-----------------------|-------------|-----|------|---------------|-----|------|------------|-----|-------|
|                       | Brand Image |     |      | Favourability |     |      | Uniqueness |     |       |
| N= 300                | □           | T   | p    | □             | T   | p    | □          | T   | P     |
| <b>Competence</b>     |             | 1.0 | 0.29 | 0.11          | 1.6 | 0.10 | 0.02       | 0.3 | 0.73  |
|                       | 0.07        | 4   | 0    |               | 2   | 7    |            | 4   | 3     |
| <b>Sincerity</b>      | 0.12        | 2.1 | 0.03 | 0.10          | 1.8 | 0.06 | 0.12       | 2.1 | 0.033 |
|                       |             | 4   | 3    |               | 4   | 7    |            | 4   |       |
| <b>Ruggedness</b>     |             | 2.7 | 0.00 | 0.11          | 1.9 | 0.04 | 0.17       | 3.1 | 0.00  |
|                       | 0.15        | 4   | 7    |               | 8   | 9    |            | 0   | 2     |
| <b>Sophistication</b> |             | 4.4 | 0.00 | 0.27          | 5.1 | 0.00 | 0.17       | 3.1 | 0.00  |
|                       | 0.23        | 5   | 0    |               | 2   | 0    |            | 8   | 2     |
| <b>Demonstrative</b>  |             | 4.1 | 0.00 | 0.19          | 3.1 | 0.00 | 0.29       | 4.5 | 0.00  |
|                       | 0.25        | 1   | 0    |               | 0   | 2    |            | 2   | 0     |
| <b>Emotional</b>      |             | 1.1 | 0.23 | 0.06          | 1.1 | 0.24 | 0.05       | 1.0 | 0.30  |
|                       | 0.06        | 9   | 7    |               | 7   | 5    |            | 4   | 0     |
| <b>R2</b>             | 0.36        |     |      | 0.34          |     |      | 0.329      |     |       |
|                       |             |     |      | 2             |     |      |            |     |       |
| <b>Adjusted R2</b>    | 0.35        |     |      | 0.329         |     |      | 0.315      |     |       |
|                       | 3           |     |      |               |     |      |            |     |       |
| <b>F</b>              | 28.1        |     |      | 25.432        |     |      | 23.9       |     |       |
|                       | 9           |     |      |               |     |      |            |     |       |
| <b>Sig</b>            | .000        |     |      | .000          |     |      | .000       |     |       |

N=300, \*p< .05

## DISCUSSION AND IMPLICATIONS

The results of the present study indicate that LVWHS has six underlying personality dimensions which consist of competence, sincerity, sophistication,

ruggedness, demonstrative, and emotional. The two newly emerged dimensions are demonstrative and emotional. This is slightly different from the J. Aaker's (1997) original brand personality scale which has only five dimensions. The existing three dimensions namely competence, sincerity, and ruggedness remain as the personality dimensions for LVWHS, while the excitement dimension is excluded in this study. In contrast to the results as pointed out by J. Aaker, (1997); J. Aaker et al. (2001); and Kim and Lehto (2012); which indicated that the excitement dimension is reliable and valid in any culture and is able to capture the majority of variance in brand personality. However the rating of excitement was found to be insignificant in this study. The possible reason to explain such occurrence could be related to the characteristics of the setting [LVWHS] itself. The tourists cannot associate the traits such as being lively, happening, exciting, and trendy to the archaeological site when they visit LVWHS. Besides that, the exhibition in the gallery is about prehistoric information, artefacts such as hand stones and anvils that use during the Palaeolithic era, and the replica of the Perak Man which do not reflect traits such as contemporary and young that are found in the excitement dimension. LVWHS reflects a place with a history up to 1.83 million years old.

The two newly emerged dimensions in this study; namely demonstrative and emotional dimension which did not appear in previous research is one of the study's key contributions to the destination branding literature. Findings from this research indicate that the personalities of being demonstrative and emotional are closely linked to LVWHS. The emergence of the demonstrative dimension in this study reflects the personality through the explicit display of traits and projecting elements of extrovertedness such as in the traits daring, friendly, and cool. This new dimension may be explained by several reasons. Firstly, the rock shelter in Gua Teluk Kelawar, the "open air" workshop site at Bukit Jawa which portray as the prehistoric man who are brave people and they were able to stay outdoor even though the surrounding area was full of jungles and many wild animals. Besides, the friendly traits which fall in the demonstrative dimension might be due to their pleasant encounter with the local Pattani community who are well-known for being hospitable and amicable. In addition the people in Lenggong Valley are also keen to play the role of ambassador of LVWHS, welcoming the tourists and practice the good business ethic. Another reason could be their encounters with the staff in the Archaeological Gallery of the Lenggong Valley who are very friendly to the visitors and are good at guiding visitors in using the multimedia facilities and interpreting the photos and artefacts that were found in the gallery. The staff play an important role in helping the tourists to get a better understanding on the history of LVWHS. The third trait which is cool may be linked to the idea that LVWHS is now on the world map due to its recent inclusion in the UNESCO's Worlds Heritage Site listing, and of late had been in the news. The site also received more international tourists since it was included in the UNESCO's listing.

The second dimension, which is emotional, reveals the arousing feeling that includes traits such as sentimental and cheerful. Emotional reflects element that can be connected to feelings. The discovery of the Perak Man's skeletal remains, stone tools and other ancient treasures of the area bring good news to those who like new discoveries. Hence it brings exhilaration to tourists who like to know the history of prehistoric. They are happy with what have been found because this helps them to know more about their own ancestors and identity. Additionally, the fact that the stone tools that are used by the prehistoric man is a sign of advancement in the ancient time that may help to bring the sense of pride to the local tourists. However, at the same time they might feel sentimental due to the nostalgia that the area brings such as the feeling of nostalgia during British and Japanese occupations, and the nostalgia on the history of the Thai-Malaya history, particularly in terms of parts of Perak being part of Thailand in the past.

The findings from this study is important because it is destination-specific scale which is applicable to the archaeological site. A few scholars for instance Ekinci and Hosany (2006); Murphy et al., (2007); Kaplan et al., (2008); and Usakli and Bologlu (2011) have suggested that there is a need to have a destination-specific scale in order to measure the personality of specific destination. The findings revealed that out of the six dimensions found in the present study; only one dimension which is sincerity is similar with past research at other types of destination.

The present study has adopted J. Aaker's brand personality scale which consists of five personality dimensions namely sincerity dimensions, excitement dimensions, competence dimension, sophistication dimension, and ruggedness dimension. However, in this study, after running the exploratory factor analysis, six dimensions emerged while excitement dimension is excluded from the current study, and interestingly new dimensions are found and labelled as "demonstrative dimension" and "emotional dimension".

The demonstrative dimension in this study reflects on the personality by the acts of display with traits such as daring, friendly, and cool. In addition, the rock shelter in Gua Teluk Kelawar, the open air workshop site at Bukit Jawa portray the prehistoric man as brave to stay outdoor even though the area is surrounded by jungles with many wild animals. Other than that, the people in Lenggong Valley are also pleasant and play a key role in making the site endearing to the visitor. In addition, the staff at the Archaeological Gallery of the Lenggong Valley are very friendly to the visitors and helpful in giving a better understanding of the history of the site. Furthermore, the relaxed or unhurried lifestyle, the peaceful rustic beauty of Lenggong Valley, the kampong home stay and Tasik Raban resort also served as magnets to the visitors.

The site also make tourist think about their past or ancestors who stay on the site, therefore the tourists might go sentimental while feeling nostalgic in which the history of LVWHS begins with human evolution and civilisation, dating from the Homo homilies to the modern Homo sapiens until the time when the

area was occupied by British and Japanese and also the history of the Thai-Malaya history. Besides that, the discovery of the Perak Man's skeletal and over 50000 pieces of stones is found in the excavation of Kota Tampan in 1983, it is evident that the site was a stone tool production area with some of the artefacts such as hand axe dated at around 74,000 years old make the tourists feel proud and happy because they are able to look few more information on their own identity. Hence, this feature makes the tourists reveal the arouse feeling which is illustrated by cheerful and sentimental toward LVWHS, and make this the new dimension in the present study.

Besides that, many scholars such as Purkayastha (2009) and Fazil et al. (2013) claimed that ruggedness dimension is not pertinent in Asian setting and Malaysia context. However, in this study, ruggedness dimension was found applicable in describing LVWHS. This personality dimension is shown through the characteristic of the sites such as the nearby cave for hiking, exploration activity, and stone tools workshop. It portrays the traits such as tough, rough, and masculine features of the archaeological site. Hence, the findings of this study show otherwise as the ruggedness dimension seem to be significant to LVWHS.

The LVWHS is newly recognised as a world heritage and still new to the local and foreign public and hence it needs strong promotional strategies. The study provides insights on the personality dimensions of LVWHS that can be used to promote and at the same time to preserve the site.

The study found that LVWHS has six personality dimensions which consist of competence, sincerity, ruggedness, sophistication, demonstrative, and emotional. However, four out of six dimensions make significant determinant of LVWHS's brand image namely sincerity dimension, ruggedness dimension, sophistication dimension, and demonstrative dimension. These dimensions play important role in building LVWHS' brand image among tourists and is able to be used by local tourism authorities to form a positive image of LVWHS. The local authorities should use the personality traits from these dimensions to promote the archaeological site its official website, brochure, advertisement, social media, and tourist handbook. The traits such as friendly, charming, wholesome, cool and glamorous of the local people and the destination can be portrayed in the advertisement or the tourist handbook to create a positive image towards the archaeological site. These traits which symbolise the value of the destination can be substituted by the functional values for example beautiful, hot, crowded, and silent. In addition, the traits from ruggedness dimension such as rugged, tough, masculine, and leader; and demonstrative dimension such as daring is able to use to create the positive image for different types of tourist such as adventurous travellers. These personality traits can be shown through the items found in the archaeological sites such as the caves, rock shelters, and stone tool workshop to attract the tourists who like the exploration activities. Hence, these few traits are believed to have the influence to change the tourists' perception towards the archaeological sites.

Subsequently, competence dimension, sincerity dimension, ruggedness dimension, sophistication dimension, and demonstrative dimension make significant contributions toward tourists' behavioural intention to LVWHS. Competence is the most influential dimension toward intention to preserve. Conservation is the most crucial work for the archaeological site, hence the sites' operator should apply the traits on competence such as technical, independent, confident and intelligent to gauge the tourists' attention on the conservation work in order to protect the archaeological sites from demolition and commercialise the artefacts. Next, the sites' operator should organise more discovery and outdoor activities such as treasure hunt or adventure races or team-building in order to create the tourists intention to recommend and revisit to the sites. Therefore, these few personality traits can be used to promote distinguish LVWHS from other destinations, specifically other archaeological tourism destinations.

Besides that, the results of the study can provide the LVWHS operator specific direction on how to promote to different target market with different personality dimension (Boukus, 2012). Promoting LVWHS in different ways with the aid from personality dimension can grab the attraction from those who have the same personality or characteristic of the site (Farhat and Mustafa, 2011; Stokburger-Sauer, 2011; Usakli and Bologlu, 2011). For instance, the ruggedness dimension is able to attract the tourists who like to explore and escape. Hence, the strategies can be useful in attracting the different type of tourists and hence help in enhancing tourist image by using personality dimension and bring economic impact to tourism operators and local community. Other than that, the targeted strategies can also be used to attract groups that have keen interest to preserve the site for instance those who hold the personality traits like reliable and confident.

The present study, like any other studies, has its own limitation to be addressed and acknowledged before making any generalisation. The limitations are sometimes unavoidable due to time and resources constrain. First and foremost, in the present study, there is only one archaeological tourism destination used as the study's unit of analysis for this study. The findings are thus not generalisable to the other archaeological sites. The second limitation pertains to the time period when the respondents were surveyed. The researcher collects the data from March until May of 2013. This may result in seasonal bias because only those who visit LVWHS during that particular period are taken into this study. Future research can include other archaeological tourism destinations in the study, for instance, Bujang Valley that is located in Kedah, Malaysia. This destination also received a lot of visit and interests from tourists around the world. By adding this, it will provide more robust data into the result of the findings. Last but not least, the researcher welcome other researchers to use the modified destination personality scale in other archaeological sites to test for its robustness. Even though different archaeological site has its own personality or characteristic, we can look at similar dimensions that are applicable to archaeological sites. Therefore, a specific destination personality dimension can be used to archaeological site and

differentiation between each archaeological site can be created through different personalities.

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