The Influences of City Personality on Purchase Intention and Travel Intention: A Study of Chiang Mai, Thailand

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ABSTRACT

As city personality is a relatively new topic in marketing, there has not been much research in this area. City personality reflects human personality traits associated with a city. The aim of this research is to study the city personality of Chiang Mai, an important city in Thailand, and its influences on purchase intention and travel intention. A survey conducted with 308 samples identifies new-generation and favorability as the distinctive city personality dimensions of Chiang Mai. Results from structural equation modeling (SEM) reveal impacts of three dimensions of city personality on purchase intention: positive impact of the new-generation and the favorability dimensions and negative one of the roughness dimension. Travel intention, on the other hand, is influenced by only two dimensions: new-generation positively and roughness negatively. The results of this study provide guidelines for developing appropriate city personality. That is, new-generation should be the focal dimension as it positively influences both purchase intention and travel intention. Moreover, a city should attempt to reduce the perception of the roughness dimension as it unfavorably influences the two dependent outcomes.

1. INTRODUCTION

City personality, or the use of human personality traits to describe a city [1], is a relatively new topic in marketing. As a result, relatively few studies in city personality and its influences on consumer behaviors exist [2]-[4]. City personality has become a more important construct because many cities these days compete to attract more tourists through the use of several marketing strategies that are related to city personality. These strategies include, for example, the building and the communication of city image to the target audience, thus resulting in the treatment of city as a brand [5].

The construct of city personality can be employed to communicate how a particular city is similar to or different from others, making it a valuable marketing tool in a competitive environment [6]. In this sense, a city can create the desired personality in a similar manner used by a marketer to create brand personality for traditional branded products [2], [7]. However, the creation of city personality should also take the impacts of each personality dimension into consideration as different dimensions may exert different influences [8]-[10].

Literature suggests that city personality may influence purchase intention and travel intention. For example, the responsibility and the emotionality personality dimension have been found to positively influence travel intention [10].

In contrast, the professionalism and the domesticity/emotionality personality dimensions have been found to negatively impact purchase intention of city-related products [11]. In other words, city personality may possess both positive and negative dimensions. It is noteworthy that this quality of city personality distinguishes it from brand personality of traditional products where only positive personality dimensions prevail [12]. Moreover, a given dimension may exhibit different impacts on purchase intention and travel intention. Hence, there should be a study specifically designed to examine the influences of each dimension of city personality on tourist behaviors.

Based on a literature review in city personality, the researchers found that studies conducted by Matzler et al [10] and Toldos-Romero and Orozco-Gomez [11] adopted a brand personality scale developed by Aaker [12] and another developed by Geuens, Weijters, and De Wulf [13] respectively to examine city personality. These two brand personality scales, nevertheless, were originally developed to study traditional branded products. Since a city and a brand of traditional products are different, the use of traditional brand personality scale to measure city personality may not be ideal [14]-[16]. Although there are studies reporting the influences of city personality on purchase intention and travel intention, those results may not truly reflect the impacts of "city personality". In an attempt

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to fill the research gap, the present study aims to explore the impacts of city personality using a city personality scale developed specifically for the city context. By doing so, the impacts of city personality on purchase intention and travel intention can be better measured and thus provide more accurate findings.

Chiang Mai is an important city in Thailand with unique culture, tradition, and nature. It has high potential for attracting tourists as it covers nine areas of tourism resources: golfing, wedding, health and beauty, ecotourism, religion, food, OTOP (One-Tambon [Subdistrict]-One-Product) products, community-based tourism, and finally, theme and trend in tourism [17]. In 2020, it ranked second in Asia and fourth in the world for best cities for tourism [18]. As a result, the present study selects Chiang Mai as its city of interest.

The aim of the present study is to uncover the city personality of Chiang Mai as well as the impacts of each dimension of city personality on purchase intention and travel intention. This could lead to useful marketing guidelines for the better promotion and communication of Chiang Mai's city personality. Further, the results could contribute to the personality creation for local products such as cultural products made by hill tribes in Chiang Mai, resulting in ethnic identity creation as well as income generation.

2. LITERATURE REVIEW

Reviews of literature in city personality, purchase intention, and travel intention provide a theoretical foundation for this study.

2.1 City Personality

City personality refers to the application of human personality traits in describing a city as if it were a human being [15]. Personality traits are reflected in the consistent and frequent expression of thoughts, feelings, and behaviors [19]. In this regard, dimensions of city personality traits may facilitate tourists' awareness and impression when they think of a certain city [20].

The concept of city personality is related to that of brand personality as the latter is derived from the association of human personality traits with a brand while the former focuses on such an association, but with a city instead. City personality could be created by different organizations, including government agencies and tourism promotion organizations. Furthermore, city personality could be derived from complicated and uncontrollable factors, including city's population density, as well as accident and crime rates, and tourists' experience with that city [21]. In addition, different groups of tourists may differently perceive city personality of a given city.

Because city personality could be attributed to several factors, not just from the effort of the relevant organizations-in-charge, city personality is more diversified and different

from traditional brand personality. Typical brand personality scales such as that developed by Aaker [12] may not be ideal when used in the city context [2]. For this reason, the measurement of city personality by a scale different from those of traditional brand personality is deemed necessary [22].

There are a number of studies specifically intended to develop a city personality scale. For example, Kim and Lee's [23] study reported that city personality was composed of three dimensions including excitement, sincerity, and sophistication. Lee and Suh [24] reported five dimensions of city personality: sincerity, excitement, technology, high-class, and femininity.

Different city personality dimensions across studies may emerge, in part, from the use of focal cities based on the popularity of those cities without proper theoretical rationale and the exclusive use of exploratory factor analysis. In order to mitigate such limitations, a study conducted by Amatyakul and Polyorat [21] develops a city personality scale by selecting its focal cities based on the theoretical framework of utilitarianism and hedonism [12] and conducting both exploratory and confirmatory factor analyses to derive the city personality scale particularly for the city context.

Their results reveal three dimensions of city personality that comprises 25 items in total.

1) The favorability dimension refers to the extent to which a city is liked or approved of as a friend. This dimension reflects the positive quality of a city and is composed of 10 personality traits: polite, simple, sufficient, natural, original, environment-friendly, warm, sincere, friendly, and good-natured.

2) The roughness dimension refers to the extent to which a city is not pleasant or lacks for gentleness. This dimension reflects the negative quality of a city and is composed of 10 personality traits: rugged, rough, untidy, unlovely, untrust-worthy, stressful, aggressive, husky, savage, and scary.

3) The new-generation reflects the extent to which a city possesses the characteristics that facilitate or are conducive to the novel creation or invention especially in the context of younger people. This dimension reflects the positive quality of a city and is composed of 5 personality traits: open-minded, exciting, cheerful, tasteful, and active.

The scale is suggested to be generalizable as it includes personality traits theoretically drawn from three city groups: utilitarian cities, hedonic cities, and utilitarian/hedonic cities. As a result, the derived personality traits appear to cover a wide range of cities. Moreover, the scale is composed of both positive and negative items, thereby being consistent with the findings of Kaplan et al [2] and Ahmad et al [22] which reported the negative dimension of malignancy. Finally, this scale is found to be valid and reliable based on psychometric properties.

2.2 Purchase Intention

Purchase intention is a marketing construct used to study the tourist's buying behaviors [25]. Purchase intention is a step in buying behaviors which occurs after tourists consider that the brand is likely to satisfy their needs [26]-[27]. Nevertheless, marketers can encourage tourists to buy more than what they originally need or to consume more than the utilitarian benefits of the product by proposing extra meaning attached to the brand [28].

Consumption is partially caused by symbolic needs which could be created through the use of brand personality [29] as it is capable of creating meanings for brands and consumption. For example, Wang et al [8] and Saeida et al [9] studies reveal that brand personality influenced purchase intention in China and Iran, respectively.

Furthermore, each dimension of brand personality may have different impacts on purchase intention. Some are positive while others negative. For example, Lee and Kang [30] found that the sincerity and the cuteness dimensions positively affected purchase intention while the excitement and the strength dimensions had a negative influence. Similarly, Toldos-Romero and Orozco-Gomez [11] reported not only the negative impacts of the domesticity/emotionality and the professionalism dimensions, but also the positive impacts of the hipness/vivacity, the sophistication, the success, and the sincerity dimensions.

To conclude, only certain dimensions of city personality may be suitable for city marketing because other dimensions may possess a negative influence and thus reduce the tourists' purchase intention. Due to the possibilities of both positive and negative impacts, the current study aims to investigate how each dimension of city personality may influence this dependent outcome.

2.3 Travel Intention

Travel intention has attracted interests in tourism research, especially when a place or a tourist destination is studied as a brand [31]. Current topics in this area include, for example, why visiting a shopping center [32], impacts of casino image on visit intention [33], and relationships between image congruence, tourist satisfaction and intention to revisit [34].

Research treating a place as a brand generally proposes that destination images may influence travel intention. That is, the positive image encourages tourists to visit that place, especially when tourists lack proper knowledge regarding the place [31], [35]-[37]. However, there are not many studies focusing on the impacts of place personality on travel intention. Moreover, the existing studies measured place personalities with traditional brand personality scales which may not be ideal.

For example, a study by Matzler et al [10] adopted the typical brand personality dimensions originally developed by Geuens et al [13] to examine the impact of place personality. Their results indicate that four place personalities dimensions (i.e., responsible, confident, simple, and emotional) influenced travel intention. Next, a study by Usaki and Baloglu [6] indicated that four dimensions of place personality (i.e., fun, sophistication, competence, and sincerity) influenced revisit intention. However, relatively few studies have measured place personalities with a scale designed specifically for this purpose and thus may not fully or appropriately explain the impacts of place personality on tourists' travel intention.

To fill the literature gap, this research article therefore adopts a scale developed specifically to measure city personality so that the influences of city personality on this dependent outcome can be better measured, which will clarify the relationships between the relevant constructs.

2.4 Hypothesis Development

The favorability dimension which reflects the degree to which a city is positively viewed and approved of as a friend could exert influence on purchase intention and travel intention for a particular city because being able to trust a city or a product as a friend is important [26]. The city personality traits including polite, simple, sufficient, natural, original, environment-friendly, warm, sincere, friendly, and good-natured are likely to persuade tourists to be interested in a city, admire the city, feel relieved and trust the city. As a result, tourists may want to know more about the city and have more experiences with the city that exhibits this set of characteristics.

In contrast, for the city personality dimension of roughness, this negative aspect of the city is likely to discourage potential tourists from making a trip to the city or purchasing the city-related products. The city personality traits of rough, untidy, unlovely, untrust-worthy, stressful, aggressive, husky, savage, and scary may elicit the image of overcrowded slum, frequent crime and accidents, and other undesired perception [1], resulting in less purchase intention and travel intention.

Regarding the new-generation dimension, the city personality traits of open-minded, exciting, cheerful, tasteful, and active are likely to draw tourists' attention to a particular city. They may want to explore and try new things in the city. The stimulation and fulfillment offered through this perception is thus expected to positively influence purchase intention and travel intention similar to those engendered by other positive city personality dimensions [38, 39].

In summary, favorability and new-generation, which are the two dimensions which exhibit positive qualities, are expected to positively influence purchase intention of the city-related products and travel intention to visit that city. Roughness, in contrast, is expected to negatively influence these two dependent variables. Based on this discussion, 3 sets of hypotheses are offered.

H1: The favorability dimension of city personality positively influences (a) purchase intention and (b) travel intention.

H2: The roughness dimension of city personality negatively influences (a) purchase intention and (b) travel intention.

H3: The new-generation dimension of city personality positively influences (a) purchase intention and (b) travel intention.

3. METHODOLOGY

3.1 Research Sample

Students were selected as the study sample because they (vs. non-student sample) were more likely to put effort and thus provide higher quality data [40]. In addition, students represented big, important target market [41]. Numerous studies thus examined students as consumers [42]-[44].

Regarding the sampling method, although probability sampling is theoretically appropriate [45], it is practically difficult to obtain the name list of the whole student population in Thailand. Due to the practicality issue and budget constraints, this research opted for purposive sampling where questionnaires were distributed to collect data with students who were willing and able to provide complete data.

The questionnaires were distributed to a sample of 329 students from a major northeastern university in Thailand. After the incomplete data were removed, 308 valid questionnaires remained for further analysis. Tabachnick and Fidell [46] and Silpcharu [47] indicated that the sample size appropriate for structural equation modeling (SEM) should not be lower than 300. In addition, Hair, Black, Babin, and Anderson [45] suggested that for a model with seven latent variables or fewer, the sample size should be 100 - 300 and this study had five latent variables.

3.2 Research Instrument

The questionnaire was composed of four sections: city personality, purchase intention, travel intention, and demographics.

3.3 Variable Measurement

This research had five latent variables including three dimensions of city personality (favorability, roughness, and new-generation), purchase intention, and travel intention.

City personality was measured with a scale developed by Amatyakul and Polyorat [21] to specifically measure city personality. The 25-item scale was composed of three dimensions including favorability (10-items: e.g., sincere and warm), roughness (10-items: e.g., rough and scary), and new-generation (5-items: e.g., open-mined and exciting). The scale was in a 5-point Likert type where 1= not at all descriptive and 5 = very descriptive. As this city personality scale was originally developed in a 5-point scale [21] and

the seminal and most-widely used brand personality scale by Aaker [12] also employed a 5-point scale format, the present study thus kept using this format to make it consistent with the literature in this field. This city personality scale was reported to be reliable and valid. That is, the Cronbach's alpha of each personality dimension ranged from 0.72 to 0.87. The composite reliabilities of each dimension ranged from 0.83 to 0.91. The test-retest reliability was 0.71. The convergent validity was evidenced with AVEs ranging from 0.51 to 0.63. Discriminant validity was judged from the squared root values of AVEs ranging from 0.71 to 0.79 while the inter-dimension relations ranged from -0.006 to -0.398.

Purchase intention reflected the idea that those with high purchase intention should also intend to pay [27]. Therefore, the purchase intention scale by Barber et al [27] is closer to actual purchase than other scales. This construct was measured with a 4-item (e.g., I plan on purchasing Chiang Mai products), 5-point Likert-type scale where 1= very unlikely and 5 = very likely. The Cronbach's alpha of 0.87, composite reliability of 0.88 and factor loadings of 0.80-0.91 were reported, thus suggesting the scale reliability and validity.

Travel intention was measured with Matzler et al's [10] 3-item (e.g., I intend to travel to Chiang Mai), 5-point Likert type scale where 1=strongly disagree and 5=strongly agree. The Cronbach's alpha of 0.84, composite reliability of 0.90 and factor loadings of 0.86-0.88 were reported, therefore suggesting the scale reliability and validity. Matzler et al [10] also used this scale to study the impacts of Aaker's [12] brand personality dimensions on travel intention, so this scale was adopted for the current study.

4. RESULT

Data were analyzed with percentage, means, standard deviation, and SEM using the *AMOS* software.

4.1 Demographics

There was a roughly equal percentage of male (50.2%) and female (49.8%) with the mean age of 20.06 years old. As this study used student sample, the mean age was not so high as that from general population.

4.2 Confirmatory factor analysis

Confirmatory factor analysis (CFA) was used to assess the quality of the city personality scale, purchase intention and travel intention. The results reveal that the empirical data fit the model as displayed in Table1.

Personality traits with the highest mean value was cheerful (M=4.26), followed by exciting (M=4.13) and active (M=4.13). All these three items belonged to the new-generation dimension. Personality traits with the two lowest mean values were unlovely (M=1.60) and aggressive (M=1.62), both of which were in the roughness dimension. Regarding the means of the personality dimensions, new-

generation (M=4.10) was the dimension with the highest mean score, followed by favorability (M=4.02) and roughness (M=1.71) respectively. The mean details are displayed in Table2. The means of city personality were computed from scale items in the section 1 of the questionnaire, while the means of purchase intention and travel intention were computed from scale items in the section 2 and the section 3, respectively.

Table 1. Result of the Values of Goodness-of-Fit

Construct	Chi-square /df (<3)	GFI (>0.9)	NFI (>0.9)	IFI (>0.9)	TLI (>0.9)	CFI (>0.9)	RMSEA (<0.08)	SRMR (<0.08)
Favorability	2.567	0.952	0.946	0.966	0.952	0.966	0.069	0.035
Roughness	2.720	0.947	0.947	0.966	0.956	0.965	0.072	0.033
New-generation	2.567	0.952	0.946	0.966	0.952	0.966	0.069	0.035
Purchase intention	2.221	0.996	0.997	0.998	0.990	0.998	0.063	0.107
Travel intention	1.889	0.996	0.996	0.998	0.994	0.998	0.054	0.103

To assess the reliabilities of the dependent measures, their C.R.s were 0.80 and 0.75 respectively for the purchase intention scale and travel intention scale while their Cronbach's alphas were 0.88 and 0.87 respectively. As these values were higher than 0.70, the scales were regarded reliable.

4.3 Impacts of City Personality on Purchase Intention and Travel Intention

The results of data analysis through SEM are provided in Table3. The model appeared to be reasonably acceptable from three aspects. First, the relative chi-square (chi-square/df) was lower than 3. Next, the conventional fit indices including GFI, NFI, IFI, TLI, and CFI were higher than 0.9. Finally, the error estimate indices including RMSEA and SRMR were lower than 0.08.

As displayed in Figure1, the standardized beta coefficients indicated both positive and negative impacts of city personality. That is, the favorability and the new-generation dimensions positively influenced purchase intention while only the new-generation dimension positively influenced travel intention. On the other hand, the roughness dimension negatively influenced both types of intentions. Furthermore, the relative impacts of each city personality dimension on purchase intention in the descending order were new-generation (0.41), roughness (-0.27), and favorability (0.234), altogether explaining 69% of the variance of the dependent variable. As for travel intention, the relative impacts of each city personality dimension in the descending order were new-generation (0.50), and roughness (-0.43), altogether explaining 74 % of the variance of this dependent variable.

5. DISCUSSION

5.1 Impacts of City Personality on Purchase Intention

In terms of its impacts on purchase intention, city personality dimensions can be divided into two categories: those with a positive impact (new-generation and favorability) and with a negative impact (roughness). As new-generation is the major influencing dimension for purchase intention, this dimension of city personality should be primarily built and communicated for the city to better encourage purchases of local or city-related products. For example, marketing communication could be used to convey the city characteristics of being open-minded, tasteful, active, exciting, and cheerful as these are the traits leading to the new-generation image. Among these traits, cheerful, active, and exciting may be the focal traits as their mean scores (Table2) are the highest in this dimension. It is also noteworthy that the score of the new generation dimension is higher than those of the other two dimensions. Based on this finding, it thus implies that Chiang Mai products has high selling potential for tourists who look for tourism products that involve physical movement. Adventurous sports or extreme sports such as trekking, rock climbing, mountain biking and zipline may fit this city personality dimension especially in terms of being cheerful, active and exciting.

The favorability is the next dimension to be built so as to boost the selling of city-related products. This personality is consistent with Kotler, Kartajaya, and Setiawan's [26] argument that a good brand must be capable of building trust so that consumers can trust a brand as a friend. This expected friendship may include the impression that one party is deemed favourable by the other. That is, tourists are more likely to recommend the brand to others when they trust the brand. As a consequence, the favorability dimension can lead to product purchases and recommendations. Based on the mean scores in Table2, simple, good-natured, and friendly could be paid special attention as they are the highest in this dimension.

Table 2. Results of SEM

Construct	observed variable	mean	SD	t value	loading	error
f1: favorability	-	4.02	0.84	-	-	-
	x1: natural	3.98	0.78	-	0.66	0.44
	x2: environment- friendly	3.92	0.79	12.992	0.72	0.52
	x3: sincere	4.08	0.94	10.236	0.68	0.46
	x4: simple	4.09	0.85	10.664	0.71	0.50
	x5: original	4.05	0.85	9.418	0.61	0.37
	x6: warm	3.94	0.82	10.289	0.68	0.46
	x7: sufficient	3.94	0.88	11.172	0.75	0.56
	x8: polite	3.99	0.86	10.926	0.73	0.53
	x9: good-natured	4.09	0.86	9.271	0.60	0.36
	x10: friendly	4.09	0.80	9.317	0.60	0.37
f2: roughness	-	1.71	0.81	-	-	-
	x11: untidy	1.73	0.82	-	0.72	0.52
	x12: rough	1.66	0.78	13.359	0.79	0.62
	x13: scary	1.67	0.88	12.593	0.74	0.55
	x14: unlovely	1.60	0.73	12.047	0.71	0.51
	x15: aggressive	1.62	0.76	12.293	0.73	0.53
	x16: untrust-worthy	1.79	0.90	12.468	0.74	0.54
	x17: rugged	1.76	0.78	12.183	0.72	0.52
	x18: savage	1.63	0.85	13.405	0.79	0.63
	x19: husky	1.73	0.72	11.708	0.89	0.48
	x20: stressful	1.88	0.85	12.167	0.72	0.52
f3: new-generation	-	4.10	0.81	-	-	-
	x21: open-minded	3.97	0.70	-	0.62	0.38
	x22: tasteful	4.02	0.79	8.822	0.76	0.58
	x23: active	4.13	0.88	8.378	0.73	0.53
	x24: exciting	4.13	0.89	9.038	0.74	0.54
	x25: cheerful	4.26	0.80	8.693	0.68	0.46
f4: purchase intention	y1: I intend to try Chiang Mai products.	3.84	0.727	-	0.80	0.64
	y2: I plan on purchsing Chiang Mai products.	3.95	0.983	13.494	0.76	0.58
	y3: I am interested in buying Chiang Mai products.	4.11	0.958	14.462	0.90	0.81
	y4: I decide to buy Chiang Mai products.	4.02	1.015	14.920	0.85	0.73
f5: travel intention	y5: I can imagine making a trip to Chiang Mai.	4.07	0.704	-	0.74	0.54
	y6: I already thought about tgoing to Chiang Mai.	4.27	0.875	14.230	0.83	0.69
	y7: I intend to travel to Chiang Mai.	4.33	0.901	14.313	0.90	0.82

Table 3. Model Fit from SEM

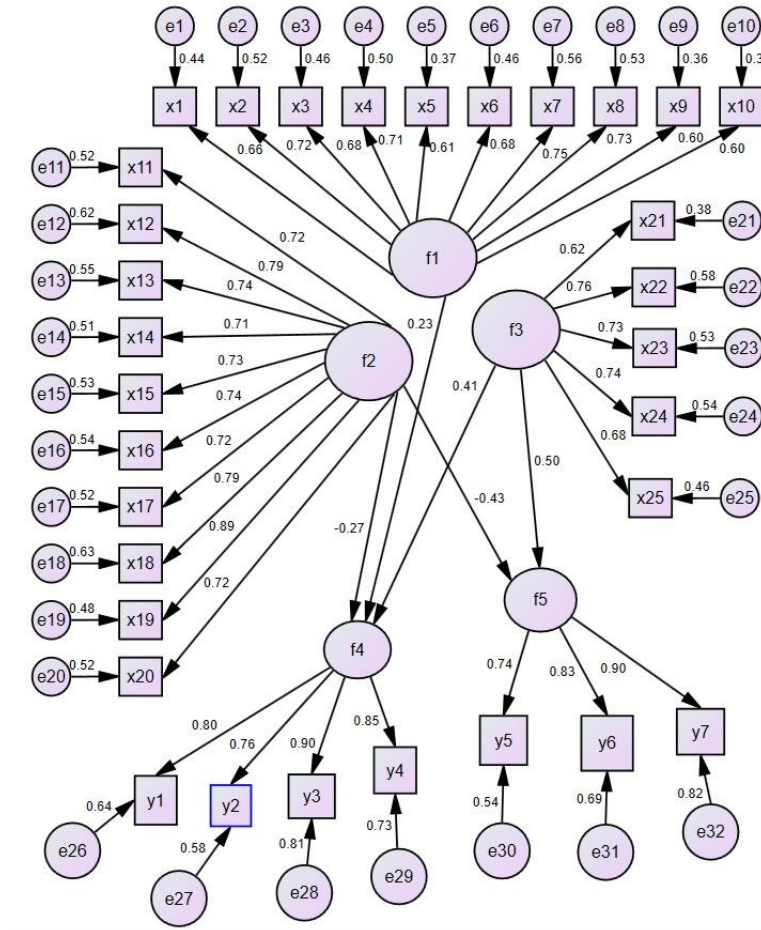| Fit indices	Chi-square /df (<3)	GFI (>0.9)	NFI (>0.9)	IFI (>0.9)	TLI (>0.9)	CFI (>0.9)	RMSEA (<0.08)	SRMR (<0.08)
Results	1.492	0.892	0.907	0.967	0.962	0.967	0.039	0.041

Fig. 1. Result of SEM.

Regarding the roughness dimension which has a negative influence, the more a city possesses this personality, the less purchase intention tourists have for the city-related products. This finding is consistent with Seimiene and Jankovic [38] and Mishra et al [39] who argued that positive personality would positively influence purchase intention while the reverse would be true for negative personality.

Furthermore, our findings may suggest the association between city personality and brand personality. In this sense, a city-related product may possess the personality similar to the personality of that city. As a consequence, if a city possesses negative personality, the city-related brand may be deemed negative, too. Hence, a city with roughness personality may cause its product to look undesirably rough as well. In this sense, the personality traits of stressful and untrustworthy may be the first targets to eliminate or

suppress as they have the highest mean score for this dimension (Table2).

5.2 Impacts of City Personality on Travel Intention

City personality influencing travel intention can also be categorized into two: that with positive (i.e., new-generation) and negative (i.e., roughness) impacts. The current research results suggest that, according to the direction and magnitude of the impacts, new-generation should be the primary dimension of city personality for the promotion of travel and tourism in the city. This could be accomplished through the communication of open-minded, tasteful, active, exciting, and cheerful images or aspects of the city to make an impression of new-generation personality for the city among tourists. On the other hand, care should be given to reduce or eliminate the roughness

personality which is composed of untidy, rough, scary, unlovely, aggressive, untrustworthy, rugged, savage, husky, and stressful traits, so as to prevent tourists from having an impression of this personality.

The finding of the new-generation personality attracting travellers is also in line with Isarapakdee [48] and American Express New Release [49] who argued that a brand with adventurer personality may attract travellers and tourists. In this regard, both the new-generation and the adventurer personalities share certain personality traits in common, that is, exciting and active. Therefore, these two personality traits may drive travel interest and intention, leading to the positive influence of the new-generation dimension on travel intention.

The city personality of new-generation may be particularly relevant with a certain type of tourists. For example, "explorers" are those who travel independently and do not use the service of a travel agency as in the case of typical tourists engaging in mass tourism. Moreover, explorers tend to avoid popular tourist attractions [50]. Several studies report that this group of tourists is adventurous, self-confident, and risk-taking. In addition, they love freedom and enjoy new tourist attractions and activities [49]-[51]. Hence, the new-generation personality traits (i.e., exciting and active) may be congruent with the explorers' travel behaviours. Travel to new, less frequently visited places could cause excitement or alert with novel places and activities. As a result, explorer tourists may want to visit a city with new-generation personality to respond to their actual self. In this regard, Chiang Mai should consider paying special attention to this group of tourists.

Concerning the city personality dimension of roughness which negatively influences travel intention, the impact (based on the beta coefficients) of this dimension is stronger for the travel intention than the purchase intention. This finding might suggest that in the case of a city with negative personality, people may feel stronger toward the avoidance of the city as a tourist destination, compared to the avoidance of purchases of the city-related products as the latter is possible without actually visiting that city. This means that the roughness city personality is more harmful to the city in terms of tourism than goods production. This may sound surprising at first. Normally, when tourists are not interested in traveling to that city, they will be less likely to purchase the city-related products. However, purchases of city-related products remain possible through other distribution channels without the need to be physically present in that city. For example, online purchases and the availability of the city-related products in other cities may lead to this possibility. Therefore, the relative impacts of the roughness dimensions on these two behaviours outcomes may differ.

There is one personality dimension, favorability, which does not influence travel tourism, yet it does so for purchase intention. The means of the new-generation and the favorability dimensions are relatively high and close to each other, at 4.10 and 4.02 (from the 5-point scale) respectively. For this reason, Chiang Mai could be viewed as possessing two distinctive city personality dimensions. Normally, when the new-generation dimension has a significant impact of travel intention, the similar impact of the favorability dimension could be expected as well. However, this is not the case for the favorability personality which is the less distinctive out of these two. The failure of the favorability dimension to influence travel intention may be explained by the fact that in the tourism context, tourists may choose only one choice which maximizes the benefits for them [52]. In other words, a city could be better off if it focuses exclusively on the most distinctive city personality dimension. This issue could be a new topic for future research to pursue.

6. CONSLUSION

The present research aims to study the city personality of Chiang Mai and analyze its impacts on purchase intention and travel intention. The results reveal that the distinctive city personality dimensions of Chiang Mai are new-generation and favorability. Purchase intention is most positively influenced by the new-generation dimension, followed by the favorability dimension, yet it is negatively influenced by the roughness dimension. Travel intention is positively influenced by the new-generation dimension and negatively by the roughness dimension while the favorability failed to have an impact on this behavioral outcome.

In terms of managerial contributions, drawing on these findings, city management should consider the promotion of the new-generation personality so that their city will have a more salient personality in this dimension. Special attention may be paid to the tourist attractions or activities that are likely to convey the qualities of being open-minded, tasteful, active, exciting, and cheerful. Examples may include rafting, zip-lining, and elephant-riding. The marketing communication could be especially accomplished through such online channels as the website and Facebook of Tourism Authority of Thailand as well as through various social media of tourism influencers. In addition, the results from the current study are beneficial not only for building city personality for Chiang Mai, but also for other cities. More proper guidelines in city marketing can be drawn to create a positive impact on local economy.

Regarding the theoretical contributions, our research results extend the existing body of knowledge in city personality by providing empirical evidence that city personality is relevant and beneficial to the promotion of city-related or local products such as cultural goods as well as policy formulation for tourism promotion. Specifically, the present study provides supporting evidence for the impact of city personality construct on two important marketing outcomes: purchase intention and travel intention. Furthermore, we propose and document for the

impacts of three city personality dimensions that have received relatively scant attention in the literature:favorability, roughness, and new generation. Next, our results uncover the negative impact as well as the positive impact of city personality. This is in contrast to the literature in traditional brand personality which primarily argues for the positive aspect of brand personality [12]. Finally, the results of this research is likely to reveal a more meaningful and accurate impact of city personality as it employs a city personality scale that has been specifically developed for the city context [21] whereas several city personality studies measured the city personality construct using a scale originally developed for traditional products.

Future research may adopt the approach used in the present research to study the personality of other cities. The data collection from tourists visiting those cities can reveal the tourists' perceptions which could be further used for the promotion of the desirable personality and the reduction of the undesirable personality.

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