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Julia Deckert

The Impact of the Refugee Crisis and Brand Co-Creation by Residents on a Destination

The Case of Munich

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CBS
COPENHAGEN
BUSINESS SCHOOL
HANDELSHØJSKOLEN

Sebastian Zenker

Department of

Marketing

CBS COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN

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	Julia Deckert	

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Abstract

This research aims to shed light on the impact of the current refugee crisis on the touristic image of the destination Munich. Moreover, the role of pro- and anti-refugee activities by residents on possible destination image changes is investigated. The crisis is a current problem, concerning many cities in Europe. The impact of it has been researched in various fields, but not in the tourism sector. Combined with an examination of the importance of local residents for destinations, this paper intends to gain a helpful evaluation of the current situation, and will discuss the impacts of the findings on the communication of the destination.

The research was conducted by means of an online mixed-method survey to test the developed conceptual framework and hypotheses. As the population, the Danish market was chosen, represented by 156 respondents, gathered by the self-selection sampling method. To create a layer of comparison, the method of priming was used. Respondents were randomly assigned to one of three different versions of the survey: version 1 being a neutral presentation of Munich without mentions of the crisis, version 2 covering pro-refugee activities undertaken by the locals, and version 3 focusing on anti-refugee locals and their activities, e.g. the movement PEGIDA. The different versions of the survey were assumed to have the same effect as media coverage would have.

The researcher tested the relation between positive and negative media coverage of Munich's residents in the context of the refugee crisis, and the tourism image of the destination. Furthermore, the tune of the coverage was assumed to impact the key behavioural outcomes, namely Attitude, Purchase Intention, and WOM. Additionally, the researcher tested the mediation effect of the Perceived Image of Munich, as well as the moderation effect of Visitor's Personality.

The research showed no effect on the Image and Key Behavioural Outcomes from coverage of positive activities by locals. Negative coverage influenced WOM and Purchase Intention, as well as the image. No mediation or moderation effect could be found. For destinations this means that local residents do play a major role in the image formation, but only have an impact when presented negatively. Positive activities do not lead to a more positive image of the destination.

Due to the lack of mediation and moderation effects, the author came to the conclusion that the sample was not adequate enough for the research, and results can therefore only be partly mirrored onto the Danish population and the case of Munich. More distinct results are assumed with a more diversified sample, which could be achieved by means of the stratified sampling method.

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1. Introduction

On the current competitive global market, the destination brand is one of the most important and valuable assets for a destination and decides about its rise or fall (Cooper et al., 2008), as it influences for instance the choice of potential tourists to select the destination over another (Baloglu & Mccleary, 1999). The destination, "a well-defined geographical area which is understood by its visitors as a unique entity; with a political and legislative framework for tourism marketing planning" (Buhalis, 2000:98), as well as its branding activities are targeted solely towards tourists, whereas place branding on the other hand in addition to tourists serves a great range of other stakeholders, such as business and industry, residents and workers and export markets (Zenker & Beckmann, 2013b). Due to the link between the two concepts, destination branding can be seen as part of the more general branding of places, which strongly effects the destination (Kerr, 2006).

Due to the complexity of place brands, many aspects influence the awareness and image in the customers' mind (Zenker, 2011).The place images is strongly co-created by locals and their identity (Braun et al., 2013; Freire, 2009), which can either positively add to improve outsiders' perceptions on the place, or contradictory, co-destruct the overall positive image of a place. This struggle between two opposing sites can also currently be noticed in different German destinations effected by the refugee crisis.

"Worldwide, more than 60 million people are on the run", whereby "most refugees seek shelter in their home country or neighbouring countries, but many also in Europe" (Reimann et al., 2016, no page). More than 1.09 million refugees entered Germany in 2015 and up to 350.000 more are expected until the end of 2016 (Murjanah, 2016). This development brings along great changes for many cities, which for instance need to find a solution on how to successfully integrate asylum seekers in their municipality. But not only places are influenced, but also the tourist sector is hit by the crisis, due to the important role of residents, e.g. many German destinations currently undergo great changes as an effect of the refugee crisis. The most significant example is the city of Dresden, located in the old part of Eastern Germany, which had been an attractive and steadily growing tourism destination over the last six years (Gaul, 2016). Dramatic diminution of overnight stays in 2015 have been reported and the city's managers labelled this unfavourable development as the "PEGIDA effect" (ibid). Due to right-wing extremist activities directed towards refugees by the movement PEGIDA, the city's destination image has suffered fatal damages especially concerning the domestic market. Furthermore, also investors and businesses are plunged by the xenophobic development and since many of the activities by refugee-opposites have been covered in the international press foreign target markets are harmed. Currently, the city marketer seeks to develop a strategy on how to communicate a cosmopolitan, open and friendly image for the destination Dresden, to get back to old reputation and image (ibid).

Many researches have addressed crisis management for tourism destinations and suggested possible solutions to save destination images (Avrahm & Ketter, 2008). The current events in

Europe though are a new, unforeseen crisis of unexpected dimensions, which have never been there before. This crisis will have its impacts on various areas – also on tourism. This case study will help to understand the impacts of the crisis on a tourism destination as well as more in detailed deal with how locals contribute to the communicated image. This should provide knowledge valuable for other affected destinations in terms of finding their identity for external communication but also on an internal level, to gather locals to follow one common identity that is helpful for the destination.

As described, the situation in Dresden has widely progressed, while other places still search for their strategy to react on the current developments, as the situation has not reached as drastic effects as in Dresden yet. One relevant case in this regards is the city of Munich, as its location on the German boarder turned it into an important and busy first crossing-point to enter Germany, which generated strongly opposing reactions by locals concerning the arriving refugees (Spiegel Online, 2015; Süddeutsche Zeitung, 2015). "Munich is the 3rd largest city in Germany and the 12th biggest city of the European Union with a population of above 1.5 million" (Payne, 2015, no page). The capital of Bavaria located in Southern Germany is a "major centre of art, advanced technologies, finances, publishing, culture, innovation, education, business and tourism in Germany and Europe and enjoys a very high standard and quality of living" (ibid, no page). Munich is a top-ranked destination for tourism, but also attracts many international talents (ibid). Due to geographical location the Bavarian capital has been a point of entry into Germany, where arrivals peaked in September 2015 with 135.000 refugees (AFP, 2015). Due to the great arrival numbers, the city furthermore dealt as an intersection point, from which asylum seekers have been distributed over Germany, whereby 15.52 % of the asylum seekers in Germany will be received in Bavaria, the second highest rate after North Rhine-Westphalia with 21.21 % (Reimann et al., 2016).

Two strongly opposing sites have developed in Munich during the countless arrivals of refugees in 2015: On one hand, Munich's local community has undertaken utmost impressive voluntary activities in welcoming refugees in a humanely way (Süddeutsche Zeitung, 2015). Locals have provided food and necessities, develop accommodation, while keeping an open welcome-culture (ibid). This is based on the self-concept of Munich's inhabitants "München ist bunt" – Munich is colourful, by which they label themselves as an open, tolerant and international city (München ist bunt! e.V., 2016).

Opposing to this, right wing political movements like PEDIGA (Patriotic Europeans against the Islamization of the West) aggressively oppose a co-existence with foreigners in Germany (Anlauf, 2016). Larger parts of Munich's residents strongly criticize the high levels of immigration by regular protest marches with thousands of followers and racist speeches of right-wing extremists in the city centre of Munich with the goal of closing the borders for refugees (ibid). Most alarming though, is the rising number of attacks directed towards refugees, for example fire raisings with refugee accommodations as the target (Osten & Koch, 2016).

The research will follow up on the development on the recent events and observe their impact on the tourism image of Munich. Denmark occurred thereby as a convenient target marker for this research and was chosen as the case to be observed over a period of time, even though the Scandinavian country does not rank among the key markets of German tourism, as illustrated by the overnight stays in official accommodations in Germany, where Danes only amount to 3.3% of the total visitor numbers in 2015 (Deutsche Zentrale für Tourismus e.V., 2016). The country is politically rather isolated and inland-focused. Thus, it is assumed that data can be gathered, which is comparatively bias-free, due to the fact, that Denmark has one of the lowest rates of incoming refugees caused by the current refugee politics and therefore, Danes will not be as influenced before the research, as other populations as for example Northern Germans would be. Additionally, media coverage about the refugee crisis is lower than for instance in other, more affected countries, which is translated to more uninvolved and therefore neutral Danes.

1.1 Research Question

On the above described situation and problem, the following research question evolved, supported by several sub questions.

How does the current refugee crisis influence the touristic image in the mind of Danish tourists and how do locals contribute to this development? – The case of the destination Munich.

1. How has the current refugee crisis influenced the image of Munich in the mind of Danes and their attitude, and behaviour towards the destination?
2. What role do pro- and contra refugee activities of locals play (place brand co-creation by residents)?
3. What influence have visitor's personality and the perceived image on a possible change of image due to negative media coverage?
4. Should the official Munich destination brand communication include pro-refugee communication (i.e., "Munich is colourful" movement) or does it harm destination brand communication?

1.2 Research Objectives

Following objectives by the author are set to answer the problem formulation.

1. A literature review of existing research concerning place marketing with emphasis on mass media, co-creation and key behavioural outcomes as well as possible influence of perceptions and personality of visitors.
2. Development of a conceptual framework that evaluates the impact of mass media on the image and key behavioural outcomes.
3. Test and analysis of the conceptual framework by means of a mixed-method survey conducted with a sample of the Danish market.

4. Application of the framework on the current refugee crisis to assess its impacts on the tourism destination Munich.
5. Proposition improvement ideas for the local destination management organization to cope with possible image changes.
6. Suggest further improvements of the study for future research.

1.3 Originality and Contribution

Due to the topicality of the problem, only a small variety of research addressed to the current refugee crisis can be found, which points in various directions. Arlt & Wolling (2016) for instance cover the topic from the angle of media perception and relate the attitude people have towards refugees to their perception of media bias, for instance in form of hostile or favourable coverage. Another study by Benert & Beier (2016) deal with the wording of coverage of the refugee crisis and how positive or negative linguistic elements can influence the perception of the readers about the problem. Similar findings are presented by Holt & Lundell (2015), which deal with the often used expression of "Lügenpresse" by PEGIDA, "the message that hegemonic mainstream media conceal or distort information that does not fit the "politically correct" agenda" (p.1), and therefore the media covers the current refugee crisis strongly biased. Furthermore, different researchers broached the issue of a change in political attitudes and the rising popularity of right wing-oriented parties (for instance Kemper, 2015; Rucht, 2016). Additionally, new distinct forms of right wing radicalism and xenophobia are analysed by Saal (2016).

As listed above, various studies have concerned the current refugee crisis and its impact on various areas such as the media and political attitude in Germany. Striking is the lack of tourism-related research in the field. Since tourism is one of the fastest growing economies and one of the main sources of income and employment for cities (UNWTO, 2016), more research concerning the impact of refugees, pro- and anti-movements in cities as well as image changes due to these progresses are needed. Furthermore, as seen with the example of the city Dresden, fascistic movements and xenophobia do seriously harm the development of a city and can discourage various target groups to visit or settle, but what about welcoming and open locals?

This research will follow the case of the tourism destination Munich and its development under the refugee movement and aims to shed light on how the city's image might have changed under current events. Moreover, it describes and explores if activities by locals covered in the media can either support a city's image or harm it. Important to mention is the time frame of the undertaken survey, with was conducted in the period February until May 2016 and was therefore not influenced by the Munich massacre, which occurred in July 2016 (Albert et al., 2016).

1.4 Structure of the Paper

Chapter 1 will introduce the reader to the field of studies as well as the case of Munich. Based on that, the research question and sub questions are developed, which will be explained and elaborated on and delimitations of this research project are presented. The reader is furthermore made acquainted with the structure of the paper.

The next part, Chapter 2, deals with the theoretical foundation. Firstly, various concepts such as place marketing and place brand images are explained and followed by definitions such as mass media coverage, co-creation and citizen engagement. Key behavioural outcomes are set in context with visitor personality as well as the perception of Munich. Furthermore, a conceptual model is presented, which combines the described theories in order to answer the research question.

The Methodology part in Chapter 3 describes the methods used to conduct this research and on how to answer the research question. Topics covered are philosophy of science, research design and survey design as well as the sample presentation.

Continued is this by Chapter 4, which lists and analyses the results of the survey. Thus, in this part of the paper the reader discovers the outcome of the conceptual model.

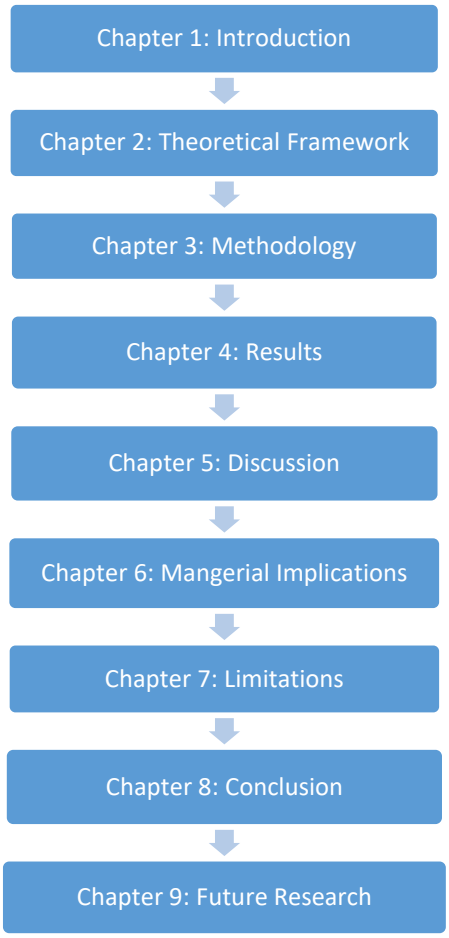

Figure 1: Structure of the Paper

Chapter 5 discusses the findings and sets them in relation to the research question and sub-questions, and furthermore, managerial implications are presented in Chapter 6.

Different limitations of the conducted research will be illustrated in Chapter 7; in Chapter 8, the author summarizes and concludes the findings and discussion. Chapter 9 follows, where future research steps are presented, which are based on insights gained during the author's study process.

2. Theoretical Framework

The following part will introduce the reader to the field of place marketing. Moreover, the various used concepts are explained and the conceptual model is presented.

2.1 Introduction to Place Marketing and Relevant Concepts

Place Marketing

The discipline of place marketing, also labelled as place promotion, is a fairly new concept, even though it dates back to colonial times when newly founded cities tried to attract businesses and settlers (Ward, 1998; Ward & Gold, 1994). Place marketing, the concept which includes marketing of regions, nations and cities (Govers, 2011), was first mentioned and recognized in the academic world in the 1980s, but did not have its breakthrough until the early 2000s; it has been an emerging new discipline in the field of marketing ever since (Lucarelli & Olof Berg, 2011).

Particularly in the last years great importance has been placed on the discipline of place marketing on an international scale by the decision-makers of cities, as a consequence of their wish and significant need to communicate a positive image (Avraham, 2004). Globalization as well as a steadily growing competition between places has increased the importance to "successfully compete for the international status that could assist in attracting conferences, sporting events, entrepreneurs, investors, industries, headquarters and global capital", and most importantly tourists, one of the greatest target groups for cities (Avraham, 2004:471; Seisdedos, 2006).

Braun defines the concept of City Marketing as "the coordinated use of marketing tools supported by a shared customer-oriented philosophy, for creating, delivering, and exchanging urban offerings that have value for the city's customers and the city's community at large" (Braun, 2008). City marketing seeks to "maximize the efficient social and economic functioning of the area concerned, in accordance with whatever wider goals have been established" (Ashworth & Voogd, 1990:41). Important to remember is that a city's customer base does not only consist of tourists, but furthermore a multitude of stakeholders, such as investors, potential and current residents, businesses, and talents (Seisdedos, 2006). Those target groups vary strongly in their perceptions, needs, and wants regarding the city (Zenker, 2011).

Branding and Place Brand Image

First of all, Place Branding aims to reach all target groups, including residents, companies and tourists, while destination branding is solely directed towards incoming tourists (Kerr, 2006). Thus, destination branding is to be viewed as one branch of the various concepts encompassed by the overall umbrella term of place branding (Zenker & Braun, 2010). Due to the importance

of residents in destination branding, both concepts cannot be separated: residents are an essential part of the characteristics of the destination (Freire, 2009), and in turn, the destination brand will influence residents' perception. As defined by Zenker & Braun (2010), and based on Keller's (1993) brand knowledge concept, a place brand is the mental representation of a place in the mind of its consumers – stored in forms of a place associations' network. These brand knowledge networks are thereby build by brand awareness and brand image (Keller, 1993). Having said this, this paper will deal with Munich's destination branding, as well as local's influence and effect on it, thus place branding will be covered as well.

Kotler defines the image of a place as "the sum of beliefs, ideals, and impressions people have toward a certain place" (Kotler et al., 1993:141). Zenker & Braun (2010) identify a brand as "a network of associations in the minds of an individual person" (p. 6), which are- "based on the visual, verbal and behavioural expression of a place, which is embodied through the aims, communication, values and general culture of the place's stakeholders and the overall place design" (Zenker, 2011:40). In other words, branding is the collected activities by marketers "to differentiate a particular offering from competitors" (Medway & Warnaby, 2008:642). On top of the intended communication in form of advertising, logos and slogans, and public relations, the brand image also consists of WOM, both by mass media and city users, as well as the place physics in form of offerings and behaviour (Braun et al., 2014). The brand Munich is formed by intended communication by the DMO, e.g. by means of the webpage and public relations, as well as the incontrollable variable of WOM in the form of the media, which presents the city positively when communicating about "Oktoberfest" or pro-refugee activities, or links the destination to right-wing extremism by negative contributions themed on PEGIDA (ibid). Consumer-originated WOM, are amongst others, shared experiences, opinions and recommendations by city users, e.g. former visitors or residents who might have helped to welcome refugees, or who have experienced PEGIDA marches or have heard about it. Lastly, the place physics of Munich and its behaviour can also change under the current refugee crisis, as the city can appear for instance less safe, more crowded, or more xenophobic due to the residents' actions.

Branding of places is extensively complex and marketers have to face numerous challenges. The multidimensional nature of places results in that they often consist of a bundle of services, which are difficult to communicate with only a few associations (Pike, 2005). Additionally, the heterogeneity of active stakeholders increases the complexity level, as not all follow the same needs and wants for the destination (Pike, 2005). This also leads to the next aspect argued by Pike: the great amount of suppliers for a destination's tourism experience cannot all be controlled by the DMO, so it is unsure if the intended brand promise is delivered by each supplier (ibid).

The image of a place directly influences travel behaviour, and by that the rise or fall of a destination: based on the beliefs and impressions about the place created by traditional advertising communication, WOM and the physical aspects of a place, the potential visitors create an opinion about the destination which is both difficult to change and furthermore has to match to the customer's self-concept and functional needs (Braun et al., 2014; Sirgy & Su, 2000). As said earlier, images can strongly vary between target groups; e.g. the image formed by external target groups is often less detailed and more shallow (Richards and Wilson, 2004; cited in Zenker &

Beckmann, 2013b). Additionally, it is differentiated between the target group's image as well as the image communicated in the mass media (Avrahm & Ketter, 2008). Some research even claims significantly higher importance for the image of a place or destination than the actual reality (Morgan & Pritchard, 1998).

This research aims to shed light on possible image changes due to the impact of mass media coverage of crisis-related activities by residents.

Mass Media Coverage

For this research, the author aimed to influence the participants' opinion to stage a similar effect to that of negative or positive media coverage of residents of Munich in the mass media. The mass media is an important aspect in the formation process of images as they "… along with other factors – have the ability to change the city's position in the growing national and global competition for various resources" and by that crucially affect the city (Avraham, 2000:363).

The reason for this is that for destinations located far away from the consumer, the mass media serves as the main source of information for potential visitors (Kunczik, 1997), as there are typically few to no first-hand sources available for or sought by the consumer (Avraham, 2000). As Munich is situated outside the immediate environment of Danes, it is assumed that mass media is the most essential tool to gather information about the destination. Mass media coverage is characterized by quantity and nature (Avraham, 2000); this research will however only be differentiating between negative, positive, and neutral coverage.

Places in Crisis

As stated by Avraham & Ketter (2008), place images and reputation are formed over years, but only within moments this image can be torn down, and crisis can seriously damage a place image. Unlike many other industries, tourism is highly vulnerable to disruption and crisis for several reasons. First reason stated by Cooper et al. (2008) is the perishable nature of services – if a hotel fails to sell their hotel rooms for one night, the potential revenue from that particular night is lost forever. Another reason is the simultaneous production and consumption of services, which requires tourists to travel to the destination before the services can take place – if guests decide against visiting a certain destination, no services are created at all (ibid). And lastly, a well-operating and welcoming environment is essential for cities, and this can be strongly affected and changed by crisis (ibid). Furthermore, often images do not accurately mirror the reality, but are rather built on stereotypes, which hinder changes and improvements (Avraham & Ketter, 2008; Cooper et al., 2008). Recovering a harmed image is a long-term project with many challenges and high need for resources (Avraham & Ketter, 2008). This increases the importance for city marketers such as Munich's DMO to recognize possible crises and challenges in good time and take action to prevent major damages.

Co-Creation

Another essential concept of places and destinations is co-creation. Many marketers today still focus on the creation of catchy slogans and printed material in order to brand their city (Seisdedos, 2006). In spite of this, place branding is in the process of a massive change, as more and more researchers point to the understanding of city marketing as a philosophy for actions instead of a sole tool (Kavaratzis, 2012; Seisdedos, 2006). This action-centred approach emphasises the importance of stakeholders such as residents, who can magnify the effectiveness of place as well as destination branding, as "they legitimize the brand" and provide a meaning as well as add clarity to the brand (Kavaratzis, 2012:7; Klijn et al., 2012; Seisdedos, 2006).

The destination image is strongly co-created by locals and their identity which can either positively add to improve outsiders' perceptions of the place, or contradictory, co-destruct the overall positive image of a place (Freire, 2009; Hatch & Schultz, 2010). Braun et al. (2013) point out three roles for citizens which cause them to be a crucial part of place branding: firstly they create and add to the brand with their behaviour and characteristics, secondly they have a credible role as ambassadors, and thirdly their influence on politics and with that branding by means of voting power in politics. The power between great ambassadors and locals who destroy the good brand can also currently be noticed in Munich, where on one hand peaceful locals support the current open and multi-ethnical city image by volunteering to help refugees crossing the borders to Munich; and on the other hand, the right-wing movement PEGIDA is threatening this identity by xenophobic propaganda and demonstrations (Spiegel Online, 2015).

Citizen Engagement

When Hanna and Rowely discussed stakeholder engagement, they emphasized that it is "a component of place branding which belongs to the wider brand infrastructure relationship, that together with the physical infrastructure, are the space where the brand really is created" (Hanna and Rowely, 2011). If the residents are not able to identify with the brand and its communication methods chosen by the city's marketers, a lack of recognition, authenticity, acceptance, as well as commitment by the residents is experienced, and the new branding campaign is likely to fail (Aitken & Campelo, 2011). Zenker & Seigis (2012) add that the simple act of asking citizens for their opinion, and by that respecting them as a vital part of the destination, is enough to greatly magnify citizen satisfaction, and this is more effective than focusing on "type of [resident's] participation or [their] satisfaction with… [a particular undertaken] project" (p. 20). Difficulties in engaging all kind of citizen groups are discussed by Richards & Dalbey (2006).

In summary, it is hypothesized that negative press (here a negative stimulus) about place co-destruction (e.g. PEGIDA movements in Munich) would affect the brand associations of potential tourists negatively. On the other hand, positive communication (e.g. a positive stimulus of residents like "Munich is colourful") would affect potential tourists positively. In other words:

H1a: Negative stimulus leads to an increase in negative brand associations.

H1b: Positive stimulus leads to an increase in positive brand associations.

2.2 Key Behavioural Outcomes

The following key behavioural outcomes describe the aims of brand image activities undertaken by a city's marketers.

Purchase Intention

Purchase intention is an important part of the consumer's buying decision process (Keller, 2001). In this stage, the consumer evaluates the service and its alternatives as well as the degree of possible gained satisfaction (ibid). Purchase intention is understood as an effective tool to predict future purchases, and therefore this item evaluates the general willingness and interest in visiting the city of Munich (Ghosh, 1990). If a respondent scores high on purchase intention then a positive attitude towards the destination, interest in the city as well as possible future visits are assumed. Furthermore, a fit with the destination in terms of both self-congruency and functional congruency is evaluated higher than with low purchase intention (Sirgy & Su, 2000).

Attitude

The attitude somebody can have directed towards a place "describes the subjectively perceived suitability of a destination for satisfying a motivation" (Glaesser, 2003:33). This deposition is of either favourable or unfavourable nature. Furthermore "attitudes have been one of the most popular variables used in the consumer behaviour field to try and predict consumer choice behaviour" and it is said that the better the attitude towards a destination, the higher the chances of visiting (Crompton, 1990). Therefore, the item attitude is an essential measurement tool and has been used to elaborate on the respondent's opinion about the destination.

Word-of-Mouth

By definition, Word-of-Mouth (WOM) is "the process that allows consumers to share information and opinions that direct buyers towards and away from specific products, brands, and services" (Litvin et al., 2008:459). Word-of-Mouth is an essential part of city communication, which, together with a) the physical offers and the city's behaviour and b) formal and intended communication by the city's managers, forms a destination's brand image (Braun et al., 2014).
WOM can also be seen as a way of co-creation of a city, where city users and potential customers become an active part in a city's communication and can help the brand to increase purchases and top-of-mind presence. Consequently, negative WOM can ruin a destination, and once the

image is ruined, recovery is difficult and resource-demanding (Ahmed, 1991). Both media and city users communicate a certain opinion about the place, but for this research, the focus lies on WOM by potential visitors and re-visitors. In contrast to the other two above presented brand communication types, WOM is "largely beyond the control of place marketers", and its dynamic and hardly controllable character brings certain problems (Braun et al., 2014:65).

Following two hypotheses deal with the above described concepts:

> *H2: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM.*
>
> *H3: Positive stimulus has positive impact on a) Purchase Intention, b) Attitude and c) WOM.*

2.3 Influencing Factors: Perception of Munich

Cooper et al. (2008) interpret perceptions in the context of tourism "as mental impressions of a destination… [that] are determined by many factors, which include childhood, family, work experience, education, books, television programs and films and promotional images" (p. 43). All those factors are encoded and combined to an individual perception and are the influencer of attitude and behaviour towards the destination (ibid). Understanding visitor perception and its changes and reasons is crucial for destinations; therefore, following aspects are included:

Locals' Hospitality

Locals are the figurehead for cities; they are as mentioned earlier an "integral part of the place brand" and an essential part of the marketing mix of a destination, as they, by means of their behaviour, form the environment of the tourist's experience and "send messages to all other target groups about the city's core values" (Zenker, 2011; Zenker & Erfgen, 2014:227). Freire (2009) furthermore emphasizes the importance of local's friendliness for the destination evaluation by tourists. Welcoming and open residents ensure the reflection of self-same characteristic onto the city's image, and co-create the city's brand, which also Braun et al. (2014) agree on. It is amongst others interesting to explore if closed-off mind-sets by locals in form of right-wing activities opposing entering refugees has a negative impact on the perception of the openness of the destination. The following correlation is assumed: negative stimulus reduces perceived level of Local's Hospitality and diminishes the factors Purchase Intention, Attitude, and WOM. Positive stimulus on the other hand leads to a rise in perceived hospitality, which in turn leads to rising levels of Purchase Intention, Attitude, and WOM. Thus, following hypotheses were developed:

> *H4: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM when mediated by the perception of Local's Friendliness and Openness.*

H5: Positive stimulus has a positive impact on a) Purchase Intention, b) Attitude and c) WOM when mediated by the perception of Local's Friendliness and Openness.

Perceived Safety of the Destination

As said by Avraham & Ketter (2008) "safety is a key issue for economic prosperity, investment and tourism" (p. 203), which makes insights in the target groups' perceived level of safety regarding the destination essential. Dealing with tourism, the intangible construct of safety perception for tourism-related services heavily affects the destination choice beforehand as well as the experience on-site (Cooper et al., 2008). The greater the gap between congruity of perceived safety/risk and personal threshold, the greater the aversion towards a certain destination, as tourists try to reduce their exposure to risk (Cooper et al., 2008). Therefore the potential lack of validity in such risk perceptions of a city are dangerous for city marketers, as the formation of this perception is rarely based on factual data; it is instead formed by a variety of non-factual aspects, such as the individual's self-concept, needs, and subjective perception, and therefore rarely reflects the total reality (Cooper et al., 2008). This leads to the assumption that negative stimulus of locals reduces Perceived Safety and this in turn reduces Purchase Intention, Attitude, and WOM. Positive stimuli on the other hand leads to a rise in Perceived Safety and for this reason, an increase in Purchase Intention, Attitude, and WOM. Thus, it is hypothesized:

H6: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM, when mediated by the Perception of Munich's Safety.

H7: Positive stimulus has a positive impact on a) Purchase Intention, b) Attitude and c) WOM when mediated by the Perception of Munich's Safety.

Crowdedness

Crowdedness at a destination is in the literature often associated with risk perception; Fuchs & Reichel (2006) for instance differentiate between human induced risk and performance risk. Human induced risk defines crowdedness as a factor of danger, equated with terror or political unrest, and people see a large gathering of people as unsecure and uncontrollable (ibid). The latter understanding, performance risk, deals with crowded sites, which harm the overall tourism experience, e.g. through long waiting times, or services that do not live up to the general levels because the facilities are used to maximum capacity (ibid). In this paper crowdedness is crisis-related; instead of understanding it form a service or tourism perspective, crowdedness is equalized with perceived danger due to a large gathering of people.

Assumingly, negative stimulus increases the perceived level of Crowdedness of a destination, which has diminishing effects on Attitude, Purchase Intention, and WOM. Positively stimulated people will perceive the city as less crowded, which leads to increasing Attitude, Purchase Intention, and WOM. This is summed up in the following hypotheses:

H8: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM when mediated by the perception of Munich's Crowdedness.

H9: Positive stimulus has a positive impact on a) Purchase Intention, b) Attitude and c) WOM when mediated by the perception of Munich's Crowdedness.

2.4 Influencing Factors: Visitor's Personality

As discussed above, locals are important users for a destination, but they are not the only ones who have influence on the perceived image and the tourists who do visit – the actual visitors, and their character have a significant influence on the image and association formation (Baloglu & McCleary, 1999; Beckmann & Zenker, 2012). "No two individuals are alike, and differences in attitudes, perception, image, and motivation have an important influence on travel decision", as reported by Cooper et al. (2008:43). Therefore visitors' personality is assumed to regulate how visitors evaluate and handle the destination Munich in relation to the current events and activities by residents under the refugee crisis (Plog, 1974). Different personality traits are presented below.

Need for Security

As illustrated by Maslow's hierarchy of needs, safety is a basic need, which has to be satisfied before other cognitive aspect come into the picture (Maslow, 1970). "The perception of travel-related risk is an image that is based on the likelihood of negative consequences associated with the tourist's decisions/behaviour" (Cooper et al., 2008:279). Furthermore, the nature of services even intensifies the perceived risk of services (ibid). Tourists with a high need for security are less adventurous and travel to safe and familiar destinations (Plog, 1974). In the case of Munich, it is for example interesting to evaluate if the perception of Munich as a safe destination is dependent on the stimuli and on top of that, if the Need for Security of the respondent matters.

H10: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Need for Security.

H11: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c)

Crowdedness of the destination when moderated by a high level of respondent's Need for Security.

Adventurous traveller

Rooted in Plog's Psychographic Classification of Tourists and Travel motivation, the author aimed to shed light on the moderation effect of adventurousness of potential visitors of Munich on the relation between priming and their perception of the city. In his model, Plog classifies groups of travellers based on their behaviour traits; the extremes are ranging from 1. Allocentrics, over 2. Mid-centrics and lastly 3. Psychocentric with decreasing venturesomeness, independence and drive to visit unfamiliar and unusual destinations (ibid). "Tourists' personality characteristics are determinants for travel patterns and preferences" (p. nn), and it is assumed that less adventurous travellers avoid Munich when being negatively primed, thus further perceptions about safety and openness of Munich are diminishing, making positive WOM seem unlikely (Plog, 1974). This is summed up with the hypotheses below:

H12: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Adventurousness.

H13: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Adventurousness.

Respondent's Openness

Besides the travel behaviour, this dimension inspired by Schwartz (1992) allows the author to compare the respondent's general level of openness in contrast to conservatism, for example with regard to other cultural and religious groups or other viewpoints. Further insights into the personal motivations and drivers of the respondent group can therewith be gained. Thus, following hypotheses were developed:

H14: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Openness.

H15: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Openness.

Familiarity

Familiarity with a destination is one of the most important goals of destination marketers, since in order to be able to visit a destination, it has to be in the mind of the potential travellers (Keller, 2001). The higher the level of familiarity with a destination, the greater the knowledge about it as well as the ability to judge the reliability of received information about the destination (Ahmed, 1991; Cooper et al., 2008). It is assumed that respondents with a high level of familiarity with Munich will be less influenced by the negative stimuli, as they already have a strongly predefined image of the city. Still, both negative and positive stimulus in form of media coverage of residents is assumed to have an impact in the respective directions when moderated by Familiarity.

> H16: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Familiarity with the destination.
>
> H17: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Familiarity with the destination.

2.5 The Conceptual Model and Summary of Hypotheses

The conceptual model of this paper is divided into two parts. Firstly, the author aims to understand the impact of positive and negative behaviour of residents in form of mass media stimuli on the general image of a destination, which is based on Braun et al.'s model of Brand Image Formation (2013) and different methods of communication combined with the concept of co-creation amongst others by Hatch & Schultz (2010) and Klijn et al. (2012).

Secondly, the outcome of such change in form of Purchase Intention, Attitude towards the destination, and willingness to give a good Word-of-Mouth (WOM) is analysed by adding components of Baloglu & McCleary's model of destination image formation (1999), such as perceptuale of a place, as well as a more detailed compound of the researchers' aspects of socio-demographics and socio-psychological travel motivations. Based on the above explained theoretical concepts, the conceptual model is depicted in Figure 2 below.

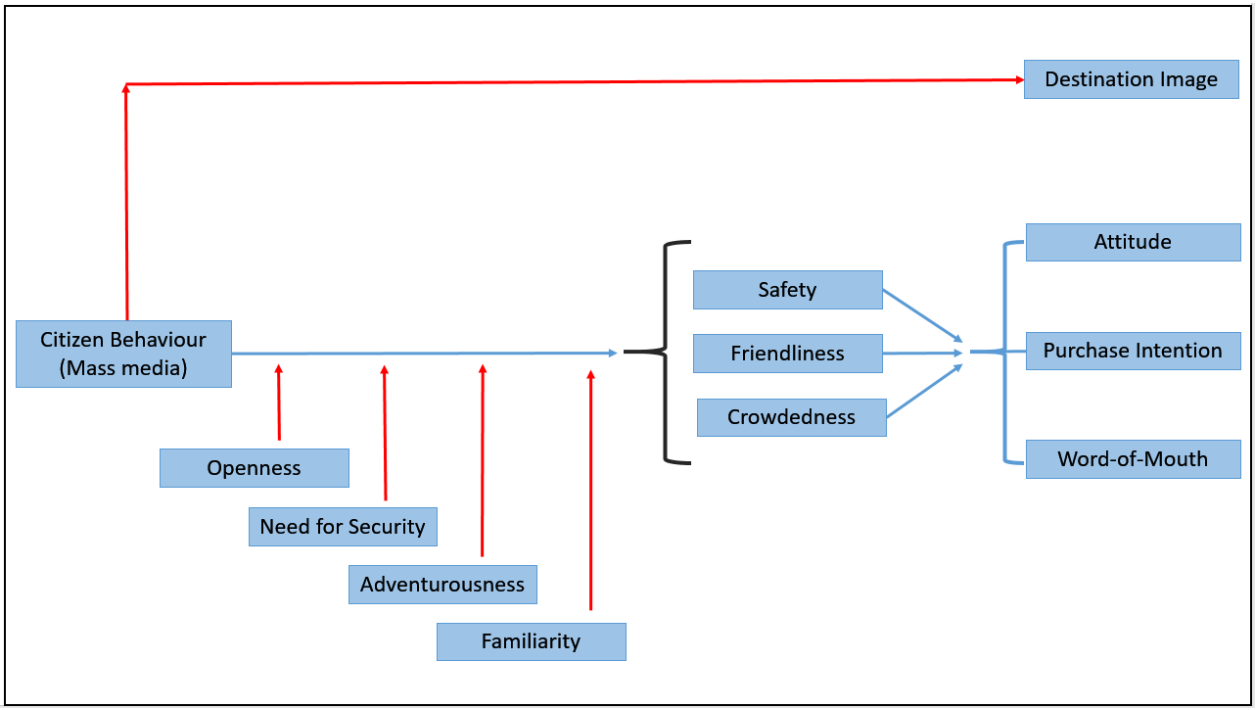

Figure 2: Conceptual Model of the Paper

The already mentioned hypotheses have been developed and are gathered in the conceptual model presented above. The following will provide a list over all hypotheses.

First of all, the effect of the manipulations will be tested on the named brand associations.

H1a: Negative stimulus leads to an increase in negative brand associations.

H1b: Positive stimulus leads to an increase in positive brand associations.

Besides testing the main effect of positive and negative stimuli on the city's image, more detailed effects on the key behavioural outcomes by type of stimuli are tested and mediating variables about the respondent's perception of Munich are added.

H2: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM.

H3: Positive stimulus has positive impact on a) Purchase Intention, b) Attitude and c) WOM.

H4: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM when mediated by the perception of Local's Friendliness and Openness.

H5: Positive stimulus has a positive impact on a) Purchase Intention, b) Attitude and c) WOM, when mediated by the perception of Local's Friendliness and Openness.

H6: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM, when mediated by the perception of Munich's Safety.

H7: Positive stimulus has a positive impact on a) Purchase Intention, b) Attitude and c) WOM, when mediated by the perception of Munich's Safety.

H8: Negative stimulus has a negative impact on a) Purchase Intention, b) Attitude and c) WOM, when mediated by the perception of Munich's Crowdedness.

H9: Positive stimulus has a positive impact on a) Purchase Intention, b) Attitude and c) WOM, when mediated by the perception of Munich's Crowdedness.

Furthermore, the respondent's characteristics will be analysed as a moderator between stimuli and key outcome factors.

H10: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Need for Security.

H11: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Need for Security.

H12: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Adventurousness.

H13: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Adventurousness.

H14: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the destination when moderated by a high level of respondent's Openness.

H15: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Openness.

H16: Negative stimulus has a negative impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a positive effect on c) Crowdedness of the

destination when moderated by a high level of respondent's Familiarity with the destination.

H17: Positive stimulus has an increased positive impact on respondents' perception of a) the Level of Safety, Local's Friendliness and Openness and a negative effect on c) Crowdedness of the destination when moderated by a high level of respondent's Familiarity with the destination.

Summing up, the conceptual model includes the stimulus, image, the self-concept of respondents, their perception on physical characteristics of the destination, and possible outcome. The following part analyses whether the priming has a positive or negative impact on key outcomes, and whether this is influenced by perceptions on place physics. Furthermore, the moderator effect of different behaviour traits of possible visitors is tested by means of perception attributes and key outcomes.

3. Methodology

The research philosophy and design of a project define the research process and both have a crucial effect on the outcome. The applied philosophies and methods for this project will be explained by means of the Research Onion by Saunders et al., which illustrates the different layers of research design (Saunders & Tosey, 2013).

3.1 Philosophy of Science

Philosophies of Science are divided into two major assumptions, the epistemological considerations and ontological considerations (Altinay & Paraskevas, 2008).

Ontological considerations in social constructivism concern the nature of social reality, and make claims about "what kind of social phenomenon do or can exist, the conditions of their existence, and the ways in which they are related" (Blaikie, 2009:92). According to Bryman (2008), this assumption considers whether social entities can be seen as objective or whether they are social constructs affected by social actors and their actions and perception. Reality following the Cautious Realist assumption is an independent interpretation and based on human sense and observation, as amongst others described by Blaikie (2009). For this paper, this emphasizes that the author has to treat the findings with cautions, as they are based on individual interpretation and are therewith possibly exposed to inaccuracy. Furthermore, interpretations are shaped by the individual's experiences and background, which can lead to differences in the final interpretation.

Epistemological considerations deal with "the question of what is (or should be) regarded as acceptable knowledge in a discipline" (Bryman, 2008:13); or, in other words questioning how we know knowledge and how do we evaluate its level of adequateness and legitimation (Blaikie, 2009). Knowledge is generated by means of Falsification, "a process of trial and erroring in which theories are proposed and tested against empirical evidence" (Blaikie, 2009:94). Based on the earlier listed hypotheses and their acceptance or rejection, the researcher gains knowledge about the field of studies, but since the focus lies on falsifying, the correctness of gained knowledge is open for discussion (Blaikie, 2009).

3.2 Research Design

Approach

Research Strategies in the area of Social Science mainly differentiate between main methods: inductive and deductive reasoning (Bryman, 2008).

"The aim of the Deductive Research strategy is to find an explanation for an association between two [existing] concepts by proposing a theory, the relevance of which can be tested" (Blaikie,

2009:85). Following the deductive method, the researcher derives with a hypothesis based on theory, which is tested by means of observations, to confirm the theory by findings of regularities. Inductive Research on the other hand aims to draw "limited generalizations about the distribution of, and patterns of association amongst, observed or measured characteristics of individuals and social phenomenon" (Blaikie, 2009:83). A specific set of data is thereby the starting point, on the basis of which patterns and regularities are established, which form a tentative hypothesis (Trochim, 2006). The knowledge gained through the established hypothesis is mirrored onto the whole population, and used to draw general conclusion or theories based on the observations and measures (Bryman, 2008). For this research, the deductive procedure is chosen.

Strategy: Case Study & Survey

A case study, a research design characterized by "the detailed and intensive analysis of a single case", was chosen as the strategy for this research (Brymann, 2008:691). The unit of analysis for his case is the destination Munich, as already elaborated in the introduction.

As primary data source for this research project, a mixed-method self-completion questionnaire has been chosen, which combines both qualitative and quantitative methods (Field, 2013). "A survey enables the researcher to understand attitudes to a subject, political party or place at a certain time" (Yaziv, 1994, no page). To enable sufficient measurements of a complex construct such as cities Zenker (2011) suggests to combine both methods, as a multi-method approach increases benefits and offsets or minimizes the disadvantages of the method. He furthermore claims that quantitative data "only exposes parts of the place identity (place physics), but cannot lead to a satisfactory understanding of a place brand, based on the definition of a brand as a mental representation in the individual persons' mind" (p. 48). Therefore, all in all, mixed methods are chosen as they provide more comprehensive evidence of the researched topic. The following part will explain the quantitative and qualitative methods of the primary data collection.

Qualitative Primary Data – Collection of Associations

The developed survey consists of open-ended, unstructured questions about brand association, following the qualitative approach, which leads to a more detailed understanding as according to Kavaratzis et al. (2015), it "can allow the researcher to explore unique [and unexpected] associations within a city or brand" (p. 217) due to its free and unbiased outcome. The great amount of unstructured data on the other hand also has its downsides, as it is more difficult to compare qualitative data sets and processing the data is more time-consuming. Inspired by the advanced Brand Concept mapping technique by Schnittka et al. (2012) based on John et al. (2006), the author aimed to gather insights into the Danish market by means of brand associations and their valuation and importance concerning the destination Munich. Time restrictions and the scope of the project resulted in the author deciding against the detailed and time-consuming method via in-depth interviews, and instead the main ideas were translated into an online

questionnaire. The empirical analysis aims to analyse and compare the effects of the priming. For that, the participants are asked for five individual top-of-mind associations concerning the city of Munich. The question "When you think of Munich, what comes first to your mind?" was used, which is adapted from John et al. (2006).

Quantitative Primary Data – Evaluation of Associations and the Conceptual Model

Quantitative methods, in contrast to qualitative methods, enable direct comparison between different sets of results; adversely, however the outcome is highly biased by the researcher, the standardized set of questions asked, and the ready-made answers (Kavaratzis et al., 2015). Therefore, one of the disadvantages is the limitation of the outcome due to the nature of asked questions.

The respondents were requested to evaluate the above described associations by means of their importance and valence, as recommended by Zenker (2011). Statements "This association is positive" and "This association is important for my decision to visit the city of Munich" adapted from Schnittka et al. (2012) were measured on a 10 point-likert-scale to evaluate the favourability of named associations as well as their importance regarding the purchase decision.

Also all other measured items in this research used a 10 point-likert-scale, and it was chosen to rate the application of all statements with 1 being "I totally disagree" and 10 "I fully agree". Schnittka et al. (2012) suggests that contrary to scales with an uneven number of options, e.g. 7, an even scale provides a more distinct picture of the of attitude of the given answers, as the lack of an average value forces the respondents to take a side instead of selecting a neutral middle option.

By means of the second part survey, the author "tries to assess the perceptual/cognitive and affective components of the place" to gain understanding about the respondent's "perception and intentions" (Avrahm & Ketter, 2008:22). The statements presented in Table 1 were used to measure the concepts tested by means of the hypotheses presented in the Theory chapter.

To measure the impact of the stimuli on different tested statements and their connection, the level of significance is investigated, and with that, the level of confidence of the data set. The lower the significance, the greater the chance of the hypothesis to be "probably true" (Fields, 2012). Or in other words, a significance level of p=0,05 (5%), states a 95% chances of the data being probably true and by that verifies a connection between the tested concepts. A high level of significance, e.g. p=0,01, indicates that "it is almost certainly true", due to the level of confidence of 99% (Statistical Significance, 2016:no page).

	Concept	Tested Statement	Source
Key Behavioural Outcomes	Attitude	I like the city of Munich.	Adapted from Osgood et al. (1957)
	Purchase Intention	It is very likely that I will visit Munich in the next years.	Adapted from Dodds et al. (1991)
	Word-of-Mouth (WOM)	Based on my current knowledge about Munich, I would give this place positive word-of-mouth advertising.	Adapted from Carroll & Ahuvia (2006)
Visitor's personality	Familiarity with the destination (Familiarity)	I am familiar with the city of Munich.	Adapted from Kent & Allen (1994)
	Respondent's Openness (Openness)	I am open for changes and new things.	Adapted from Schwartz (1992)
	Need for Security	Security is an important aspect for my traveling decision.	Adapted from Maslow (1970)
	Adventurous traveller	I consider myself an adventurous traveller.	Adapted from Plog (1974)
Perception of Munich	Locals' perceived hospitality (Openness Locals)	People in Munich are friendly and welcoming.	Adapted from Eshuis et al. (2014)
	Perceived Safety	I think the city of Munich is a safe place to visit.	Adapted from Cooper et al. (2008)
	Perceived Crowdedness	Munich is too crowded for sightseeing.	Adapted from Fuchs & Reichel (2006)

Table 1: Tested Concepts, Questions and their Sources

Time Horizon

The data analysed was gathered in the time frame from February to May 2016 by means of the online self-completion survey described above. As already stated in the introduction, the findings were not influenced by the Munich massacre (July 2016) or other events happening after May 2016.

Population & Sample

Danes were chosen as the research population. Denmark is not one of the key markets of German tourism; this is illustrated by the overnight stays in official accommodations in Germany, where Danish tourists only amount to 3,3% of the total visitor numbers in 2015 (Deutsche Zentrale für Tourismus e.V., 2016). By definition, a sample is "a segment, a subset of the population that is selected for research" to represent the population (Bryman, 2008:698). The research project aims to draw conclusions on how Danes perceive the destination Munich and on their intentions to visit the city. A sample of 165 participants became respondents, who were manipulated and investigated. The findings of this project are meant to be translated to reflect the whole population, the entire Danish market.

The data was gathered from self-selection sampling, also called volunteer sampling. This non-probability sampling technique focuses on volunteers who wish to participate in the study, e.g. due to strong interest in the research, which increases the level of commitment (Altinay & Paraskevas, 2008). It is important to understand that instead of the researcher it is the participants that select and form the sample, therefore "there is always a lack of control over who takes part" (Altinay & Paraskevas, 2008:98). Furthermore, the authors warn of "self-selection bias" as respondents typically do not resemble the population, therefore, the results of this study have to be accepted with reservations (ibid:98).

To exclude unsuitable foreign candidates, the survey was composed in the Danish language and only Danes had the chance to participate. As the project deals with Munich's tourist destination image, respondents with Munich as their current or past place of residence were excluded from the analysis. Residents belong to a target group which strongly differs from tourists caused by their difference in characteristic, needs, opinions, beliefs and usage of the city (Zenker & Beckmann, 2013b).

Manipulation

For the independent data collection, also called between-groups data collection, different parties take part in a manipulation of the independent variable (Field, 2012:16). Priming is a frequently used method for the manipulation of respondent groups, which separates the participants into groups and exposes them to different stimuli with the aim of comparing the differences (used, amongst others, by Zenker & Beckmann, 2013a). Three different versions of the survey were designed, all with identical questions but different introduction and conclusion texts, as well as different illustrations. With the manipulation the author stimulated the respondents as negative or positive mass media coverage of residents' activities would do, and aimed to arouse feelings, emotions, and attitudes about the destination Munich.

The first group was exposed to a general, neutral introduction of Munich as a destination, along with two general pictures of attractions for visualization. This group was the control group, and their survey ended with a plain "Thank you". Secondly, negative priming was undertaken by

means of a negatively held introduction focusing on the right wing extremist party PEGIDA and their actions and beliefs opposing refugees entering Germany, which was emphasized by 2 gloomy pictures showing marches and demonstrations through the city of Munich. After finishing the survey, a positive conclusion was attached, clarifying the counter side, namely pro-local activities plus supporting photographs. The third group was primed with the positive activities undertaken by the locals to help the refugees and enable them a humane integration into German society. Light and joyful pictures of those activities were chosen to support the positive atmosphere and the conclusion was the same as for the neutral group.

The author was aware of two possible types of variation that could influence the outcome of the surveys: the systematic, which is the planned variation between the three groups as a result of the manipulation; and the unsystematic variation, "variation in response to the difference in entities allocated to each group" (Field, 2013:15). To minimize unsystematic variation and to gain more valid results, the participants were randomly assigned to the different survey branches and answered one of three different versions.

Mediators and Moderators

In addition to the relationship between two variables as well as their effect on each other, the study will include statistical models measuring the moderation and mediation effects.

Moderation, or the interaction effect in statistical terms, deals with the "combined effect of two variables [predictor and moderator variable] on another one" – i.e. the outcome variable (Field, 2013:395). The moderator has thereby an either weakening, strengthening, or neutral effect on the relationship of predictor and outcome variables (A. F. Hayes, 2013). Moderators were chosen to be Visitors' Personality, and for the calculations Hayes' PROCESS tool (2013) was used.

Mediation "refers to a situation when the relationship between a predictor variable and an outcome variable can be explained by their relationship to a third variable, the mediator" (Field, 2013:408). The strength of the relationship between the different variables is measured, and the indirect effect (mediator effect) is compared to the simple relation between predictor and outcome (A. F. Hayes, 2013). The following steps explained by Field (2013) will be undertaken in order to calculate the statistical mediation model by means of Hayes's PROCESS tool (2013): Firstly, a regression line predicting the outcome from the predictor variable is created for both outcomes. The next step deals with a regression, which can predict the mediator from the predictor variable. The last regression forecasts the combined outcome of both predictor and mediator (Field, 2013). The Perceive Image of Munich will deal as the mediator.

4. Results

In the following part, the results from the survey will be presented and analysed.

4.1 The Sample

165 participants took part in the online survey, of which 46.6% were of male gender. The mean age was 27.86 with a standard deviation of 9.03. The respondents group was mostly highly educated, as 69.7% of the participants stated an academic background (Bachelor, Master, or PhD). A total of 32% of the participants indicated an earlier visit of the city, the remaining 68% had not visited Munich before.

The controlling group comprised 31.51% (N=52) of the participants, the same applies for the positively primed respondents. The negatively manipulated group measured a total of 36.96% (N=61). As stated earlier, respondents were randomly assigned to these groups.

The three groups did not significantly differ in their geographic locations, but it can be said that the majority of the three groups (92.95%) stated Capital Region as their place of residence.

4.2 Current Knowledge of Refugee Crisis

Evaluating the collected data brought about varying results concerning the level of awareness respondents had about the current refugee crisis. Knowledge about the events happening in Denmark scored highest ($\bar{x}$=7.07), while knowledge about the situation in Germany ($\bar{x}$=5.21), as well as the level of awareness of PEGIDA ($\bar{x}$=4.18), scored comparably low. It is notable that the answers about PEGIDA had the highest standard deviation, which shows that those answers where spread most divergently around the mean.

	Minimum	Maximum	Mean	Standard Deviation
Knowledge Refugee Crisis Germany	1	10	5.21	2.578
Knowledge Refugee Crisis Denmark	1	10	7.07	2.270
Awareness about PEGIDA	1	10	4.18	3.496

Table 2: Current Knowledge of the Refugee Crisis

4.3 Qualitative Findings - Associations

The self-completion survey fabricated a total number of 825 associations. The outcome will be presented below.

Valence of negative, positive and neutral Associations

The following Table 3 shows the valence distribution of all associations given by the respondents separated into the three different groups (controlling, negative and positive). Neutral associations were evaluated neutral if they scored either 5 or 6 in valence; every value below 5 was negative; and for above 6, a positive association was registered.

	Controlling group	Negatively Primed group	Positively Primed group	Total
Total Number of Associations	N=260	N=305	N=260	N=825
Negative Associations (v<5)	12%	14%	11%	12%
Neutral Associations (v=5; v=6)	12%	13%	22%	16%
Positive Associations (v>6)	63%	65%	59%	63%
No Answer	12%	9%	8%	9%
Mean Valence	6.53	6.76	6.87	6.81
Standard Deviation	3.53	3.40	3.16	3.29

Table 3: Distribution of Association Valence

The controlling group scored highest on positive associations and equally low on neutral and negative associations. Against the author's expectations, the negatively primed respondents ranked highest on positive associations of all three groups, while the positive group had the highest number of neutral associations. Furthermore, most negative associations were stated by negatively primed respondents, but only a slight difference could be noticed compared to the other two groups. Neutral priming resulted in generally more positive and negative reactions than positive priming. In summary, compared to the controlling group, positively primed respondents showed the least positive or negative reactions, but had the most neutral associations and negative respondents scored high on positive associations and respectively low on neutral and positive ones. Both mean valence and standard deviation scored similar in all three groups, as well as the total data set.

Kind of Associations

The above shown similarity between the amount of neutral and negatively named associations (except positively primed/neutral associations) is questioned by the author, therefore the results will be displayed more in-depth.

The majority of answers resulted in destination-describing associations, which were aligned with the key components of the place image communicated by the destination Munich on their official homepage (Tourism in Munich, Germany, 2016). Most frequently mentioned were "Oktoberfest", "Beer", "Culture", "Football", "Metropolis" and "FC Bayern Munich". Furthermore, respondents

named foods, the nature and surroundings, particular attractions and sights in Munich or their individual opinions (e.g. “beautiful”). The priming did not influence the naming or valence of the above listed associations and no differences worthy of mention occurred, therefore, they are excluded from further analysis.

More important were associations linked to the refugee crisis and the author therefore created a detailed overview over the distribution of associations and their wording. For the selection process, three independent individuals were picked to evaluate all named associations for their connection and importance related to the crisis and pro- and contra activities by locals. To reduce the level of bias, three independent judges scanned the list of association and selected problem-related associations. The valence of each association was adopted from the respondents’ individual associations, to ensure an accurate evaluation. Table 4 provides an overview of the distribution of problem-related associations.

Generally, fewer than expected associations where problem-related, only 72 out of 825 associations showed a possible connection. This is also visible in the different groups, where neutral = 7.31% and negative = 12.79% of the associations showed a reaction related to the current events in Munich. The least reaction was shown with the positive group of respondents (5.38%).

Compared to the controlling group, negative and positive participants scored expectedly equal on neutral associations. As it was also the case with the whole set of associations, surprisingly, the negatively primed group scored significantly higher in positive associations than the other two groups. Furthermore, as expected, negative manipulation resulted in the most negative related associations. The positive primed group on the other hand showed comparably only small effects, as well as more effects towards negative associations than positive ones.

Based on the findings of the general association analysis as well as the themed associations, hypothesis H1a is accepted to be true due to the increase of negative associations after priming of the negative group compared to the neutral group. H2a on the other hand is rejected, as the study led to fewer positive associations than the neutral group for respondents being positively manipulated.

	Control group	Negative Priming	Positive Priming	Count
	N = 260	N = 350	N = 260	
Neutral Associations	• Immigrants (2x)	• Refugees (2x) • Hitler's Beer Hall Putsch* • Migrants	• Refugees (2x) • Difference	9
Negative Associations	• Extremist party • Refugees • Mass violation /assault on New Year's Eve • Muslims • Nazism • Terror at Olympic Games** • Sexual assault • Racism (2x) • Miserable development • Conservatism • Adolf Hitler and Nazi party	• Refugees (3x) • Refugee destination • Refugee crisis • Problems with refugees • Refugee situation • Hitler • Hitler's Beer Hall Putsch* • Conservative people • Racism (2x) • Feeling of insecurity (2x) • Pressured • Right-wing oriented grouping (2x) • Lack of tolerance	• Attacks Olympic Games** (4x) • Refugee crisis • Munich and Hitler • PEGIDA • Diversity	38
Positive Associations	• Community • Diversity • Tolerance • Openness (2x)	• Munich is colourful • A better life • Something for every stratum of society • Colourful culture • Leading advocate for a better world • Not xenophobic • Hope • Hitler's Beer Hall Putsch* • Like-minded people • Humanity • Safe to travel to • Feeling of security • Neat/decent place to visit • Friendly • Open (3x)	• Inclusion • Security • Refugees	25

	Control group	Negative Priming	Positive Priming	Total
Total	19	39	14	72
Distribution	7.31 %	12.79 %	5.38 %	8.73 %
Neutral	0.77 %	1.31 %	1.15 %	1.10 %
Negative	4.62 %	5.90 %	3.08 %	4.61 %
Positive	1.92 %	5.57 %	1.15 %	3.03 %

Table 4: Associations related to Crisis and Refugees and their Valence

*The Beer Hall Putsch (Ger.: Hitlerputsch) was a failed coup attempt by Adolf Hitler in November 1923 aiming to take over the Bavarian government. Hitler was sentenced five years in prison, during which he wrote his autobiography "Mein Kampf" (Beer Hall Putsch, 2016).

**The Munich Massacre took place under the Olympics in Munich in 1972, when a group of Palestinian terrorists killed two Israeli athletes, and took further nice as hostages after they forced entry to the Olympic village (Massacre begins at Munich Olympics, 2016).

4.4 Quantitative Findings – Statements

The tested 10 statements and their results will be presented in the following part.

Correlation

Firstly, all used single items had to be tested for their correlation with each other by means of a correlation matrix and the directions of relations had to be verified; therefore the whole data set, including control group and the two manipulations were used for the following table.

Most of the expected relations were significant and all of them pointed in a logical direction. E.g. based on the table below it can be claimed that positive attitude leads to a positive development of WOM and the other way around, due to the strong positive significance between the two items, which adds to the validity of the data set. The three key concepts Purchase Intention, Attitude, and WOM are all highly significantly related; other aspects such as Openness, Adventurous Traveller or Need for Security only showed a significance of $p = 0.05$ on rare occasions. The items of Munich's perceived image resulted in mixed results.

	Variables	1	2	3	4	5	6	7	8	9	10	M	SD
Key Behavioural Outcome	**1. Attitude**											6.52	1.965
	2. Purchase Intention	.426**										5.55	2.919
	3. WOM	.611**	.506**									6.24	2.183
Perception of Munich	**4. Familiarity**	.444**	.301**	.326**								5.05	2.86
	5. Safety in Munich	.225**	.146	.308**	.288**							7.01	2.12
	6. Crowdedness	-.199*	-.086	-.149	-.242**	-.226**						4.34	1.673
	7. Hospitability of Locals	.477**	.270**	.431**	.270**	.403**	.151					6.27	1.99
Visitor's personality	**8. Respondent's openness**	.063	.055	.082	.078	.246**	.071	.200*				8.53	1.644
	9. Adventurous traveller	.012	-.006	.109	.105	.139	.067	.180*	.455**			7.84	2.293
	10. Need for security	.232**	.175*	.151	.161*	.022	.030	.206**	.096	.029		6.62	2.37

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Table 5: Pearson Correlation Matrix with Means and Standard Deviations for all Items

Mean Comparison

In the next step, the impact of negative and positive priming on the different single items had to be analysed and compared to the results of the neutral test group by means of t-tests and independent sample testing. The data set was divided into the three scenarios, whereby two were compared to each other under exclusion of the third one. The level of significance was tested on a one-tail-level, as a directional hypothesis is tested (Field, 2012). The following tables will show the results and highlight items which have significant impact or show a tendency by the priming. Moreover, the distribution of answers of the compared manipulation groups are studied via mean comparison, to clarify whether the direction of answers from the two compared groups fit the hypotheses or not, for instance the mean of Purchase intention of the negative group should be lower than the neutral one, as it is assumed that neutral respondents are more likely to visit.

Significance level (1-tailed) and mean comparison

Item	Negative vs. neutral	Neutral vs. positive	Negative vs. positive
I like the city of Munich.	p = 0.14 Neg: 6.30 Neu: 6.71	p = 0.38 Neu: 6.71 Pos: 6.60	p = 0.21 Neg: 6.30 Pos: 6.60
It is very likely that I will visit Munich in the next years.	**p = 0.09** Neg: 5.20 Neu: 5.90	p = 0.30 Neu: 5.90 Pos: 5.60	p = 0.24 Neg: 5.20 Pos: 5.60
Based on my current knowledge about Munich, I would give this place positive word-of-mouth advertising	**p = 0.04*** Neg: 5.85 Neu: 6.62	p = 0.23 Neu: 6.62 Pos: 6.31	p = 0.13 Neg: 5.85 Pos: 6.31
Munich is too crowded for sightseeing.	p = 0.44 Neg: 4.20 Neu: 4.15	**p = 0.053** Neu: 4.15 Pos: 4.69	**p = 0.07** Neg: 4.20 Pos: 4.69
I think the city of Munich is a safe place to visit.	p = 0.34 Neg: 6.80 Neu: 6.98	p = 0.24 Neu: 6.98 Pos: 7.27	p = 0.12 Neg: 6.80 Pos: 7.27
People in Munich are friendly and welcoming.	p = 0.45 Neg: 6.25 Neu: 6.19	p = 0.32 Neu: 6.19 Pos: 6.37	p = 0.38 Neg: 6.25 Pos: 6.37

Table 6: Mean Comparison Test – neutral, negative and positive Priming

The mean comparisons of all listed items and concepts proved the data's reliability. As an example, negatively primed respondents had a lower willingness towards giving WOM about Munich than the neutral test group had, based on a data mean of $\bar{x}$ = 5.85 versus $\bar{x}$ = 6.62 (see table 6).

Strikingly, the only significant impact (noted with *) is shown in the negative vs. neutral priming about WOM, other aspects only show a tendency towards a significance level of p = 0,05 or no relation. The lack of other significant relations might be explained by the low number of participants. With a greater sample we could assume clearer results towards significance, as for instance outliers would show less effect.

Positive priming compared with the control group tended towards significance when compared to the statement about Munich's level of Crowdedness. Neutral priming results in a lower perception of Crowdedness. The same occurred in the comparison of negative and positive priming: a tendency exists, and again, positive priming results in a higher perception of crowdedness of the destination. All scenarios including positive priming only showed one tendency, Crowdedness, which developed negatively under the manipulations. This result was surprising, as the city is not seen as crowded under neither negative nor neutral manipulation,

but perceived more packed under mentioning of refugees and friendly helping locals. Respondent's evaluation of Attitude, Familiarity, Perception of Safety, and Local's Openness and Friendliness were not affected by the manipulations.

Summing up, the only surprising outcome occurred with the item "Munich is too crowded for sightseeing". Apparently, the city is not seen as crowded under neither negative priming nor the neutral version, but is perceived to be more crowded when there are mentions of refugees and friendly helping locals. Part of the research repeats the findings of the previously analysed qualitative part: positive priming has no effect on the key attributes when it comes to the factors influencing the perception of Munich, only an effect is reported with "Crowdedness", which surprisingly leans to the wrong direction. Negative priming on the other hand has a tendency to affect Purchase Intention, and furthermore is significantly linked to WOM.

H2 is partly accepted, as only WOM and Purchase Intention have an effect, while Attitude is rejected. H3 is rejected as no significant results could be found between negative and positive mean values of Purchase Intention, Attitude, and WOM. Due to the weak effect caused by the positive priming, as well as the lack of a significant difference towards the neutral group, the author chose to disregard the positively primed responses in the following parts of the quantitative analysis. Therefore, all hypotheses related to the positive priming are rejected, namely H5, H7, H9, H11, H13, H15 an H17. The hypotheses related to negative priming will be tested in the following parts, whereby the b) part of hypothesis H4, H6 and H8 concerning the item Attitude is already rejected due to the lack of significance in the mean comparison above.

Mediation and Moderation Effects

As already stated in the previous analysis section, the greatest effect was found for the negatively primed group, hence for the following analysis, only negative and neutral data will be included, positive respondents are disregarded.

In addition to the relationship between two variables as well as their effect on each other, the study will include statistical models measuring the moderation and mediation effects.

Mediation Effect

Based on the analysis above, the two dependent variables Purchase Intention and WOM were chosen as the outcome variables for the following analysis; as they showed reactions towards the manipulation in the mean comparison. The predictor in this case is the dummy, and mediators are chosen to be two of the items of Perceived Image of Munich: Perception of Munich's Safety and Local's Hospitality. The last item, Crowdedness, did not show a tendency significance when set in relation to the outcome, l and is therefore disregarded for further analysis (see Table 7).

First, a regression between outcome and predictor is calculated as well as the connection between predictor and mediator. It is followed by the calculation of another regression, which

predicts the impact of mediator on outcome; and last, a regression showing the combined outcome of both mediator and predictor has to be calculated (Field, 2013). For the occurrence of mediation, the following four conditions have to be fulfilled:

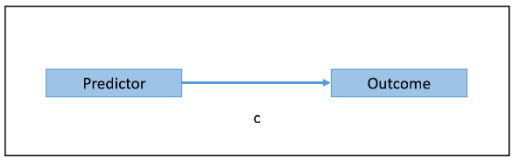

Figure 3: Simple Relation

1. "The predictor variable must significantly predict the outcome variable" (path c)
2. "The predictor variable must significantly predict the mediator" (path a)
3. "The mediator must significantly predict the outcome variable" (path b)
4. "The predictor variable must predict the outcome variable less strongly [on path c'] than [on path c]" (all: ibid:410).

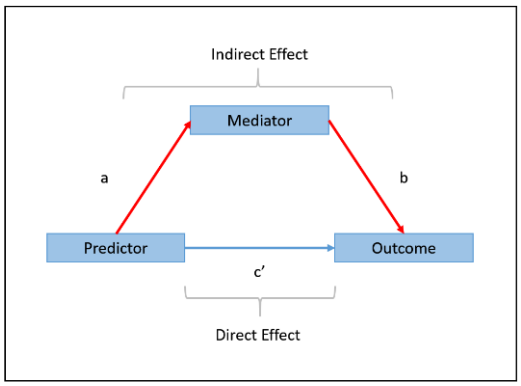

Figure 4: Mediation Model

The findings are presented below.

Relation of Mediator and Outcome (path b)	Word-of-Mouth	Purchase Intention
Local's Hospitality	p < 0.001 **	p = 0.082
Perceived Safety	p < 0.001**	p = 0.162
Crowdedness	p = 0.094	p = 0.186

Table 7: Relation of Mediator and Outcome

Due to the significance test of the b-path, a mediation effect of Crowdedness on WOM, and a mediation effect of any of the three mediators on Purchase Intention can be rejected. Therefore, only the mediation effect with WOM as an outcome is presented below with Locals' Hospitality and Perceived Safety as the mediators.

Simple Relation between Predictor and Outcome (path c)	Word-of-Mouth
Dummy	0,076

Table 8: Simple Relation between Predictor and Outcome

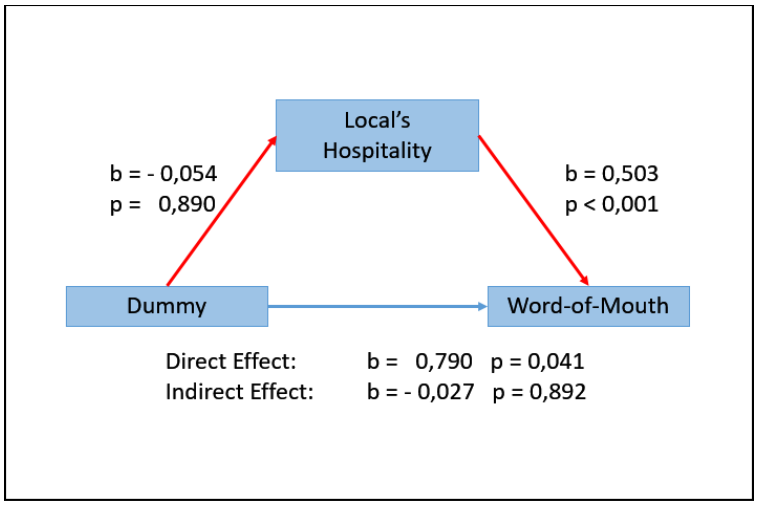

Figure 4: Local's Hospitality as Mediator on Dummy and WOM

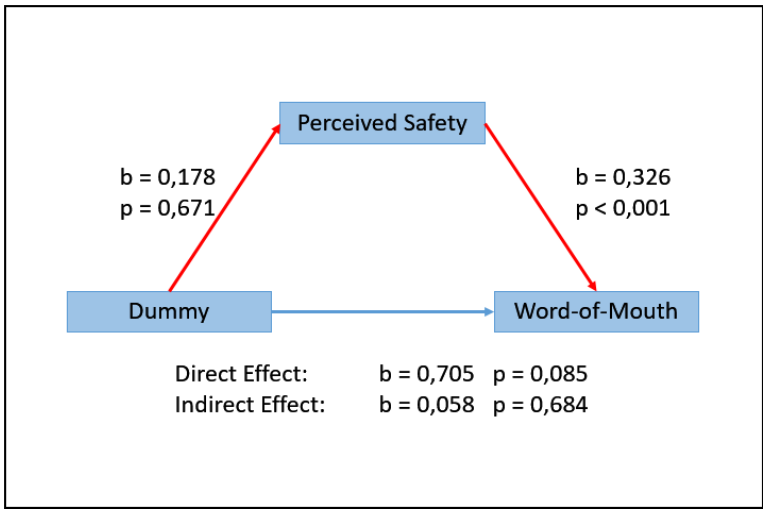

Figure 5: Perceived Safety as Mediator on Dummy and WOM

1. Looking at the mediation models above, the predictor does not significantly predict the outcome (path c). The simple relation between manipulation WOM it is p = 0.076, and shows a tendency towards significance. With an increase of the sample, a stronger effect is assumed, therefore, condition 1 is seen as fulfilled for the following analysis on WOM.
2. Next, the predictor variable fails to significantly predict the mediators, therefore, assumption 2 is not fulfilled.
3. Thirdly, path b needs to be significant, which is achieved by the mediators Local's Hospitality and Perceived Safety on WOM.
4. The last condition for mediation is a higher p-value on path c' than on path c. All mediation models achieved this condition.

Full mediation would require path c' to equal 0, which is not the case in this research (Field, 2013). All four conditions need to be fulfilled in order for a mediation effect to occur; if this is not the case, "researchers conclude that mediation is not possible or likely" (Newsom, 2015:1). Partial

mediation would require conditions 1-3 to be significant, since none of the tested mediation-models can fulfil condition 2, no partial mediation is found (Field, 2013).

As seen in the table above, neither perception of safety nor perception of local's hospitality or perceived crowdedness had mediation effects on WOM; thus no mediation effect was found, and therefore also a) and c) of the hypotheses H4, H6 and H8 have to be rejected.

Moderation Effect

A model of the general moderation effect can be found on the right; the results will however not be illustrated by means of the model, but in a manner inspired by Field's suggestion for moderation reporting (2013).

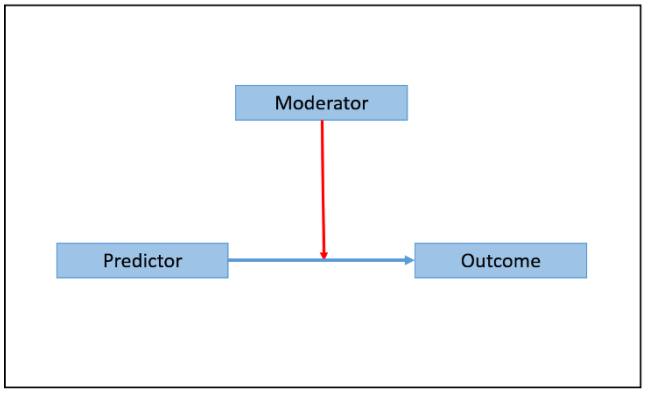

Figure 10: Moderation Model

His reporting in form of a table show the different regression lines. Firstly, the constant; secondly, the interaction between Mediator and Outcome; thirdly, the interaction between Predictor and Outcome; and lastly, the combined interaction of Predictor and Mediator with the Outcome variable.

Moderation occurs if the interaction effect of Predictor x Moderator shows a significant p-value (Field, 2013). The moderation effect will be presented and analysed in the following part, organized by the outcomes: WOM, perceived safety, and local's hospitality.

Outcome: Word-of-Mouth

Table 9: Dummy and WOM, Moderator: Openness

	b	SE B	t	p
Constant	6.19	0.217	28.5	p < 0.001
	[5.76; 6.62]			
Openness (centred)	0.18	0.13	1.41	p = 0.16
	[-0.07; 0.44]			
Dummy (centred)	0.83	0.435	1.9	p = 0.06
	[-0.03; 1.69]			
Openness x Dummy	-0.11	0.252	-0.45	p = 0.65
	[-0.61; 0.39]			

Note. R^2 = 0.04

Table 10: Dummy and WOM, Moderator: Need for Security

	b	SE B	t	p
Constant	6.2	0.217	28.6	p < 0.001
	[5.77; 6.63]			
Need for Security (centred)	0.11	0.093	1.15	p = 0.25
	[-0.07; 0.29]			
Dummy (centred)	0.76	0.434	1.76	p = 0.08
	[-0.10; 1.62]			
Need for Security x Dummy	-0.03	0.188	-0.15	p = 0.88
	[-0.40; 0.34]			

Note. R^2 = 0.04

Table 11: Dummy and WOM, Moderator: Adventurous Traveller

	b	SE B	t	p
Constant	6.2	0.215	28.9	p < 0.001
	[5.79; 6.64]			
Adventurous Traveller (centred)	0.19	0.101	1.92	p = 0.06
	[-0.01; 0.40]			
Dummy (centred)	0.84	0.43	1.96	p = 0.05
	[-0.01; 1.69]			
Adventurous Traveller x Dummy	-0.09	0.194	0.48	p = 0.63
	[-0.29; 0.48]			

Note. R^2 = 0,07

Table 12: Dummy and WOM, Moderator: Familiarity

	b	SE B	t	p
Constant	6.2	0.21	29.48	p < 0.001
	[5.80; 6.62]			
Familiarity (centred)	0.22	0.078	2.9	p = 0.05
	[-0.01; 0.40]			
Dummy (centred)	0.81	0.421	1.92	p = 0.06
	[-0.03; 1.64]			
Familiarity x Dummy	0.02	0.157	0.15	p = 0.87
	[-0.29; 0.33]			

Note. R^2 = 0.11

The dummy predicting WOM shows a tendency to significance (as also stated previously in the Mediation chapter), and the moderators Familiarity and Adventurous Traveller predict WOM significantly, or a tendency towards it was found. The combined interaction between predictor and moderator, however, is not significant in any of the four presented cases, which concludes that no moderation effect can be noted.

Outcome: Perceived Safety

Table 13: Dummy and Safety at Destination, Moderator: Openness

	b	SE B	t	p
Constant	6.9	0.209	32.89	p < 0.001
	[6.46; 7.29]			
Openness (centred)	0.33	0.112	2.94	p < 0.05
	[0.11; 0.55]			
Dummy (centred)	0.3	0.417	0.71	p = 0.48
	[-0.53; 1.12]			
Openness x Dummy	-0.07	0.217	-0.32	p = 0.75
	[-0.50; 0.36]			

Note. R^2 = 0.06

Table 14: Dummy and Safety at Destination, Moderator: Need for Security

	b	SE B	t	p
Constant	6.9	0.213	32.31	p < 0.001
	[6.46; 7.31]			
Need for Security (centred)	0.001	0.102	0.08	p = 0.93
	[-0.19; 0.21]			
Dummy (centred)	0.18	0.425	0.42	p = 0.68
	[-0.67; 1.02]			
Need for Security x Dummy	0.24	0.207	1.155	p = 0.25
	[-0.17; 0.65			

Note. R^2 = 0.02

Table 15: Dummy and Safety at Destination, Moderator: Adventurous Traveller

	b	SE B	t	p
Constant	6.9	0.211	32.53	p < 0.001
	[6.46; 7.29]			
Adventurous Traveller (centred)	0.14	0.095	1.43	p = 0.16
	[-0.05; 0.32]			
Dummy (centred)	0.23	0.422	0.54	p = 0.59
	[-0.61; 1.06]			
Adventurers Traveller x Dummy	-0.11	0.186	-0.6	p = 0.55
	[-0.48; 0.26			

Note. R^2 = 0.02

Table 16: Dummy and Safety at Destination, Moderator: Familiarity

	b	SE B	t	p
Constant	6.9	0.201	34.11	p < 0.001
	[6.48; 7.28]			
Familiarity (centred)	0.24	0.074	3.21	p < 0.05
	[0.09; 0.38]			
Dummy (centred)	0.22	0.405	0.55	p = 0.59
	[-0.58; 1.02]			
Familiarity x Dummy	-0.15	0.151	-0.97	p = 0.33
	[-0.48; 0.26			

Note. R^2 = 0.12

Openness and Familiarity as moderators have a significant effect on the outcome Perceived Safety, but none of the interaction terms (predictor x moderator) result in a significant p-value, hence no moderation effect is noted.

Outcome: Perceived Hospitality of Locals

Table 17: Dummy and Hospitality of Locals, Moderator: Openness

	b	SE B	t	p
Constant	6.19	0.186	33.26	p < 0.001
	[5.82; 6.56]			
Openness (centred)	0.39	0.102	3.848	p < 0.001
	[0.19; 0.60]			
Dummy (centred)	0.08	0.368	0.23	p = 0.82
	[-0.65; 0.81]			
Openness x Dummy	-0.3	0.195	-1.56	p = 0.12
	[-0.69; 0.08]			

Note. R^2 = 0.09

Table 18: Dummy and Hospitality of Locals, Moderation: Need for Security

	b	SE B	t	p
Constant	6.19	0.195	31.98	p < 0.001
	[5.84; 6.61]			
Need for Security (centred)	0.1415	0.075	1.88	p = 0.06
	[-0.01; 0.29]			
Dummy (centred)	-0.05	0.381	-0.14	p = 0.89
	[-0.81; 0.70]			
Need for Security x Dummy	0.12	0.148	0.83	p = 0.41
	[-0.17; 0.42]			

Note. R^2 = 0.03

Table 19: Dummy and Hospitality of Locals, Moderator: Adventurous Traveller

	b	SE B	t	p
Constant	6.21	0.19	32.65	p < 0.001
	[5.83; 6.59]			
Adventurous Traveller (centred)	0.25	0.072	3.55	p < 0.001
	[0.11; 0.40]			
Dummy (centred)	0.04	0.375	0.12	p = 0.91
	[-0.70; 0.79]			
Adventurous Traveller x Dummy	-0.13	0.14	-0.95	p = 0.36
	[-0.41; 0.14]			

Note. R^2 = 0.07

Table 20: Dummy and Hospitality of Locals, Moderator: Familiarity

	b	SE B	t	p
Constant	6.23	0.191	32.57	p < 0.001
	[5.85; 6.60]			
Familiarity (centred)	0.18	0.07	2.55	p < 0.05
	[0.04; 0.32]			
Dummy (centred)	-0.02	0.374	-0.05	p = 0.96
	[-0.76; 0.72			
Familiarity x Dummy	0.09	0.139	0.67	p = 0.50
	[-0.18; 0.37]			

Note. R^2 = 0.07

As it was the case for the two previously tested moderator effects, Hospitality of Locals does not result in an effect; however here all moderators have a tendency or significant effect on the outcome. Furthermore, Openness x Dummy shows the lowest significance level of p = 0.12. This is not yet a tendency, but could become one with a larger sample. Also here no moderation effect is found.

Summarized, the tested concepts showed no moderation effects, which leads to the rejection of following hypotheses: H10, H12, H14 and H16.

4.5 Summary of Results

After testing the gathered data, only one hypothesis was fully accepted to be true, and one to be partially true, whereas the remaining 15 were rejected. Following table presents an overview over all hypotheses and their outcome:

Hypotheses		Result
H1	*a) Negative stimulus leads to an increase in negative brand associations*	**accepted**
	b) Positive stimulus leads to an increase in positive brand associations.	rejected
H2	*Negative stimulus has a negative impact on a) purchase intention, b) Attitude and c) WOM.*	a) and c) accepted, b) rejected
H3	*Positive stimulus has positive impact on a) purchase intention, b) Attitude and c) WOM.*	rejected
H4	*Negative stimulus has a negative impact on a) purchase intention, b) Attitude and c) WOM when mediated by the perception of local's friendliness and openness.*	rejected

H5	*Positive stimulus has a positive impact on a) purchase intention, b) Attitude and c) WOM when mediated by the perception of local's friendliness and openness.*	rejected
H6	*Negative stimulus has a negative impact on a) purchase intention, b) Attitude and c) WOM, when mediated by the perception of Munich's safety.*	rejected
H7	*Positive stimulus has a positive impact on a) purchase intention, b) Attitude and c) WOM when mediated by the perception of Munich's safety.*	rejected
H8	*Negative stimulus has a negative impact on a) purchase intention, b) Attitude and c) WOM when mediated by the perception of Munich's crowdedness.*	rejected
H9	*Positive stimulus has a positive impact on a) purchase intention, b) Attitude and c) WOM when mediated by the perception of Munich's crowdedness.*	rejected
H10	*Negative stimulus has a negative impact on respondents' perception of a) the level of safety, local's friendliness and openness and a positive effect on c) crowdedness of the destination when moderated by a high level of respondent's need for security.*	rejected
H11	*Positive stimulus has an increased positive impact on respondents' perception of a) the level of safety, local's friendliness and openness and a negative effect on c) crowdedness of the destination when moderated by a high level of respondent's need for security.*	rejected
H12	*Negative stimulus has a negative impact on respondents' perception of a) the level of safety, local's friendliness and openness and a positive effect on c) crowdedness of the destination when moderated by a high level of respondent's adventurousness.*	rejected
H13	*Positive stimulus has an increased positive impact on respondents' perception of a) the level of safety, local's friendliness and openness and a negative effect on c) crowdedness of the destination when moderated by a high level of respondent's adventurousness.*	rejected
H14	*Negative stimulus has a negative impact on respondents' perception of a) the level of safety, local's friendliness and openness and a positive effect on c) crowdedness of the destination when moderated by a high level of respondent's openness.*	rejected
H15	*Positive stimulus has an increased positive impact on respondents' perception of a) the level of safety, local's friendliness and openness and a negative effect on c) crowdedness of the destination when moderated by a high level of respondent's openness.*	rejected
H16	*Negative stimulus has a negative impact on respondents' perception of a) the level of safety, local's friendliness and openness and a positive effect on c) crowdedness of the destination when moderated by a high level of respondent's familiarity with the destination.*	rejected
H17	*Positive stimulus has an increased positive impact on respondents' perception of a) the level of safety, local's friendliness and openness and a negative effect on c) crowdedness of the destination when moderated by a high level of respondent's familiarity with the destination.*	rejected

Table 21: Outcome Hypotheses Testing

5. Discussion

Next, the author will discuss the findings and put them into context with the problem formulation and sub questions. Greater effects of the measured items on each other had been expected, especially the mediation and moderation effects, but in total only two of the seventeen hypotheses could be accepted. The recent developments in Dresden and that destination's decrease in attraction described earlier in this paper as well as the various attributes influencing image formation (Cooper et al., 2008), makes it difficult for the author to draw conclusions based on the rejected hypotheses as a presentation of the situation connected to the Danish market. The lack of meaningful results presented in the results of the study raises the question whether the sample is representative enough.

The reliability of the chosen method of a self-selection sample is open for discussion, as it did seem to fail to fully represent the Danish population. This was also discussed in the theory chapter as a potential disadvantage of the method, but the author did not expect such strong impact. The following table illustrates the sample.

	Controlling	Negative	Positive	Total
Total	52	61	52	165
Male participants	51.92%	40.98%	48.07%	46,67%
Age	27.65	26.93	29.15	27.86
Residence in CPH	90.38%	88.52%	84.61%	87,88%
Early visit	38.46%	24.5%	40.38%	32,03%
Education (Bachelor, Master or PhD degree)	67,31%	73,11%	67,31%	69,70%

Table 22: Sample Distribution

The age distribution is assumed to be appropriate, but, as seen in the table above, the current sample did not represent the Danish market in other aspects; e.g. the majority of candidates stated the Capital Region as their place of residence (93% of respondents). Given their closer proximity and higher exposure to people of different cultures and ethnical backgrounds, residents of big cities can be assumed to lead a more open and tolerant lifestyle, as well as to have a lower level of prejudice, compared to residents of the countryside who are more likely to be surrounded by like-minded people with the same cultural background as themselves (Allport, 1954). A generally higher level of openness can therefore be assumed to be a side-effect of being a resident of the Capital area. Further, the education level of the sample is likewise unevenly distributed; according to Arlt & Wolling (2016), this, as well as the taken political stance, affect the attitude towards refugees. Consequently, the lack of representatives from the various strata of society in the taken sample is assumed to have given a unvaried attitude towards refugees.

Moreover, the equally low average age between the groups is great for comparison between the manipulations, but does not offer representation potential for all of Denmark, as the candidate

spectrum is not diversified enough. This is also visualized by the high standard deviation and the low average age, which illustrates variation in respondent's age, but all answers are plotted roughly between 17 and 47 years plus outliers. A higher average age would be more representable, as a greater diversity of respondents could then be assumed (Field, 2013).

The total level of familiarity with Munich added up to a mean of 5.05, a rather neutral answer on a 10-point-likert scale. Analysing the standard deviation (SD=2.86) also showed a neutral result.

Next, the general level of refugee-crisis related knowledge of the used sample will be discussed. The sample tested scored highest within "Knowledge about the current events related to the refugee crisis in Denmark". This outcome was expected, as people usually tend to be most knowledgeable about happenings in their direct environment, as also discussed by Avraham (2000). This adds reliability to the data set, as all respondents are Danish and live in Denmark, and are therefore best informed about what happens in their own country. The other two aspects, "Knowledge about the crisis in Germany" and "Awareness about PEGIDA" scored comparably lower than what Danes knew about the happenings in their own country. This shows that, even though Germany is a neighbouring country, most of the Danes are not up-to-date or informed, which supports the assumption of Denmark being rather isolated from events occurring outside the country's borders. The Brand perception of Munich of the tested sample can be compared to Aristoteles' concept of the mind as a "tabula rasa", a blank slate (Tabula Rasa, 2015). The mental content of Munich before the manipulations seemed to be only slightly influenced by current events, which leads to respondents being less prejudiced and more accessible for the priming. This lack of knowledge can be caused by, among other things, disinterest or a low media coverage of the crisis in Denmark. If such lack of knowledge about current events, and with it the relatively "blank state" of mind and low level of associations can be found in a neighbour country, the author concludes that it will be even more present in target markets located further away from Germany. Thus, European countries that do not share a border with Germany are, along with oversea markets, assumed to not be significantly influenced before being exposed to negative Munich-related media coverage. Visitors of those countries might be knowledgeable about the refugee crisis beforehand, but detailed Munich and PEGIDA-related knowledge is doubtful. The high standard deviation of s = 3.5 indicates a great variation of answers in both directions, that is to say most respondent's scoring close to 1 or 8.

Considering all above arguments, the author concludes not to evaluate the sample as representative due to the above presented characteristics which lead to the sample's lack of diversity. Therefore, the sample results have to be interpreted with caution and cannot be mirrored onto the whole population. A more diverse sample is assumed to be able to accept more of the tested hypotheses. Furthermore, a tendency towards the acceptance of some hypotheses was recognized, and those results are assumed to be stronger with a greater sample. The Danish market is however evaluated as convenient for this type of research, based on the discussed findings of knowledge about the refugee crisis, but a different outcome might be achieved with a more diversified sample. Due to the development in Dresden, the same development is also assumed to be possible in Munich, even though the results did not strongly indicate it. The

Limitation chapter will elaborate on improvement ideas. The following Discussion chapter will discuss the findings of the respondents.

5.2 Influences of Media Coverage on Image and Key Behavioural Outcomes

The following part will discuss the impact of refugee crisis-related media coverage on the brand and key behavioural items. In general, only few effects could be found, which could be caused by the low number of participants. A stronger tendency is assumed with a greater sample.

Image Change

When looking into the received associations, each manipulation group and the controlling group scored highest in the category of positive associations, which supports the reliability of the data set found. This is explained by the complexity of brand images and their formation: As stated by various researchers, amongst other Sirgy & Su (2000), a destination image is a complex concept, influenced by numerous factors, and is built up over a period of time. The pre-formed image in the minds of the survey participants might already have been positive, as the manipulation in form of a newspaper article did not result in major changes towards a strongly negative image compared to the neutral and positive groups. This shows that a greater amount of negativity is needed in order to seriously affect the image. This is a positive finding for the destination Munich. As it seems, only one article does not stimulate the image and associations enough, but the destination still needs to work on diminishing or avoiding further negative publicity as "once a negative image is established in the mind of potential consumers, [it is difficult to reverse it]" (Ahmed, 1991:25). The reason for the low effect could also be the lack of interest and familiarity of the place beforehand, as discussed in the section above. Additionally, according to Ahmed (1991), the lack of knowledge of foreign destinations by tourists leads to a positive general impression of the place, even though the reality might be different. In this study, the high number of non-earlier visitors as well as their low scoring of familiarity fits into Ahmed's argumentation, and might be another reason for the lack of more significant results.

Surprisingly, the negative group scored highest in regards to the positive associations, higher than neutral and much higher than the positively primed respondents answered. Following up on the earlier stated argumentation of a strong pre-defined attitude towards a place, the author understands the highly positive associations for the negatively primed group as an "act of defence". As it seems, the respondents turned into ambassadors, trying to convince the author of a better Munich than the city described in the introduction. This is also visible in the amount of strongly positive associations, reversing the negative introduction, e.g. "Neat/Decent place to visit", "Not xenophobic" and "Leading advocate for a better world" (see Table 4). This again fits to the complex formation of image, which is not reversed based on one newspaper article. This

reaction is also assumed to happen when people with a strongly positive attitude towards Munich receive negative WOM or are confronted with negative news, as it is also suggested by Normann (2001). They follow their role as ambassadors as a "credible testimony about the place and its attractiveness, … [and are] able to [positively] influence others by word of mouth" (Andersson & Ekman, 2009:43), which has great impacts on the perceived image of Munich. Naturally, if Denmark on the other hand is flooded with negative information, it will over time eventually change the currently positively positioned image in people's mind, but only a few negative references will not change the image completely, as shown in this study.

According to Arlt & Wolling (2016), the pre-existing attitude towards refugees influences the perceived media bias, media bias being the scenario where media only covers one side of the story rather than discussing two or more sides of it. Based on the positive reactions to negative priming, it can therefore be assumed that a high number of the respondents have a positive attitude towards refugees. These respondents felt that the introduction text was one-sided and did not draw a full and realistic picture of Munich.

As described in the quantitative analysis, the strongest impacts occurred when comparing the negative group with the neutral controlling group. The positive group showed no noteworthy effects. Based on this lack of reaction, the author formed the assumption that positive references to a destination are less important for image formation as well as the key outcomes, since as described in the previous section, image formation is a complex process which will not change based on a single positive event (Glaesser, 2003). This phenomenon is also widely noticed in other areas of the service industry, where failed or negatively perceived services stay stronger in the guest's memory than positive experiences do (Wilson et al., 2012). Therefore, the author decided to shift the focus of the study towards negative media coverage.

Change of Key Outcomes

The next part will cover the development of key outcomes under negative stimuli.

The purchase intention of respondents did decrease with negative manipulation compared to the neutral one, which agrees to the prediction of negative priming being harmful for future visits of the destination. The more detailed mediation and moderation analysis, on the other hand, came to the conclusion that purchase intention is not significantly related to the negative manipulation. This means that other factors may already pre-define purchase intention: Firstly, some people might already have recently visited the city and therefor they were not motivated to satisfy this need again in the near future. Their purchase intention in this case is not linked to their attitude about the destination, and is additionally not impacted by the manipulation. Secondly, some of the participants might prefer other kinds of destinations or forms of holidays than offered by Munich, hence the development of desire to visit this destination is rather unlikely; and manipulation will not change their resigned attitude towards Munich. Thirdly, people may like the destination, but based on their pre-conceived stereotypes of usual visitors of Munich, they

may not see a match between the destination and their needs (Govers, 2011). Finally, the country-of-origin effect might lead to some people generally not being interested in anything related to Germany, or the opposite, people who generally favour everything linked to Germany, no matter the manipulation (Keegan & Green, 2012).

The second concept, WOM, shows a significant negative connection with the manipulation, namely lower intention to spread positive word-of-mouth when primed negatively. As WOM is a form of co-creation of the brand image (Braun et al., 2014) , the finding is especially important for destination marketers. It is however not necessarily alarming to them. It is again possible that respondents generally are not convinced about or interested in Munich, and would not spread positive WOM, no matter the manipulations. What is important for a destination is the amount of negative WOM, which should be minimize, as also suggested by Ahmed (1991). Both them and Normann (2001) argued for the greater harmfulness of negative WOM compared to a lack of positive WOM, which was already mentioned above. Consequently, the absence of positive WOM does not destroy the brand image, since it is not the only instance forming the brand image (Braun et al., 2014), but can lead to Munich not being on top of people's mind (Cooper et al., 2008). This is a problem that can be tackled by means of other brand image formation channels, such as traditional communication and place physics communication (Braun et al., 2014).

The fact that no significant connection between attitude and manipulation was found strengthens the assumption of a strongly pre-formed attitude influenced by many different aspects, as mentioned before. Based on Glaesser's previusely stated definition (2003), attitude is very subjective, and measures the "perceived suitability of a destination for satisfying a motivation" (p. 33). This, combined with the assumption that perceived images deviate from reality (Morgan & Pritchard, 1998), shows how complex, fragile, and unpredictable the formation of attitude is. Furthermore, it highlights the importance of the creation of easy triggers for favourable attitudes by marketers, as people's behaviour and following actions are dependent on it. An example were the surprisingly positive associations given in connection with the negative priming, where respondent's seemed to act as ambassadors, protecting and communicating the good attitude they had about Munich, as already discussed earlier.

Summing up, it can be concluded that positive media coverage of the refugee crisis does not have a significant effect on the positive attitude towards a city; furthermore, if you follow Arlt & Wolling's argumentation (2016), there is even a risk of mistrust in the media by refugee-opponents, as their generally negative attitude towards refugees will not allow them to accept the positive story to be true. Due to the low effect of positive media coverage of the refugee crisis shown in this study, it is evaluated to have little to no impact on image formation and key behavioural outcomes. Negative coverage of residents' behaviour can at a certain point influence people's perception of the destination Munich, but it requires a longer process and not only one newspaper article. WOM as well as Purchase Intention were affected, but other factors could also be responsible for the effect. The next part will highlight possible connections with this finding by means of visitor's personality and perceived image of the destination.

5.3 Influence of Visitor Personality & Perceived Characteristics of Munich

No mediation effects of the perceived image of Munich on the relation between negative stimulus and key outcomes were found, but the item crowdedness showed some unexpected results. Firstly, when the item Crowdedness was set in relation to all other factors, the assumed correlation was found: for instance, with an increase in Attitude, Purchase Intention or WOM, the perception of Munich being crowded will decrease. This result was however not aligned with the findings in the remaining study, as both negative and neutral groups showed lower levels of perceived crowdedness than the positive controlling group in the mean comparison test later on. Based on the result, the author questions the clarity of the item. As stated by Fuchs & Reichel (2006), the perceived risk of crowdedness is understandable in two ways: firstly as a source for danger due to gatherings of many people and secondly as an impact on the tourism experience, which results in overloaded capacities of tourism suppliers, for instance crowded attractions and restaurants. The author assumed that by staging Munich as a point of intersection for refugees as well as opposing and allied movement groups, crowdedness would address and be understood as the perceived danger due to the crowd, but in this case, it is not sure how respondent's understood the statement. A high level of crowdedness could also send positive signals to potential visitors by leading to an assumption of high popularity, as for instance suggested by the high visitor numbers of the maturity stage of the Destination Life Cycle (Horner & Swarbrooke, 2005). Especially for insecure, unexperienced travellers, a popular destination seems to be a safe guess (Plog, 1974). To gain better understanding, the author should have clarified the scope of the question or even have tested both understandings of crowdedness.

As seen in Horner & Swarbrooke's model of "Consumer Behaviour in the Leisure Sector" (2005), visitor's personality and lifestyle are crucial components of travel motivators that influence tourists to visit a place. Sirgy & Su (2000) tested this assumption with the importance of a match between visitor and destination in the sense of self-congruity, which defines the match between the destination visitor image of a place and the tourist's self-concept. Furthermore, they propose another dimension, functional congruity, which evaluates the degree on how the utilitarian attributes of a destination conform to the tourist's ideal expectation of those attributes (ibid). In an earlier study, Sirgy et al. (1991) showed the stronger effect of functional congruity, which is the first instance influencing the perception and possible fit of the destination, which for instance include price level, attractions, flights to the destination (Sirgy & Su, 2000). This is also stated by Ahn et al., (2013), who propose the unimportance of respondent's cognitive characteristics in their study about self-congruity and functional congruity as a predictor on destination choice. In addition to the findings about importance of functionality, Sirgy & Su (2000) expanded their original assumptions and added that both congruencies influence the visit intention, but "knowledge, prior experience, involvement and time pressure" moderate the relation between the congruencies and lead to higher importance of self-congruency compared to functional congruency (Sirgy & Su, 2000:348). Since the perceived image of Munich had no mediation effect,

different reasons can be found. Functional aspects are more tangible and therefore easier to evaluate (e.g. accessibility of Munich compared to other destinations), since functional attributes fulfil needs such as relaxation compared to "abstract needs such as self-actualization, that are more difficult to express" (p. 4). Understanding the destination is easier when focusing on functional attributes, and the respondents of this study showed medium to low levels of familiarity with the destination; therefore, the author concludes that respondents simply did not know enough about the destination, to be influenced by their perceptions. Lastly, a destination's communication is essential for self-congruency: a lack of distinct symbols impedes the interpretation and match of the destination image. The last point might be a valid explanation for the low moderator effect. As discussed above, the familiarity with the destination was strongly varying between respondents. In case of low familiarity, it is assumed that the symbols intended with the manipulation where not strong enough to create a clear negative picture, and furthermore, some respondents lacked distinct symbols of Munich.

Respecting the moderation effect of visitor's personality, the study did not show any notable effects on how the image of Munich is perceived or on the key outcome variables during the negative priming. The items are assumed to have greater effect with a higher level of knowledge of the destination. However, respondent's openness as a moderator on the relation between dummy and perceived hospitality of locals resulted in a p-value close to a tendency ($p = 0.12$, see Table 17). A more explicit effect is assumed with a greater sample, but another aspect might have caused this effect. This finding means that under negative priming, the higher the openness by the respondent, the higher his or her perception of the level of hospitality of locals.

5.4 The Role of Locals: Co-Creation or Co-Destruction

As already discussed above, the positively primed respondents did not mention more positive associations than the negative primed ones, but more negative associations were stated by the negative group, as well as more positive associations. Mirrored onto the destination, this means that the current pro-refugee movement does not significantly add to the image, but negative on the other hand, has an impact.

Since the study was set up to measure either negative or positive priming, it stays unclear what effect both primings would have on the image. The author suggests that positive media coverage could improve the image, if it is for instance used as a "value co-recoverer", as suggested by Echeverri & Skalen (2011), e.g. after negative coverage of PEGIDA followers.

Due to the effect of the negative priming compared to the neutral priming, a general significant connection and direction was found, which identified lower chance for positive WOM and a lower Purchase Intention. Currently, it seems that anti-refugee locals are not able to change the attitude and behaviour towards Munich, as no great changes in attitude and the brand were found in this

study. However, since residents differentiate places from one another due to their character and overall behaviour (Freire, 2009), it is assumed that increased media coverage about negative happenings can over time change the image people have about Munich, as such media coverage will continue to communicate the values of right-wing extremist until they blend with the cities appearance. Step by step, possible visitors will adapt those values and associate them with the destination, and as soon as this negative image is created, disposing of it is rather difficult, as for instance Gertner & Kotler (2004) pointed out: "normally, an image sticks in the public's mind for a long time, even after it loses its validity" (p. 51).

Summing up, branding is very complex and challenging for a destination, as Pike (2005) also expressed. DMO's simply "lack any direct control over the actual delivery of the brand promise by the local tourism community… [due to the amount of] diverse groups of active stakeholders" (p. 259)., e.g. the residents. The DMO of Munich has to be aware of the power of anti-refugee movements and their effect on the brand, and learn to cope with it. Suggestions to how will follow in the next parts. It also has to be noted that co-creation and co-destruction by locals might not be the only reason for the outcome of the study, but perceptions and attitudes before the priming also have an effect.

5.5 Evaluation of Pro-Refugee Brand Communication of Munich

As already discussed in the previous parts, this research did not provide noteworthy results of the positive manipulations. Positive respondents evaluated Munich less positively than the controlling group and scored highest in neutral associations (see Table 17); thus, the positive priming did not result in more positive associations. A similar distribution occurred when comparing specific crisis- and refugee-related phrased associations. As it was the case for the controlling group, mostly negative related associations were named, followed by positive ones and neutral ones. The positive group stated some negative associations, which is assumed normal when dealing with a controversial topic such as the refugee crisis, but was again not surprisingly affected by the priming to state more positive associations. Associations such as "openness", "diversity", "tolerance" or other pro-refugee linked wordings were expected, but not named under the positive priming, which leads to the conclusion of no effect of positive priming.

Based on those results, what would pro-refugee communication mean for the destination Munich? The author assumes that no positive impact would be noticeable, but moreover sees a danger in mentioning the crisis even in a positive context. Why should the destination dare to indicate the current crisis happening in Munich, if no positive outcome is ensured? The only possibility would be to raise awareness in people's mind about the crisis and by that risk the increase of negative associations.

Furthermore, another problem is predicted to rise with the introduction of pro-refugee communication. Earlier, the author already indicated the linkage between destination and place communication, hence the contribution of locals to the destination image and brand. As stated by Aitken & Campelo (2011), the residents decide whether a brand campaign rises or falls, and need to be involved in the marketing communication. Zenker & Erfgen (2014) followed this understanding and developed 3 roles for citizens: being 1. an "integral part of the place brand [… who communicate] the city's core values", 2. Ambassadors of the place who can market or de-market a place with their reference and 3. Residents as citizens, who can "make or break the branding effort" by means of agreement or disagreement with the developed campaign (p. 227). Those three roles will be elaborated on in the context of Munich.

Due to the strong group set against refugees, a sudden change towards a more open society is unthinkable, and a forced new brand image will assumingly only result in dissatisfaction and rebellion, which strengthens the importance of inclusion of locals (Zenker & Seigis, 2012). Disagreeing locals will furthermore not spread the good WOM of the place being colourful, but rather express their disagreement and anger about it, as well as a feeling of being excluded from their own city. Therefore, locals who do not agree with the new brand of being open and colourful will not live according to this premise; instead they will continue with their lifestyle, and possibly even boycott the forced new brand image (Zenker & Erfgen, 2014).

Internal communication is as important as external (Zenker & Beckmann, 2013b). Instead of trying to gather people under the new brand umbrella and forcing a new image for them, this should be a more natural, generic, long-term project. Literature in the field suggests various strategies to cope with the correction of a negative images of a place. Avraham (2004), to name one, suggests the creation of a new slogan which is "not associated with negative stereotypes and perceptions that harm the city's attractiveness" (p.475). Based on Avraham's findings, officially introducing a slogan such as "Munich is colourful" could become a great success. On the other hand, recent research and studies point into the opposing direction, as for instance Seisdedos (2006) stated, based on a Europe-wide analysis, that a city cannot gain a new brand image or behaviour by imposing only a slogan and printed material. What really matters are actions that involve all stakeholders on a satisfactory level, amongst others the residents, as "citizen involvement in place branding can be used to enhance the quality of the brand and include citizens' emotions in governance processes" (Eshuis et al., 2014:151). Without the citizens, a new campaign only consists of empty words, lacking authenticity and credibility (Aitken & Campelo, 2011).

Strategies to improve an unfavourable image differentiate for instance between reverse, ignorance and positive change (Gertner & Kotler, 2004). The reverse effect consists of active communication, trying to reverse the current image. In the case of Munich, this can be mass media coverage of pro-refugee residents, which is supposed to offset the negative associations of PEGIDA. As this study showed, positive activities had surprisingly as little effect as neutral coverage, and therefore is not evaluated as an option. Furthermore, the author of this paper doubts the effectiveness of reverse-activities, as they blur the brand message due to the opposing

coverages, as well that it cannot be ensured that the positive message will get through to the possible visitors due to the already high stimuli and noise by all kinds of other communication and coverage (Cooper et al., 2008). Another strategy is ignoring the problem, freely adopted from the method "ignore it and it will go away" (Gertner & Kotler, 2004:52). This is, to some extent, evaluated to be an option for Munich, as this study did not show dramatic changes in image and behaviour; but it requires steady monitoring of the situation to enable intervention and to prevent a strong, irreversibly negative image from developing (Ahmed, 1991). The last option presented is the redirection of focus by adding new positive attitudes to the brand components (Gertner & Kotler, 2004): instead of reminding potential visitors about the refugee crisis issue by means of the new slogan, other positive aspects of Munich should be brought into the picture and communicated, by e.g. spotlight events, selective promotion, and familiarization trips as suggested by other research (Ahmed, 1991).

"Munich is colourful" does not seem as a valid slogan for a city which is divided into strongly opposing parties. Furthermore, negative media coverage lead to a questioning of the believability and authenticity of this communication. It is however simple, appealing and distinct - three further requirements for a successful place image suggested by (Gertner & Kotler, 2004). But most importantly, changing the image without a change in reality is worthless, since the reality needs to be adapted to the desired image (Avrahm & Ketter, 2008). This leads back to residents and their co-creation or co-destruction of the brand image.

"Solving the problem that led to the formation of the negative image" is another aspect suggested by Avraham (2000). The scope of the refugee crisis and its spread all over Europe does not provide an issue solvable in the near future. However, cities can undertake certain actions to create a more tolerant and open-minded attitude for their residents, since the residents are the representatives of a cities' values and behaviour (Zenker & Erfgen, 2014). A right-wing extremist and xenophobic image, such as the one Dresden is currently caught in, will in the long run harm the city of Munich drastically. As seen in the example of Dresden, the city loses not only its attractiveness towards tourists, but also towards new and current residents, investors and businesses. Preventative procedures will be presented in the managerial implications below, which suggest to start changing the situation in the city, namely trying to get right-wing residents closer towards the favourable open and tolerant image, and by that changing the reality before changing the identity (Avrahm & Ketter, 2008). This might in the long-run lead to a successful cultivation of local residents and improve their self-image as well as the destination image (Avrahm & Ketter, 2008).

6. Managerial Implications

As concluded in the above discussion, a forced open, welcoming culture will neither end in expected positive results, nor a new anchored overall pro-refugee reality in Munich, as residents first have to agree and live the new image. A new slogan and printed material to communicate the new favourable image will fail, as actions are needed. Therefore, education is the essential tool for the future development of the city of Munich. Only by means of education can the negative attitudes towards refugees be reduced, which in turn is expected to improve the welcoming culture of currently opposing residents. Various examples could already be noticed in Germany, e.g. the initiative "Wir zusammen", a cooperation of German entrepreneurs that campaigns for the inclusion and integration of refugees into Germany's society and labour market. Additionally, most leading newspapers and news channels provide overviews of happenings connected to the refugee crisis and communicate the information in a short and plain manner to reach as many strata of society as possible. Also other websites, such as proasyl.de, cover the topic, and even Munich's official platform targeted to Tourism, Business, and residents provides free and clear educational advertising regarding refugees in Germany. Those Q&A's answer frequently occurring questions to prevent formation of prejudice based on hoaxes and right-wing propaganda, breaching topics such as fear of competition on the labour market, higher crime rates, and possible virulence. In Munich, it is important to combat the widely spread fear of foreigners and their perceived harmful impact on Germany and its residents, in order to fight a possible PEGIDA-effect like the one that occurred in Dresden. Sympathy and understanding can be reached by setting the focus on refugee's benefits for Munich and Bayern. Instead of supporting the image of foreigners as a threat, argument such as the following should be in the foreground:

1. Foreigners/Refugees as cultural enrichment for society.
2. As support of the workforce: the current skills shortage in Germany might result a shortage in labour measured in 7 million people in 2030 (Landeszentrale für politische Bildung, 2016). As 90% of refuges graduated from school, 15% have a university degree, and a 25% of them are young people up to 25, the chances are high that they can be integrate in the German labour market, which would avoid the shortage (ibid).
3. Revitalisation of peripheral areas: Less populated areas could benefit from an increase in residents, who bring with them more business, and investments in e.g. the infrastructure. Integrating foreigners into the environment of local residents plays a crucial role, as the formation of ghettos has to be avoided.

Over time, a change in attitude towards the positive end is hoped for.

The above presented approach not only helps to improve the current reactions to the refugee crisis, but also tries to decrease and avoid potential negative, long-term effects of the crisis, which might develop over the following years. One could call it a prophylactic attitude improvement, which is assumed to ease the immigration of the for instance almost 68.000 asylum seekers

assigned to Bavaria in 2015 (Daldrup, 2016). Future chances for riots and torrents of hate might be limited or even controllable, as the residents of Munich will get more used to the thought of living in an open and welcoming country.

Furthermore, as Gordon Allport (1954) elaborated in his "Contact Hypothesis", and as tested in practice by Steinmayr (2016); "interpersonal contact is an effective way to reduce prejudice between a majority and a minority" (p.2) . In his study, Steinmayr illustrated how the "exposure to refugees [is related to] voting for far-right [parties]" (p.1): as interpersonal contact to refugees in the community seems to improve attitude, decrease prejudice towards foreigners, and increases the belief of the country being able to handle the stream of incoming refugees (ibid). That "prejudice diminishes with [direct contact, i.e.] from person to person" was also discovered by Dollase (2001:18). Based on those arguments, it is concluded that refugees benefit communities such as Munich, by turning refugees into human beings in need instead of a global faceless threat, assuming that locals allow this interaction.

This development will in the long-run diminish the negative coverage of Munich, which will have positive results on the destination image. In case a new image is still needed, it is seen as highly important to integrate the residents of Munich to form a common image based on residents' identity and needs. Other target groups would also have to be involved in this process.

7. Limitations

After finishing the project and reflecting over the process, methods, and tools used, the author identified a number of limitations. Understanding them can help to interpret the results, but also to conduct future research, or even to re-do this particular project.

7.1 Sample

As discussed earlier, the results of this study are not representable enough to draw conclusions mirrored onto the Danish market as research population. The discussion though, does however present arguments that could also be applied for future studies.

To begin with, the author aimed for the stratified sampling method. In this method, the whole population is divided into mutually exclusive groups, called strata, by means of for instance age, gender, or market segment (Altinay & Paraskevas, 2008). Next, a simple random sample has to be found as a representative for the group, data is then collected from randomly selected persons in the respective representative samples, and the groups can be gathered into one or individually compared with one another (Blaikie, 2009). For this research, the strata are the different regions Denmark is divided into: Capitol Region, Central, Southern and North Denmark, and Region Zealand. For those 5 regions, an approximately equal number of participants had to be randomly selected.

Due to the lack of accessibility of respondents from each strata, and the limited time sphere of this project, the sample failed to be conducted with the strata method and was changed into the self-selection method. The self-selection method showed its limitations and disadvantages, which have been disused previously, and due to its inability to represent the Danish market, it is pronounced to be unsuitable for this research.

For a future retry of this project, use of the stratified sampling method is recommended. The author believes that it would increase the reliability and meaningfulness of the findings, as the method used in this paper can only under reservation be reflected onto the whole population.

7.2 Country-of-origin effect

The country-of-origin effect might also have influenced the respondents' answers, and by that, the outcome of the entire study. It is also called the "made-in image" and describes the phenomenon of influenced consumer attitude, purchase intention and perception after mentioning the country of origin (Keegan & Green, 2012). A good example is the slogan "made in Germany" which is often associated with products of higher quality (ibid). On terms of this project, naming Munich as a German destination might trigger cognitive associations, perceptions, and attitudes, and project them onto the destination of Munich. Such projection can lead to favourable or unfavourable behaviour towards the destination, depending on the overall conception of the country of origin, in this case Germany, which means that respondents could

already have had a strongly biased opinion about Munich, based on their perception about and attitude towards Germany.

7.3 Manipulation

Another limitation the author realized is a possible failure of the respondent manipulation. In some cases, respondents might not have read and understood the priming, which means they have not been influenced before answering the survey, and therefore their set of answers has been wrongly interpreted. By adding a "I have read and understood the introduction" button, the author tried to eliminate possible skipping of the introduction, but the success rate is unknown.

Interviews might help to avoid the skipping problem, as the interviewer can make sure that the interviewee is successfully prepared for his participation before the start of the experiment.

Moreover, the strength of the manipulation used is also up for discussion. Is a short article enough to trigger the desired effect, or should other forms of media be used? Another project could for example also use a short video clip to express pro- and anti-refugee activities by locals, as this medium is assumed to be more powerful due to the combination of words and pictures.

7.4 Possibly skipped concepts

In the earlier stages of this research, the author created a conceptual model to be tested, which represents the core of this paper. By determination of the model, the author limited herself and the research to the decided problem formulation and research model, and with that her angle on the researched area. Other theories and assumptions could have been tested instead, which might have led to a greater understanding or different results. Furthermore, also the nature of the questions asked and statements tested in the survey determined the scope of the project.

7.5 Language barriers

The questionnaire was translated from English into Danish before publication, which could have slightly affected the outcome, even though the author aimed the translations to be as close to the original as possible. Furthermore, the statements tested were taken from English literature, which proposed their success in English. It is unsure whether the statements are able to guarantee the same effect in another language than English.

8. Conclusion

The current refugee crisis does not seem to strongly influence the Danish market. Positive coverage showed no effect on the image, nor on Attitude, Purchase Intention, or WOM. Also the given associations were unexpectedly neutral. Negative coverage in form of anti-refugee activities, affected Purchase Intention and WOM, paired with the highest level of negative associations. Surprisingly, the majority of associations were positive. This result was caused by a mixture of unfamiliar respondents with a lack of knowledge of the destination, knowledgeable respondents who defended their good image of the destination Munich, as well as the complexity of image formation.

Residents clearly contribute to the touristic image of Munich and have therefore an important role. According to the findings of the study, pro-refugee activities of locals seem to have close to no effect on the place brand co-creation, but might have a helpful effect as "value co-recoverer" to downsize possible damage of negative activities covered in the media, such as PEGIDA demonstrations. Anti-refugee activities do not currently show strong effect on the destination brand, but are assumed to be harmful if coverage continues over a period of time. Effects as the PEGIDA-Effect in Dresden cannot be eliminated, and the DMO of Munich needs to be aware of that.

Visitor's personality and the perceived image did not show any impact on a possible image change due to negative coverage. This might be explained by the sample size, nature of the sample, or a lack of familiarity with the destination. Furthermore, it could have been interesting to evaluate the functional fit in the survey, to be able to draw further conclusions about the lack of effects.

Based on the findings, the author advises against the inclusion of pro-refugee communication in official destination brand communication by the DMO of Munich. Stories such as "Munich is colourful" do not add positively to the image and the brand. Currently, markets such as Denmark are assumed to have a low level of familiarity with the crisis, but positive coverage of a negative topic will increase the awareness of Munich being an intersection-point under the refugee crisis, which might incur less favourable associations and a negative image. Instead, long-term improvements directed towards the residents are proposed to the marketers of the destination. This might help to protect the current image; it is however important to remember that not just words, but definitive actions are needed to manifest the new reality.

All in all, the research resulted in only a few distinctive results, and the sample is not evaluated as representable for the entire Danish market. The findings have therefore to be understood with caution, and can only speak for the tested sample. A revision of the research with a more representable sample is advised, or alternatively a shift in focus towards the population of Copenhagen instead of that of Denmark.

9. Further Research

As proposed earlier, this study could be repeated with a sample selected with the stratified sampling method, which is assumed to guarantee better and more representable results. This would also enable conclusions about the interaction between positive and negative media coverage with the visitor's personality and the perceived image of a destination. Furthermore, face-to-face contact or a video presentation of the pro- and anti-refugee activities by residents might be able to amplify the manipulation effect. Additionally, instead of comparing negatively and positively primed respondents with the controlling group, a before and after comparison of associations and statements of individual respondents would enable the direct measurement of the undertaken priming effect.

Another interesting project would be to conduct this study on a Europe-wide level, comparing different countries and their reactions to one destination, e.g. Munich, in the context of the refugee crisis. Such a long-term study might be able to visualize a possible change in image over time, as well as indicate differences and challenges of various target markets.

It is important to understand the impact of the crisis on different cities and their ability to cope with the situation, as it can help to derive characteristics and actions of a well-running destination. Destination such as Munich or Dresden are thereby suggested. Monitoring their image development over time, and monitoring and evaluating the actions undertaken by DMOs, can be used time to find the best possible way to cope with a crisis like the one affecting them now. In this context, the recovery effect of positive activities by locals could also be interesting to evaluate.

10. Bibliography

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11. Picture Sources

Map Munich, Dreamstime, photograph, viewed September 16, 2016, https://thumbs.dreamstime.com/z/munich-straight-pin-map-39559034.jpg

12. Appendices

12.1 Survey

1. Introduction to the Survey

Thank you for participating in this survey as part of a joint research project of the Copenhagen Business School, Universität der Bundeswehr München and Salzburg University of Applied Science.

Please take the time to answer the following questions, it will take you about 5 minutes to complete the survey.

Your answers are highly confidential and will be only analyzed on aggregated level for a scientific purpose.

2. Introduction to the Topic: Neutral


MÜNCHEN

Munich is the 3rd largest city in Germany and the 12th biggest city of the European Union with a population of above 1.5 million. It is located in the south of the country as the capital of the federal state of Bavaria. The city is a major centre of art and culture, advanced technologies, innovation, education, business and tourism in Germany and Europe and enjoys a very high standard and quality of living.

Therefore, Munich is one of the most prosperous and fastest growing cities in Germany. It is a top-ranked destination for tourism, but also attracts a lot of international talents.

3. Introduction to the topic - Positive Scenario


MUNICH IS COLOURFUL

Munich is the 3rd largest city in Germany and the 12th biggest city of the European Union with a population of above 1.5 million. It is located in the south of the country as the capital of the federal state of Bavaria. The city is a major centre of art and culture, advanced technologies, innovation, education, business and tourism in Germany and Europe and enjoys a very high standard and quality of living. Therefore, Munich is one of the most prosperous and fastest growing cities in Germany. It is a top-ranked destination for tourism, but also attracts a lot of international talents.

In the current refugee challenge, Munich has turned into one of the first destinations for refugees to arrive after crossing the German border. Munich's local community has undertaken utmost (the most extreme) impressive voluntary activities in welcoming refugees in a humanely way. Locals provide food and necessities, develop accommodation, while keeping an open welcome-culture. This is based on the self-concept of Munich's inhabitants "München ist bunt" – Munich is colorful, by which they label themselves as an open, tolerant and international city.

4. Introduction to the Topic - Negative Scenario


MÜNCHEN IST ZU BUNT (PEGIDA)

Munich is the 3rd largest city in Germany and the 12th biggest city of the European Union with a population of above 1.5 million. It is located in the south of the country as the capital of the federal state of Bavaria. The city is a major centre of art and culture, advanced technologies, innovation, education, business and tourism in Germany and Europe and enjoys a very high standard and quality of living.

Therefore, Munich is one of the most prosperous and fastest growing cities in Germany. It is a top-ranked destination for tourism, but also attracts a lot of international talents.

In the current refugee crisis, Munich has turned into one of the first destinations for refugees to arrive after crossing the German border. With thousands of refugees arriving every day, the situation is stressed and authorities and local inhabitants have reached their limits. Right wing political movements like PEDIGA (Patriotic Europeans against the Islamization of the West) aggressively oppose a co-existence with foreigners in Germany. Larger parts of Munich's residents strongly criticize the high levels of immigration by regular protest marches with thousands of followers and racist speeches of right-wing extremists in the city center of Munich with the goal of closing the borders for refugees. Most alarming though, is the rising number of attacks directed towards refugees, for example fire raisings with refugee accommodations as the target.

5. End of all Introductions to Topic

□ I HAVE READ THE INTRODUCTION. (Tick box to pass)

6 Qualitative part – Associations

When you think of Munich, what comes first to your mind?

Please state the first 5 associations and afterwards, please rate their valence and importance for influencing your decision to visit Munich on a scale from 1 – 10 (1= not at all, 10= I fully agree).

1. _____

This association is positive.

This association is important for my decision to visit the city of Munich.

(both on scale: 1 – 10; 1= not at all, 10= I fully agree)

(Same for the remaining 4 requested associations)

6. Quantitative Part - Statements

Please rate the following statements on a scale from 1 – 10 (1= not at all, 10= I fully agree)

Attitude:	I like the city of Munich.
	I think the city of Munich is positive.
	I think the city of Munich is favorable.
Purchase intentions:	I would like to know more about Munich.
	I consider visiting the city of Munich.
	It is very likely that I will visit Munich in the next years.
WOM:	Based on my current knowledge about Munich, I would recommend this place to lots of people.
	Based on my current knowledge about Munich, I would 'talk up' this place to my friends.
	Based on my current knowledge about Munich, I would spread the good-word about this place.
	Based on my current knowledge about Munich, I would give this place positive word-of-mouth advertising
Negative WOM:	Based on my current knowledge about Munich, I would NOT recommend to visit the city of Munich.
Familiarity:	I am familiar with the city of Munich.
Security/Perceived Risk:	I think the city of Munich is a safe place to visit.
	Munich is a clean city.
Openness Munich:	People in Munich are friendly and welcoming.
	Munich has a good variety of visitor attraction.

Munich has a rich cultural life.

Munich is too crowded for sightseeing.

Respondent's Openness: I am open for changes and new things.

I am searching for stimulating experiences.

I am tolerant towards different ideas and believes.

Need for Security: I consider myself an adventures traveler.

I travel to adventurous destinations.

Security is an important aspect for my traveling decision.

Knowledge Refugee Crisis: I am highly knowledgeable about the current events related to the refugee crisis in Germany.

I am highly knowledgeable about the current events related to the refugee crisis in Denmark.

I have heard about PEGIDA's activities in Germany.

Demographics: Age

Gender (m/f)

Place of residence (Region Hovedstaden, Region Midtjylland, Region Nordjylland, Region Sjælland, Region Syddanmark)

Occupation (Employed, Self-employed, unemployed, homemaker, student, military, retired, unable to work)

Highest level of education completed (no schooling completed, Grammar school, High school or equivalent, work education, bachelor's degree, Master's degree, Doctoral degree)

Relation to Munich: Have you visited Munich before? (Yes/no)

Have you lived in Munich? (Yes/no)

Danish refugee politic: I think Denmark should be more welcoming towards refugees.

I agree with Denmark's closed-off refugee politics.

(Scale 1-11, 11: no comment)

COMMENTS: (open text field)

1.7 Ending Neutral and Positive Scenario

Thank you for taking your time to answer this survey! We hope to see you soon in Munich!

1.8 Ending Negative Scenario & De-Briefing


Thank you for taking your time to answer this survey!

Please note that the shown introduction about Munich is only a hypothetical research scenario and movements like PEGIDA are only a small (dark) side of the events happening in Germany. Fortunately, activities directed towards refugees occur on a rare basis and most of the time, protest marches are of peaceful manner. Since the start in autumn 2015, Munich's local community has undertaken utmost impressive voluntary activities in welcoming refugees in a humanely way. Locals provide food and necessities, develop accommodation, while keeping an open welcome-culture under their slogan "München ist bunt" (Munich is colorful). Thus, Munich could be seen as a positive example of how people are currently constructive dealing with the refugee challenge.

We hope to see you soon in Munich!

1.9 Source of Pictures (Survey)

Sign Munich, n.d. photograph, viewed on March 31, 2016, *http://www.monteurzimmer-online.com/informationen-und-tipps/die-10-bedeutendsten-sehenswuerdigkeiten-in-muenchen-66.html*

Altstadt-Panorama, n.d. photograph, viewed March 31, 2016, *https://de.wikipedia.org/wiki/M%C3%BCnchen#/media/File:M%C3%BCnchen_Panorama.JPG*

Schloss Nymphenburg, Toursimusamt München, photograph, viewed March 31, 2016 *<http://www.bayern-einfach-anders.de/Schloss-Nymphenburg_33>*

Group of refugees, n.d. photograph, viewed March 31, 2016, *<http://www.sueddeutsche.de/muenchen/kundgebung-gegen-neonazis-bitte-aufstehen-1.1627857&h=360&w=640&tbnid=dZFHHLB3yZ1KZM:&docid=VXqB9_r75nHJBM&ei=pFuvVovpMoiZsAHH7ITIBA&tbm=isch&ved=0ahUKEwiLy_-A1NbKAhWIDCwKHUc2AUkQMwg7KBcwFw>*

Locals Pro-Refuge, dpa, photograph, viewed March 31, 2016, *<http://www.tz.de/muenchen/stadt/ludwigsvorstadt-isarvorstadt-ort43328/fluechtlinge-muenchen-ausnahmezustand-hauptbahnhof-eine-reportage-5499239.html>*

Demonstrations Pegida, Thomas Bergmann, photograph, viewed March 31, 2016 *<https://thomasbergmannfotografie.wordpress.com/2015/12/01/pegida-munchen-am-30-11-2015/#jp-carousel-1198>*

Police and refugees, dpa, photograph, viewed March 31, 2016, *<https://www.google.dk/search?q=m%C3%BCnchen&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiSxNrJleDKAhVDliwKHdMWDb8Q_AUICCgC&biw=1920&bih=944#tbm=isch&q=fl%C3%BCchtlingskrise+m%C3%BCnchen&imgrc=CZ-S1ix7AJK2oM%3A>*

12.2 Mean Comparison

T-Test

Mittelwertvergleiche Neutral vs. Negative.

T-TEST GROUPS=Dummy1_neu1_vs_neg0(1 0)

Group Statistics

	Dummy1	N	Mean	Std. Deviation	Std. Error Mean
Jeg kan lide München som by.	1,00	52	6,71	1,964	,272
	,00	61	6,30	2,052	,263
Mit overordnede indtryk af München er positivt.	1,00	52	7,29	1,840	,255
	,00	61	7,07	1,914	,245
Jeg synes, at byen München er tiltrækkende.	1,00	52	6,69	1,853	,257
	,00	61	6,61	2,116	,271
Jeg vil gerne vide mere om München	1,00	52	6,10	2,614	,363
	,00	61	6,20	2,651	,339
Jeg overvejer at besøge München.	1,00	52	5,88	2,770	,384
	,00	61	5,43	2,889	,370
Det er meget sandsynligt, at jeg vil besøge München i løbet af de næste par år.	1,00	52	5,90	2,885	,400
	,00	61	5,20	2,768	,354
Baseret på min nuværende viden om München vil jeg anbefale byen til mange andre.	1,00	52	5,48	2,697	,374
	,00	61	4,97	2,152	,276
Baseret på min nuværende viden om München vil jeg tale rosende om byen.	1,00	52	5,62	2,553	,354
	,00	61	5,48	2,218	,284
	1,00	52	6,096	2,4596	,3411

Baseret på min nuværende viden om München vil jeg lægge et godt ord ind for byen	,00	61	5,361	2,3596	,3021
Baseret på min nuværende viden om München vil jeg tale positivt om byen	1,00	52	6,62	2,198	,305
	,00	61	5,85	2,308	,296
Baseret på min nuværende viden om München vil jeg IKKE anbefale at besøge München.	1,00	52	2,37	2,077	,288
	,00	61	2,62	2,154	,276
München er et sikkert sted at besøge.	1,00	52	6,98	2,128	,295
	,00	61	6,80	2,279	,292
München er en ren by.	1,00	52	6,58	1,637	,227
	,00	61	6,85	1,990	,255
München er for tætbefolket til sightseeing.	1,00	52	4,15	1,460	,203
	,00	61	4,20	1,641	,210
Indbyggerne i München er venlige og gæstfrie.	1,00	52	6,19	1,727	,239
	,00	61	6,25	2,285	,293
München har en god variation af turistattraktioner	1,00	52	6,21	1,637	,227
	,00	61	6,33	1,749	,224
München har et rigt kulturliv.	1,00	52	7,21	1,588	,220
	,00	61	7,02	1,717	,220
Attitude	1,00	52	6,8974	1,67454	,23222
	,00	61	6,6557	1,83683	,23518
Purchase_Intention	1,00	52	5,9615	2,41424	,33479
	,00	61	5,6066	2,27344	,29108
WOM	1,00	52	5,9519	2,32634	,32261
	,00	61	5,4139	2,10252	,26920

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Jeg kan lide München som by.	Equal variances assumed	,059	,808	1,097	111	,275	,416	,380	-,336	1,169
	Equal variances not assumed			1,101	109,496	,274	,416	,378	-,334	1,166
Mit overordnede indtryk af München er positivt.	Equal variances assumed	,087	,768	,628	111	,531	,223	,355	-,480	,926
	Equal variances not assumed			,630	109,372	,530	,223	,354	-,478	,924
Jeg synes, at byen München er tiltrækkende.	Equal variances assumed	,751	,388	,227	111	,821	,086	,377	-,662	,833
	Equal variances not assumed			,230	110,911	,819	,086	,373	-,654	,826
Jeg vil gerne vide mere om München	Equal variances assumed	,097	,756	-,202	111	,840	-,101	,497	-1,086	,885
	Equal variances not assumed			-,203	108,642	,840	-,101	,497	-1,085	,884

Jeg overvejer at besøge München.	Equal variances assumed	,723	,397	,857	111	,394	,458	,535	-,602	1,519
	Equal variances not assumed			,860	109,449	,392	,458	,533	-,599	1,515
Det er meget sandsynligt, at jeg vil besøge München i løbet af de næste par år.	Equal variances assumed	,229	,633	1,327	111	,187	,707	,533	-,348	1,763
	Equal variances not assumed			1,323	106,628	,189	,707	,534	-,352	1,767
Baseret på min nuværende viden om München vil jeg anbefale byen til mange andre.	Equal variances assumed	5,934	,016	1,125	111	,263	,514	,456	-,391	1,418
	Equal variances not assumed			1,105	97,082	,272	,514	,465	-,408	1,436
Baseret på min nuværende viden om München vil jeg tale rosende om byen.	Equal variances assumed	2,108	,149	,312	111	,756	,140	,449	-,749	1,029
	Equal variances not assumed			,308	101,901	,758	,140	,454	-,760	1,040
Baseret på min nuværende viden om München vil jeg lægge et godt ord ind for byen	Equal variances assumed	1,164	,283	1,620	111	,108	,7355	,4541	-,1644	1,6354
	Equal variances not assumed			1,614	106,630	,109	,7355	,4556	-,1678	1,6388

Baseret på min nuværende viden om München vil jeg tale positivt om byen	Equal variances assumed	,076	,783	1,790	111	,076	,763	,426	-,082	1,607
	Equal variances not assumed			1,797	109,621	,075	,763	,425	-,078	1,604
Baseret på min nuværende viden om München vil jeg IKKE anbefale at besøge München.	Equal variances assumed	,089	,766	-,644	111	,521	-,258	,400	-1,050	,535
	Equal variances not assumed			-,646	109,290	,520	-,258	,399	-1,048	,533
München er et sikkert sted at besøge.	Equal variances assumed	1,009	,317	,425	111	,671	,177	,417	-,649	1,004
	Equal variances not assumed			,428	110,054	,670	,177	,415	-,645	1,000
München er en ren by.	Equal variances assumed	3,737	,056	-,795	111	,428	-,276	,347	-,962	,411
	Equal variances not assumed			-,807	110,872	,421	-,276	,341	-,952	,401
München er for tætbefolket til sightseeing.	Equal variances assumed	,875	,352	-,146	111	,885	-,043	,295	-,627	,541
	Equal variances not assumed			-,147	110,783	,883	-,043	,292	-,621	,535

Indbyggerne i München er venlige og gæstfrie.	Equal variances assumed	6,038	,016	-,139	111	,890	-,054	,386	-,819	,712
	Equal variances not assumed			-,142	109,501	,888	-,054	,378	-,803	,696
München har en god variation af turistattraktioner	Equal variances assumed	1,021	,314	-,363	111	,717	-,116	,321	-,751	,519
	Equal variances not assumed			-,365	110,001	,716	-,116	,319	-,748	,516
München har et rigt kulturliv.	Equal variances assumed	,802	,372	,623	111	,535	,195	,313	-,425	,816
	Equal variances not assumed			,627	110,240	,532	,195	,311	-,422	,812
Attitude	Equal variances assumed	,062	,803	,726	111	,469	,24170	,33297	-,41810	,90149
	Equal variances not assumed			,731	110,480	,466	,24170	,33051	-,41326	,89666
Purchase_Intention	Equal variances assumed	,311	,578	,804	111	,423	,35498	,44151	-,51989	1,22986
	Equal variances not assumed			,800	105,840	,425	,35498	,44364	-,52460	1,23456
WOM	Equal variances assumed	2,701	,103	1,291	111	,199	,53799	,41678	-,28789	1,36386

Equal variances not assumed			1,280	103,923	,203	,53799	,42017	-,29523	1,37121

T-Test

Mittelwertvergleiche Neutral vs. Positiv.

T-TEST GROUPS=Dummy2_neu1_vs_pos0(1 0)

Group Statistics

	Dummy2	N	Mean	Std. Deviation	Std. Error Mean
Jeg kan lide München som by.	1,00	52	6,71	1,964	,272
	,00	52	6,60	1,871	,259
Mit overordnede indtryk af München er positivt.	1,00	52	7,29	1,840	,255
	,00	52	7,48	1,743	,242
Jeg synes, at byen München er tiltrækkende.	1,00	52	6,69	1,853	,257
	,00	52	6,58	1,808	,251
Jeg vil gerne vide mere om München	1,00	52	6,10	2,614	,363
	,00	52	6,06	2,789	,387
Jeg overvejer at besøge München.	1,00	52	5,88	2,770	,384
	,00	52	6,25	2,963	,411
Det er meget sandsynligt, at jeg vil besøge München i løbet af de næste par år.	1,00	52	5,90	2,885	,400
	,00	52	5,60	3,126	,434
Baseret på min nuværende viden om München vil jeg anbefale byen til mange andre.	1,00	52	5,48	2,697	,374
	,00	52	5,56	2,539	,352
	1,00	52	5,62	2,553	,354

Baseret på min nuværende viden om München vil jeg tale rosende om byen.	,00	52	5,90	2,216	,307
Baseret på min nuværende viden om München vil jeg lægge et godt ord ind for byen	1,00	52	6,096	2,4596	,3411
	,00	52	5,750	2,4405	,3384
Baseret på min nuværende viden om München vil jeg tale positivt om byen	1,00	52	6,62	2,198	,305
	,00	52	6,31	1,976	,274
Baseret på min nuværende viden om München vil jeg IKKE anbefale at besøge München.	1,00	52	2,37	2,077	,288
	,00	52	2,27	1,728	,240
München er et sikkert sted at besøge.	1,00	52	6,98	2,128	,295
	,00	52	7,27	1,921	,266
München er en ren by.	1,00	52	6,58	1,637	,227
	,00	52	6,77	1,640	,227
München er for tætbefolket til sightseeing.	1,00	52	4,15	1,460	,203
	,00	52	4,69	1,874	,260
Indbyggerne i München er venlige og gæstfrie.	1,00	52	6,19	1,727	,239
	,00	52	6,37	1,920	,266
München har en god variation af turistattraktioner	1,00	52	6,21	1,637	,227
	,00	52	6,56	1,662	,230
München har et rigt kulturliv.	1,00	52	7,21	1,588	,220
	,00	52	7,02	1,603	,222
Attitude	1,00	52	6,8974	1,67454	,23222
	,00	52	6,8846	1,53802	,21329
Purchase_Intention	1,00	52	5,9615	2,41424	,33479

	,00	52	5,9679	2,63896	,36596
WOM	1,00	52	5,9519	2,32634	,32261
	,00	52	5,8798	2,11987	,29397

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Jeg kan lide München som by.	Equal variances assumed	,401	,528	,307	102	,760	,115	,376	-,631	,861
	Equal variances not assumed			,307	101,762	,760	,115	,376	-,631	,861
Mit overordnede indtryk af München er positivt.	Equal variances assumed	,021	,884	-,547	102	,585	-,192	,351	-,889	,505
	Equal variances not assumed			-,547	101,703	,586	-,192	,351	-,890	,505
Jeg synes, at byen München er tiltrækkende.	Equal variances assumed	,022	,882	,321	102	,749	,115	,359	-,597	,827
	Equal variances not assumed			,321	101,939	,749	,115	,359	-,597	,827

Jeg vil gerne vide mere om München	Equal variances assumed	,252	,617	,073	102	,942	,038	,530	-1,013	1,090
	Equal variances not assumed			,073	101,573	,942	,038	,530	-1,013	1,090
Jeg overvejer at besøge München.	Equal variances assumed	,905	,344	-,650	102	,517	-,365	,562	-1,481	,750
	Equal variances not assumed			-,650	101,541	,517	-,365	,562	-1,481	,750
Det er meget sandsynligt, at jeg vil besøge München i løbet af de næste par år.	Equal variances assumed	,986	,323	,522	102	,603	,308	,590	-,862	1,478
	Equal variances not assumed			,522	101,349	,603	,308	,590	-,863	1,478
Baseret på min nuværende viden om München vil jeg anbefale byen til mange andre.	Equal variances assumed	,121	,729	-,150	102	,881	-,077	,514	-1,096	,942
	Equal variances not assumed			-,150	101,631	,881	-,077	,514	-1,096	,942
Baseret på min nuværende viden om München vil jeg tale rosende om byen.	Equal variances assumed	1,729	,191	-,615	102	,540	-,288	,469	-1,218	,641
	Equal variances not assumed			-,615	100,030	,540	-,288	,469	-1,219	,642

Baseret på min nuværende viden om München vil jeg lægge et godt ord ind for byen	Equal variances assumed	,258	,613	,720	102	,473	,3462	,4805	-,6069	1,2992
	Equal variances not assumed			,720	101,994	,473	,3462	,4805	-,6069	1,2992
Baseret på min nuværende viden om München vil jeg tale positivt om byen	Equal variances assumed	2,905	,091	,751	102	,454	,308	,410	-,505	1,121
	Equal variances not assumed			,751	100,866	,455	,308	,410	-,505	1,121
Baseret på min nuværende viden om München vil jeg IKKE anbefale at besøge München.	Equal variances assumed	1,022	,314	,257	102	,798	,096	,375	-,647	,839
	Equal variances not assumed			,257	98,723	,798	,096	,375	-,647	,840
München er et sikkert sted at besøge.	Equal variances assumed	,699	,405	-,726	102	,470	-,288	,398	-1,077	,500
	Equal variances not assumed			-,726	100,950	,470	-,288	,398	-1,077	,500
München er en ren by.	Equal variances assumed	,145	,704	-,598	102	,551	-,192	,321	-,830	,445
	Equal variances not assumed			-,598	102,000	,551	-,192	,321	-,830	,445

München er for tætbefolket til sightseeing.	Equal variances assumed	,512	,476	-1,634	102	,105	-,538	,329	-1,192	,115
	Equal variances not assumed			-1,634	96,257	,105	-,538	,329	-1,192	,115
Indbyggerne i München er venlige og gæstfrie.	Equal variances assumed	2,452	,120	-,483	102	,630	-,173	,358	-,883	,537
	Equal variances not assumed			-,483	100,871	,630	-,173	,358	-,884	,537
München har en god variation af turistattraktioner	Equal variances assumed	,112	,739	-1,070	102	,287	-,346	,323	-,988	,295
	Equal variances not assumed			-1,070	101,977	,287	-,346	,323	-,988	,295
München har et rigt kulturliv.	Equal variances assumed	,098	,755	,615	102	,540	,192	,313	-,428	,813
	Equal variances not assumed			,615	101,992	,540	,192	,313	-,428	,813
Attitude	Equal variances assumed	,253	,616	,041	102	,968	,01282	,31530	-,61258	,63822
	Equal variances not assumed			,041	101,271	,968	,01282	,31530	-,61263	,63827
Purchase_Intention	Equal variances assumed	,780	,379	-,013	102	,990	-,00641	,49600	-,99022	,97740

	Equal variances not assumed			-,013	101,203	,990	-,00641	,49600	-,99031	,97749
WOM	Equal variances assumed	1,497	,224	,165	102	,869	,07212	,43646	-,79359	,93783
	Equal variances not assumed			,165	101,131	,869	,07212	,43646	-,79368	,93791

T-Test

Mittelwertvergleiche Negativ vs. Positiv.

T-TEST GROUPS=Dummy3_neg1_vs_pos0(1 0)

Group Statistics

	Dummy3	N	Mean	Std. Deviation	Std. Error Mean
Jeg kan lide München som by.	1,00	61	6,30	2,052	,263
	,00	52	6,60	1,871	,259
Mit overordnede indtryk af München er positivt.	1,00	61	7,07	1,914	,245
	,00	52	7,48	1,743	,242
Jeg synes, at byen München er tiltrækkende.	1,00	61	6,61	2,116	,271
	,00	52	6,58	1,808	,251
Jeg vil gerne vide mere om München	1,00	61	6,20	2,651	,339
	,00	52	6,06	2,789	,387
Jeg overvejer at besøge München.	1,00	61	5,43	2,889	,370
	,00	52	6,25	2,963	,411
Det er meget sandsynligt, at jeg vil besøge München i løbet af de næste par år.	1,00	61	5,20	2,768	,354
	,00	52	5,60	3,126	,434

Baseret på min nuværende viden om München vil jeg anbefale byen til mange andre.	1,00	61	4,97	2,152	,276
	,00	52	5,56	2,539	,352
Baseret på min nuværende viden om München vil jeg tale rosende om byen.	1,00	61	5,48	2,218	,284
	,00	52	5,90	2,216	,307
Baseret på min nuværende viden om München vil jeg lægge et godt ord ind for byen	1,00	61	5,361	2,3596	,3021
	,00	52	5,750	2,4405	,3384
Baseret på min nuværende viden om München vil jeg tale positivt om byen	1,00	61	5,85	2,308	,296
	,00	52	6,31	1,976	,274
Baseret på min nuværende viden om München vil jeg IKKE anbefale at besøge München.	1,00	61	2,62	2,154	,276
	,00	52	2,27	1,728	,240
München er et sikkert sted at besøge.	1,00	61	6,80	2,279	,292
	,00	52	7,27	1,921	,266
München er en ren by.	1,00	61	6,85	1,990	,255
	,00	52	6,77	1,640	,227
München er for tætbefolket til sightseeing.	1,00	61	4,20	1,641	,210
	,00	52	4,69	1,874	,260
Indbyggerne i München er venlige og gæstfrie.	1,00	61	6,25	2,285	,293
	,00	52	6,37	1,920	,266
München har en god variation af turistattraktioner	1,00	61	6,33	1,749	,224
	,00	52	6,56	1,662	,230
München har et rigt kulturliv.	1,00	61	7,02	1,717	,220
	,00	52	7,02	1,603	,222

Attitude	1,00	61	6,6557	1,83683	,23518
	,00	52	6,8846	1,53802	,21329
Purchase_Intention	1,00	61	5,6066	2,27344	,29108
	,00	52	5,9679	2,63896	,36596
WOM	1,00	61	5,4139	2,10252	,26920
	,00	52	5,8798	2,11987	,29397

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Jeg kan lide München som by.	Equal variances assumed	,111	,739	-,809	111	,420	-,301	,372	-1,038	,436
	Equal variances not assumed			-,815	110,479	,417	-,301	,369	-1,033	,431
Mit overordnede indtryk af München er positivt.	Equal variances assumed	,030	,863	-1,197	111	,234	-,415	,347	-1,102	,272
	Equal variances not assumed			-1,206	110,492	,230	-,415	,344	-1,097	,267
Jeg synes, at byen	Equal variances assumed	1,035	,311	,079	111	,937	,030	,374	-,711	,770

München er tiltrækkende.	Equal variances not assumed			,080	110,998	,936	,030	,369	-,702	,761
Jeg vil gerne vide mere om München	Equal variances assumed	,617	,434	,271	111	,787	,139	,513	-,877	1,155
	Equal variances not assumed			,270	106,235	,788	,139	,515	-,881	1,159
Jeg overvejer at besøge München.	Equal variances assumed	,028	,867	-1,493	111	,138	-,824	,552	-1,917	,270
	Equal variances not assumed			-1,490	107,277	,139	-,824	,553	-1,920	,272
Det er meget sandsynligt, at jeg vil besøge München i løbet af de næste par år.	Equal variances assumed	2,287	,133	-,720	111	,473	-,399	,555	-1,498	,699
	Equal variances not assumed			-,713	102,877	,477	-,399	,560	-1,510	,711
Baseret på min nuværende viden om München vil jeg anbefale byen til mange andre.	Equal variances assumed	4,820	,030	-1,338	111	,184	-,590	,441	-1,465	,284
	Equal variances not assumed			-1,321	100,543	,190	-,590	,447	-1,478	,297
Baseret på min nuværende	Equal variances assumed	,011	,916	-1,024	111	,308	-,428	,419	-1,258	,401

viden om München vil jeg tale rosende om byen.	Equal variances not assumed			-1,024	108,214	,308	-,428	,418	-1,258	,401
Baseret på min nuværende viden om München vil jeg lægge et godt ord ind for byen	Equal variances assumed	,291	,591	-,861	111	,391	-,3893	,4524	-1,2859	,5072
	Equal variances not assumed			-,858	106,944	,393	-,3893	,4537	-1,2887	,5100
Baseret på min nuværende viden om München vil jeg tale positivt om byen	Equal variances assumed	1,724	,192	-1,116	111	,267	-,455	,408	-1,264	,353
	Equal variances not assumed			-1,130	110,997	,261	-,455	,403	-1,254	,343
Baseret på min nuværende viden om München vil jeg IKKE anbefale at besøge München.	Equal variances assumed	1,823	,180	,952	111	,343	,354	,372	-,383	1,090
	Equal variances not assumed			,968	110,617	,335	,354	,365	-,370	1,078
München er et sikkert sted at besøge.	Equal variances assumed	3,753	,055	-1,163	111	,247	-,466	,401	-1,260	,328
	Equal variances not assumed			-1,179	110,990	,241	-,466	,395	-1,249	,317

München er en ren by.	Equal variances assumed	2,773	,099	,240	111	,811	,083	,347	-,604	,771
	Equal variances not assumed			,244	110,886	,808	,083	,342	-,594	,760
München er for tætbefolket til sightseeing.	Equal variances assumed	,000	,996	-1,499	111	,137	-,496	,331	-1,151	,160
	Equal variances not assumed			-1,483	102,323	,141	-,496	,334	-1,158	,167
Indbyggerne i München er venlige og gæstfrie.	Equal variances assumed	1,313	,254	-,298	111	,766	-,119	,401	-,914	,675
	Equal variances not assumed			-,302	110,982	,763	-,119	,396	-,903	,664
München har en god variation af turistattraktioner	Equal variances assumed	,459	,500	-,712	111	,478	-,230	,323	-,869	,409
	Equal variances not assumed			-,715	109,665	,476	-,230	,321	-,867	,407
München har et rigt kulturliv.	Equal variances assumed	1,376	,243	-,009	111	,993	-,003	,314	-,626	,620
	Equal variances not assumed			-,009	110,069	,993	-,003	,313	-,622	,617
Attitude	Equal variances assumed	,512	,476	-,711	111	,479	-,22888	,32201	-,86696	,40920

	Equal variances not assumed			-,721	110,970	,472	-,22888	,31749	-,85801	,40026
Purchase_Intention	Equal variances assumed	2,200	,141	-,782	111	,436	-,36139	,46208	-1,27703	,55424
	Equal variances not assumed			-,773	101,435	,441	-,36139	,46761	-1,28895	,56616
WOM	Equal variances assumed	,185	,668	-1,170	111	,245	-,46587	,39835	-1,25522	,32348
	Equal variances not assumed			-1,169	107,902	,245	-,46587	,39861	-1,25599	,32425

12.3 Mediation

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 4

Y = Owom

X = neu1neg0

M = Ogast

Sample size

113

****

Outcome: Ogast

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0132	,0002	4,1927	,0192	1,0000	111,0000	,8900

Model

	coeff	se	t	p
constant	6,2459	,2622	23,8240	,0000

neu1neg0 -,0536 ,3865 -,1387 ,8900

****

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4798	,2302	4,0751	16,4480	2,0000	110,0000	,0000

Model

	coeff	se	t	p
constant	2,7112	,6391	4,2424	,0000
Ogast	,5029	,0936	5,3746	,0000
neu1neg0	,7899	,3810	2,0729	,0405

********** TOTAL EFFECT MODEL **********

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1675	,0281	5,0989	3,2044	1,0000	111,0000	,0762

Model

	coeff	se	t	p
constant	5,8525	,2891	20,2425	,0000
neu1neg0	,7629	,4262	1,7901	,0762

********** TOTAL, DIRECT, AND INDIRECT EFFECTS **********

Total effect of X on Y

Effect	SE	t	p
,7629	,4262	1,7901	,0762

Direct effect of X on Y

Effect	SE	t	p
,7899	,3810	2,0729	,0405

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0270	,1918	-,3740	,3827

Partially standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0118	,0841	-,1671	,1592

Completely standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0059	,0419	-,0833	,0796

Ratio of indirect to total effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0353	3,2988	-1,5349	,8481

Ratio of indirect to direct effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0341	1,6387	-,6847	,8948

R-squared mediation effect size (R-sq_med)

	Effect	Boot SE	BootLLCI	BootULCI

Ogast -,0020 ,0161 -,0310 ,0356

Preacher and Kelley (2011) Kappa-squared

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	,0074	,0302	,0000	,0188

Normal theory tests for indirect effect

Effect	se	Z	p
-,0270	,1978	-,1363	,8916

********** ANALYSIS NOTES AND WARNINGS **********

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

1000

WARNING: Bootstrap CI endpoints below not trustworthy. Decrease confidence or increase bootstraps

,0000

Level of confidence for all confidence intervals in output:

95,00

------ END MATRIX -----

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

```
        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2013). www.guilford.com/p/hayes3

**************************************************************************
Model = 4
    Y = Owom
    X = neu1neg0
    M = Osave

Sample size
        113

**************************************************************************
Outcome: Osave

Model Summary
          R       R-sq        MSE          F        df1        df2          p
     ,0403      ,0016     4,8885      ,1809     1,0000   111,0000      ,6714

Model
            coeff         se          t          p
constant    6,8033      ,2831    24,0324      ,0000
neu1neg0     ,1775      ,4173      ,4253      ,6714

**************************************************************************
Outcome: Owom

Model Summary
```

R	R-sq	MSE	F	df1	df2	p
,3564	,1270	4,6213	8,0036	2,0000	110,0000	,0006

Model

	coeff	se	t	p
constant	3,6352	,6855	5,3028	,0000
Osave	,3259	,0923	3,5315	,0006
neu1neg0	,7051	,4061	1,7363	,0853

********** TOTAL EFFECT MODEL **********

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1675	,0281	5,0989	3,2044	1,0000	111,0000	,0762

Model

	coeff	se	t	p
constant	5,8525	,2891	20,2425	,0000
neu1neg0	,7629	,4262	1,7901	,0762

********** TOTAL, DIRECT, AND INDIRECT EFFECTS **********

Total effect of X on Y

Effect	SE	t	p
,7629	,4262	1,7901	,0762

Direct effect of X on Y

Effect	SE	t	p

,7051 ,4061 1,7363 ,0853

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0578	,1376	-,1918	,3653

Partially standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0254	,0604	-,0834	,1541

Completely standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0127	,0301	-,0410	,0769

Ratio of indirect to total effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0758	1,5685	-,5527	1,1681

Ratio of indirect to direct effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0820	32,2496	-,4726	2,2684

R-squared mediation effect size (R-sq_med)

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0041	,0114	-,0104	,0430

Preacher and Kelley (2011) Kappa-squared

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0130	,0219	,0000	,0511

Normal theory tests for indirect effect

Effect	se	Z	p
,0578	,1423	,4065	,6844

********** ANALYSIS NOTES AND WARNINGS **********

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

1000

Level of confidence for all confidence intervals in output:

95,00

------ END MATRIX -----

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 4

Y = Owom

X = neu1neg0

M = Mcrowd

Sample size

113

****

Outcome: Mcrowd

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0138	,0002	2,4361	,0212	1,0000	111,0000	,8845

Model

	coeff	se	t	p
constant	4,1967	,1998	21,0003	,0000
neu1neg0	-,0429	,2946	-,1455	,8845

****

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2293	,0526	5,0154	3,0530	2,0000	110,0000	,0512

Model

	coeff	se	t	p
constant	6,8171	,6394	10,6609	,0000
Mcrowd	-,2298	,1362	-1,6877	,0943
neu1neg0	,7531	,4227	1,7814	,0776

********** TOTAL EFFECT MODEL **********

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1675	,0281	5,0989	3,2044	1,0000	111,0000	,0762

Model

	coeff	se	t	p
constant	5,8525	,2891	20,2425	,0000
neu1neg0	,7629	,4262	1,7901	,0762

********** TOTAL, DIRECT, AND INDIRECT EFFECTS **********

Total effect of X on Y

Effect	SE	t	p
,7629	,4262	1,7901	,0762

Direct effect of X on Y

Effect	SE	t	p
,7531	,4227	1,7814	,0776

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0099	,0803	-,1387	,1996

Partially standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI

Mcrowd	,0043	,0353	-,0619	,0872

Completely standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0022	,0176	-,0309	,0444

Ratio of indirect to total effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0129	2,8340	-,2798	,5467

Ratio of indirect to direct effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0131	3,7285	-,2569	,7858

R-squared mediation effect size (R-sq_med)

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0007	,0073	-,0091	,0227

Preacher and Kelley (2011) Kappa-squared

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0022	,0134	,0000	,0102

Normal theory tests for indirect effect

Effect	se	Z	p
,0099	,0789	,1249	,9006

********** ANALYSIS NOTES AND WARNINGS **********

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

1000

WARNING: Bootstrap CI endpoints below not trustworthy. Decrease confidence or increase bootstraps

,0000

Level of confidence for all confidence intervals in output:

95,00

------ END MATRIX -----

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 4

Y = Mpurch

X = neu1neg0

M = Ogast

Sample size

113

****

Outcome: Ogast

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0132	,0002	4,1927	,0192	1,0000	111,0000	,8900

Model

	coeff	se	t	p
constant	6,2459	,2622	23,8240	,0000
neu1neg0	-,0536	,3865	-,1387	,8900

****

Outcome: Mpurch

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2062	,0425	7,8183	2,4420	2,0000	110,0000	,0917

Model

	coeff	se	t	p
constant	3,7740	,8852	4,2635	,0000
Ogast	,2278	,1296	1,7575	,0816
neu1neg0	,7193	,5278	1,3629	,1757

********** TOTAL EFFECT MODEL **********

Outcome: Mpurch

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1250	,0156	7,9654	1,7621	1,0000	111,0000	,1871

Model

	coeff	se	t	p
constant	5,1967	,3614	14,3811	,0000
neu1neg0	,7071	,5327	1,3275	,1871

********** TOTAL, DIRECT, AND INDIRECT EFFECTS **********

Total effect of X on Y

Effect	SE	t	p
,7071	,5327	1,3275	,1871

Direct effect of X on Y

Effect	SE	t	p
,7193	,5278	1,3629	,1757

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0122	,1039	-,3057	,1482

Partially standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0043	,0366	-,1103	,0530

Completely standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0022	,0183	-,0548	,0265

Ratio of indirect to total effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0173	4,0648	-2,3689	,5610

Ratio of indirect to direct effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0170	3,0824	-1,2945	,6710

R-squared mediation effect size (R-sq_med)

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	-,0005	,0052	-,0219	,0065

Preacher and Kelley (2011) Kappa-squared

	Effect	Boot SE	BootLLCI	BootULCI
Ogast	,0023	,0145	,0000	,0090

Normal theory tests for indirect effect

Effect	se	Z	p
-,0122	,1015	-,1202	,9043

********** ANALYSIS NOTES AND WARNINGS **********

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

1000

WARNING: Bootstrap CI endpoints below not trustworthy. Decrease confidence or increase bootstraps

,0000

Level of confidence for all confidence intervals in output:

95,00

------ END MATRIX -----

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 4

Y = Mpurch

X = neu1neg0

M = Mcrowd

Sample size

113

****

Outcome: Mcrowd

Model Summary

R R-sq MSE F df1 df2 p

,0138 ,0002 2,4361 ,0212 1,0000 111,0000 ,8845

Model

	coeff	se	t	p
constant	4,1967	,1998	21,0003	,0000
neu1neg0	-,0429	,2946	-,1455	,8845

****

Outcome: Mpurch

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1768	,0312	7,9103	1,7740	2,0000	110,0000	,1745

Model

	coeff	se	t	p
constant	6,1526	,8031	7,6615	,0000
Mcrowd	-,2278	,1710	-1,3317	,1857
neu1neg0	,6974	,5309	1,3136	,1917

********** TOTAL EFFECT MODEL **********

Outcome: Mpurch

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1250	,0156	7,9654	1,7621	1,0000	111,0000	,1871

Model

	coeff	se	t	p

constant	5,1967	,3614	14,3811	,0000
neu1neg0	,7071	,5327	1,3275	,1871

********** TOTAL, DIRECT, AND INDIRECT EFFECTS **********

Total effect of X on Y

Effect	SE	t	p
,7071	,5327	1,3275	,1871

Direct effect of X on Y

Effect	SE	t	p
,6974	,5309	1,3136	,1917

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0098	,0854	-,1528	,2061

Partially standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0034	,0304	-,0543	,0718

Completely standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0017	,0151	-,0272	,0360

Ratio of indirect to total effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0138	1,2500	-,3690	1,2262

Ratio of indirect to direct effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0140	8,6045	-,2825	2,5390

R-squared mediation effect size (R-sq_med)

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0004	,0052	-,0052	,0223

Preacher and Kelley (2011) Kappa-squared

	Effect	Boot SE	BootLLCI	BootULCI
Mcrowd	,0017	,0115	,0000	,0096

Normal theory tests for indirect effect

Effect	se	Z	p
,0098	,0842	,1159	,9077

********** ANALYSIS NOTES AND WARNINGS **********

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

1000

WARNING: Bootstrap CI endpoints below not trustworthy. Decrease confidence or increase bootstraps

,0000

Level of confidence for all confidence intervals in output:

95,00

------ END MATRIX -----

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 4

Y = Mpurch

X = neu1neg0

M = Osave

Sample size

113

****

Outcome: Osave

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0403	,0016	4,8885	,1809	1,0000	111,0000	,6714

Model

	coeff	se	t	p
constant	6,8033	,2831	24,0324	,0000

neu1neg0 ,1775 ,4173 ,4253 ,6714

****

Outcome: Mpurch

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1819	,0331	7,8952	1,8824	2,0000	110,0000	,1571

Model

	coeff	se	t	p
constant	4,0399	,8960	4,5087	,0000
Osave	,1700	,1206	1,4096	,1615
neu1neg0	,6769	,5308	1,2754	,2049

********** TOTAL EFFECT MODEL **********

Outcome: Mpurch

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1250	,0156	7,9654	1,7621	1,0000	111,0000	,1871

Model

	coeff	se	t	p
constant	5,1967	,3614	14,3811	,0000
neu1neg0	,7071	,5327	1,3275	,1871

********** TOTAL, DIRECT, AND INDIRECT EFFECTS **********

Total effect of X on Y

Effect	SE	t	p
,7071	,5327	1,3275	,1871

Direct effect of X on Y

Effect	SE	t	p
,6769	,5308	1,2754	,2049

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0302	,0858	-,0818	,3179

Partially standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0107	,0303	-,0298	,1096

Completely standardized indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0053	,0151	-,0148	,0549

Ratio of indirect to total effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0427	3,5138	-,2473	2,7833

Ratio of indirect to direct effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Osave	,0446	2,6247	-,2295	2,8564

R-squared mediation effect size (R-sq_med)

```
        Effect    Boot SE   BootLLCI   BootULCI
Osave     ,0013     ,0053    -,0023     ,0274

Preacher and Kelley (2011) Kappa-squared
        Effect    Boot SE   BootLLCI   BootULCI
Osave     ,0054     ,0119     ,0000     ,0304

Normal theory tests for indirect effect
    Effect        se         Z         p
     ,0302     ,0896     ,3368     ,7362

********************* ANALYSIS NOTES AND WARNINGS ************************

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
    100
Level of confidence for all confidence intervals in output:
   95,00

------ END MATRIX -----
```

12.4 Moderation

Made with PROCESS for SPSS 2.15, written by Andrew F. Hayes, www.afhayes.com

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Owom

X = neu1neg0

M = MCHop

Sample size

113

****

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2099	,0441	5,1070	1,6811	3,0000	109,0000	,1753

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,1930	,2173	28,5004	,0000	5,7623	6,6237
MCHop	,1826	,1299	1,4058	,1626	-,0749	,4401
neu1neg0	,8275	,4347	1,9036	,0596	-,0341	1,6891
int_1	-,1141	,2522	-,4524	,6519	-,6140	,3858

Product terms key:

int_1 neu1neg0 X MCHop

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0016	,2047	1,0000	109,0000	,6519

****

Conditional effect of X on Y at values of the moderator(s):

MCHop	Effect	se	t	p	LLCI	ULCI
-1,6414	1,0148	,5945	1,7070	,0907	-,1635	2,1931
,0000	,8275	,4347	1,9036	,0596	-,0341	1,6891
1,4336	,6640	,5708	1,1633	,2473	-,4673	1,7952

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

NOTE: For at least one moderator in the conditional effects table above, one SD
above the mean was replaced with the maximum because one SD above the mean
is outside of the range of the data.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 MCHop Owom.
BEGIN DATA.

    -,4602    -1,6414     5,4262
     ,5398    -1,6414     6,4411
    -,4602     ,0000     5,8122
     ,5398     ,0000     6,6397
    -,4602     1,4336     6,1493
     ,5398     1,4336     6,8132

END DATA.
GRAPH/SCATTERPLOT=MCHop WITH Owom BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

  95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 MCHop

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Owom

X = neu1neg0

M = Msecur

Sample size

113

****

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2054	,0422	5,1170	1,3197	3,0000	109,0000	,2717

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2035	,2170	28,5931	,0000	5,7735	6,6335
Msecur	,1072	,0929	1,1535	,2512	-,0770	,2913
neu1neg0	,7641	,4339	1,7613	,0810	-,0957	1,6240
int_1	-,0278	,1877	-,1483	,8824	-,3998	,3441

Product terms key:

int_1 neu1neg0 X Msecur

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0002	,0220	1,0000	109,0000	,8824

****

Conditional effect of X on Y at values of the moderator(s):

Msecur	Effect	se	t	p	LLCI	ULCI
-2,4466	,8322	,6069	1,3714	,1731	-,3705	2,0350
,0000	,7641	,4339	1,7613	,0810	-,0957	1,6240
2,4466	,6961	,6556	1,0617	,2907	-,6034	1,9955

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 Msecur Owom.
BEGIN DATA.

    -,4602    -2,4466     5,5583
     ,5398    -2,4466     6,3905
    -,4602     ,0000     5,8518
     ,5398     ,0000     6,6160
    -,4602     2,4466     6,1454
     ,5398     2,4466     6,8414

END DATA.
GRAPH/SCATTERPLOT=Msecur WITH Owom BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

  95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 Msecur

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Owom

X = neu1neg0

M = MadvTR

Sample size

113

****

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2621	,0687	4,9755	3,1021	3,0000	109,0000	,0297

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2128	,2153	28,8505	,0000	5,7860	6,6396
MadvTR	,1947	,1014	1,9205	,0574	-,0062	,3956
neu1neg0	,8433	,4296	1,9628	,0522	-,0082	1,6948
int_1	,0937	,1944	,4819	,6309	-,2916	,4789

Product terms key:

int_1 neu1neg0 X MadvTR

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0020	,2322	1,0000	109,0000	,6309

****

Conditional effect of X on Y at values of the moderator(s):

MadvTR	Effect	se	t	p	LLCI	ULCI
-2,2077	,6365	,5916	1,0760	,2843	-,5360	1,8090
,0000	,8433	,4296	1,9628	,0522	-,0082	1,6948
2,0354	1,0339	,5986	1,7271	,0870	-,1526	2,2204

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

NOTE: For at least one moderator in the conditional effects table above, one SD
above the mean was replaced with the maximum because one SD above the mean
is outside of the range of the data.

********** JOHNSON-NEYMAN TECHNIQUE **********

Moderator value(s) defining Johnson-Neyman significance region(s)

Value	% below	% above
,7616	51,3274	48,6726
,1309	51,3274	48,6726

Conditional effect of X on Y at values of the moderator (M)

MadvTR	Effect	se	t	p	LLCI	ULCI
-6,9646	,1910	1,3993	,1365	,8917	-2,5823	2,9643
-6,5146	,2331	1,3163	,1771	,8598	-2,3757	2,8419
-6,0646	,2753	1,2339	,2231	,8239	-2,1703	2,7209
-5,6146	,3174	1,1523	,2754	,7835	-1,9665	2,6013
-5,1646	,3596	1,0716	,3355	,7379	-1,7644	2,4835
-4,7146	,4017	,9921	,4049	,6863	-1,5646	2,3680
-4,2646	,4438	,9140	,4856	,6282	-1,3677	2,2554
-3,8146	,4860	,8378	,5801	,5631	-1,1745	2,1465
-3,3646	,5281	,7640	,6913	,4909	-,9861	2,0424
-2,9146	,5703	,6934	,8225	,4126	-,8039	1,9445
-2,4646	,6124	,6270	,9768	,3308	-,6303	1,8551
-2,0146	,6546	,5664	1,1557	,2503	-,4680	1,7772
-1,5646	,6967	,5136	1,3566	,1777	-,3212	1,7147
-1,1146	,7389	,4712	1,5680	,1198	-,1951	1,6728
-,6646	,7810	,4423	1,7659	,0802	-,0956	1,6576

-,2146	,8232	,4295	1,9165	,0579	-,0281	1,6745
,1309	,8555	,4317	1,9820	,0500	,0000	1,7111
,2354	,8653	,4344	1,9922	,0488	,0044	1,7262
,6854	,9075	,4562	1,9891	,0492	,0033	1,8117
,7616	,9146	,4615	1,9820	,0500	,0000	1,8292
1,1354	,9496	,4929	1,9268	,0566	-,0272	1,9265
1,5854	,9918	,5413	1,8323	,0696	-,0810	2,0646
2,0354	1,0339	,5986	1,7271	,0870	-,1526	2,2204

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 MadvTR Owom.
BEGIN DATA.

   -,4602   -2,2077    5,4901
    ,5398   -2,2077    6,1266
   -,4602    ,0000    5,8247
    ,5398    ,0000    6,6680
   -,4602    2,0354    6,1332
    ,5398    2,0354    7,1672

END DATA.
GRAPH/SCATTERPLOT=MadvTR WITH Owom BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 MadvTR

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Owom

X = neu1neg0

M = Mfami

Sample size

113

****

Outcome: Owom

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3353	,1124	4,7418	3,4548	3,0000	109,0000	,0190

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2047	,2104	29,4834	,0000	5,7876	6,6218
Mfami	,2230	,0778	2,8668	,0050	,0688	,3771
neu1neg0	,8068	,4208	1,9173	,0578	-,0272	1,6408
int_1	,0240	,1566	,1532	,8786	-,2864	,3344

Product terms key:

int_1 neu1neg0 X Mfami

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0002	,0235	1,0000	109,0000	,8786

****

Conditional effect of X on Y at values of the moderator(s):

Mfami	Effect	se	t	p	LLCI	ULCI
-2,9802	,7353	,5930	1,2401	,2176	-,4399	1,9106
,0000	,8068	,4208	1,9173	,0578	-,0272	1,6408

2,9802 ,8783 ,6620 1,3267 ,1874 -,4338 2,1904

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 Mfami Owom.
BEGIN DATA.

   -,4602   -2,9802    5,2019
    ,5398   -2,9802    5,9372
   -,4602    ,0000    5,8334
    ,5398    ,0000    6,6402
   -,4602    2,9802    6,4650
    ,5398    2,9802    7,3433

END DATA.
GRAPH/SCATTERPLOT=Mfami WITH Owom BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 Mfami

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Osave

X = neu1neg0

M = MCHop

Sample size

113

****

Outcome: Osave

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2413	,0582	4,6958	3,2965	3,0000	109,0000	,0232

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,8786	,2091	32,8932	,0000	6,4642	7,2931
MCHop	,3286	,1119	2,9374	,0040	,1069	,5503
neu1neg0	,2978	,4173	,7136	,4770	-,5293	1,1249
int_1	-,0683	,2166	-,3153	,7532	-,4975	,3609

Product terms key:

int_1 neu1neg0 X MCHop

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0006	,0994	1,0000	109,0000	,7532

****

Conditional effect of X on Y at values of the moderator(s):

MCHop	Effect	se	t	p	LLCI	ULCI
-1,6414	,4099	,5436	,7540	,4525	-,6675	1,4873
,0000	,2978	,4173	,7136	,4770	-,5293	1,1249

1,4336 ,1999 ,5243 ,3813 ,7037 -,8392 1,2391

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

NOTE: For at least one moderator in the conditional effects table above, one SD above the mean was replaced with the maximum because one SD above the mean is outside of the range of the data.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/neu1neg0 MCHop Osave.

BEGIN DATA.

-,4602 -1,6414 6,1506

,5398 -1,6414 6,5605

-,4602 ,0000 6,7416

,5398 ,0000 7,0394

-,4602 1,4336 7,2577

,5398 1,4336 7,4577

END DATA.

GRAPH/SCATTERPLOT=MCHop WITH Osave BY neu1neg0.

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 MCHop

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Osave

X = neu1neg0

M = Msecur

Sample size

113

****

Outcome: Osave

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1349	,0182	4,8955	,5126	3,0000	109,0000	,6745

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,8856	,2131	32,3148	,0000	6,4633	7,3080
Msecur	,0086	,1022	,0845	,9328	-,1940	,2112
neu1neg0	,1778	,4253	,4181	,6767	-,6650	1,0207
int_1	,2393	,2073	1,1546	,2508	-,1715	,6502

Product terms key:

int_1	neu1neg0	X	Msecur

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0163	1,3330	1,0000	109,0000	,2508

****

Conditional effect of X on Y at values of the moderator(s):

Msecur	Effect	se	t	p	LLCI	ULCI
-2,4466	-,4077	,6709	-,6078	,5446	-1,7374	,9219
,0000	,1778	,4253	,4181	,6767	-,6650	1,0207
2,4466	,7634	,6527	1,1695	,2448	-,5303	2,0571

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 Msecur Osave.
BEGIN DATA.

   -,4602   -2,4466    7,0521
    ,5398   -2,4466    6,6444
   -,4602    ,0000    6,8038
    ,5398    ,0000    6,9816
   -,4602    2,4466    6,5555
    ,5398    2,4466    7,3189
```

END DATA.

GRAPH/SCATTERPLOT=Msecur WITH Osave BY neu1neg0.

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 Msecur

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Osave

X = neu1neg0

M = MadvTR

Sample size

113

****

Outcome: Osave

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1420	,0202	4,8857	,7609	3,0000	109,0000	,5184

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,8740	,2113	32,5350	,0000	6,4552	7,2927
MadvTR	,1355	,0949	1,4281	,1561	-,0526	,3236

neu1neg0 ,2278 ,4217 ,5403 ,5901 -,6080 1,0637

int_1 -,1114 ,1857 -,5999 ,5498 -,4794 ,2566

Product terms key:

int_1 neu1neg0 X MadvTR

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0031	,3599	1,0000	109,0000	,5498

****

Conditional effect of X on Y at values of the moderator(s):

MadvTR	Effect	se	t	p	LLCI	ULCI
-2,2077	,4738	,6038	,7847	,4343	-,7228	1,6704
,0000	,2278	,4217	,5403	,5901	-,6080	1,0637
2,0354	,0011	,5510	,0020	,9984	-1,0909	1,0931

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

NOTE: For at least one moderator in the conditional effects table above, one SD
above the mean was replaced with the maximum because one SD above the mean
is outside of the range of the data.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 MadvTR Osave.
BEGIN DATA.
    -,4602    -2,2077     6,3567
     ,5398    -2,2077     6,8305
    -,4602     ,0000     6,7691
     ,5398     ,0000     6,9969
    -,4602     2,0354     7,1493
     ,5398     2,0354     7,1504
END DATA.
GRAPH/SCATTERPLOT=MadvTR WITH Osave BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 MadvTR

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Osave

X = neu1neg0

M = Mfami

Sample size

113

****

Outcome: Osave

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3441	,1184	4,3958	4,7914	3,0000	109,0000	,0036

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,8778	,2016	34,1099	,0000	6,4782	7,2775
Mfami	,2364	,0737	3,2062	,0018	,0903	,3826
neu1neg0	,2213	,4053	,5461	,5861	-,5819	1,0246
int_1	-,1469	,1513	-,9710	,3337	-,4467	,1529

Product terms key:

int_1 neu1neg0 X Mfami

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0096	,9429	1,0000	109,0000	,3337

****

Conditional effect of X on Y at values of the moderator(s):

Mfami	Effect	se	t	p	LLCI	ULCI
-2,9802	,6591	,5715	1,1532	,2514	-,4737	1,7918
,0000	,2213	,4053	,5461	,5861	-,5819	1,0246
2,9802	-,2164	,6390	-,3386	,7355	-1,4828	1,0501

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 Mfami Osave.
BEGIN DATA.

    -,4602    -2,9802     5,8700
     ,5398    -2,9802     6,5290
    -,4602     ,0000     6,7760
     ,5398     ,0000     6,9973
    -,4602     2,9802     7,6820
     ,5398     2,9802     7,4656

END DATA.
GRAPH/SCATTERPLOT=Mfami WITH Osave BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

  95,00

NOTE: The following variables were mean centered prior to analysis:

 neu1neg0 Mfami

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Ogast

X = neu1neg0

M = MCHop

Sample size

113

****

Outcome: Ogast

Model Summary

R R-sq MSE F df1 df2 p

,3073 ,0944 3,8672 5,4866 3,0000 109,0000 ,0015

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,1931	,1862	33,2647	,0000	5,8241	6,5621
MCHop	,3932	,1022	3,8476	,0002	,1907	,5958
neu1neg0	,0838	,3680	,2278	,8203	-,6455	,8131
int_1	-,3039	,1946	-1,5615	,1213	-,6897	,0818

Product terms key:

int_1 neu1neg0 X MCHop

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0143	2,4384	1,0000	109,0000	,1213

****

Conditional effect of X on Y at values of the moderator(s):

MCHop	Effect	se	t	p	LLCI	ULCI
-1,6414	,5827	,4102	1,4204	,1583	-,2304	1,3958
,0000	,0838	,3680	,2278	,8203	-,6455	,8131
1,4336	-,3519	,5231	-,6727	,5025	-1,3888	,6849

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

NOTE: For at least one moderator in the conditional effects table above, one SD

above the mean was replaced with the maximum because one SD above the mean

is outside of the range of the data.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 MCHop Ogast.
BEGIN DATA.

   -,4602   -1,6414    5,2795
    ,5398   -1,6414    5,8622
   -,4602    ,0000    6,1546
    ,5398    ,0000    6,2384
   -,4602    1,4336    6,9188
    ,5398    1,4336    6,5669

END DATA.
GRAPH/SCATTERPLOT=MCHop WITH Ogast BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 MCHop

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Ogast

X = neu1neg0

M = Msecur

Sample size

113

****

Outcome: Ogast

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1712	,0293	4,1453	1,7576	3,0000	109,0000	,1596

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2216	,1945	31,9841	,0000	5,8361	6,6071
Msecur	,1415	,0751	1,8844	,0622	-,0073	,2904
neu1neg0	-,0518	,3810	-,1360	,8921	-,8070	,7034
int_1	,1231	,1479	,8324	,4070	-,1701	,4164

Product terms key:

int_1 neu1neg0 X Msecur

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0050	,6928	1,0000	109,0000	,4070

****

Conditional effect of X on Y at values of the moderator(s):

Msecur	Effect	se	t	p	LLCI	ULCI
-2,4466	-,3531	,5043	-,7001	,4853	-1,3527	,6465
,0000	-,0518	,3810	-,1360	,8921	-,8070	,7034
2,4466	,2494	,5459	,4569	,6486	-,8326	1,3315

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 Msecur Ogast.
BEGIN DATA.

    -,4602    -2,4466     6,0379
     ,5398    -2,4466     5,6848
    -,4602     ,0000     6,2454
     ,5398     ,0000     6,1936
    -,4602     2,4466     6,4530
     ,5398     2,4466     6,7025

END DATA.
GRAPH/SCATTERPLOT=Msecur WITH Ogast BY neu1neg0.
```

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 Msecur

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Ogast

X = neu1neg0

M = MadvTR

Sample size

113

****

Outcome: Ogast

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2713	,0736	3,9561	4,4387	3,0000	109,0000	,0055

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2082	,1901	32,6517	,0000	5,8313	6,5850
MadvTR	,2553	,0720	3,5452	,0006	,1126	,3981
neu1neg0	,0437	,3748	,1167	,9073	-,6991	,7866
int_1	-,1323	,1395	-,9481	,3452	-,4088	,1443

Product terms key:

int_1 neu1neg0 X MadvTR

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0050	,8988	1,0000	109,0000	,3452

****

Conditional effect of X on Y at values of the moderator(s):

MadvTR	Effect	se	t	p	LLCI	ULCI
-2,2077	,3358	,4167	,8057	,4222	-,4902	1,1617
,0000	,0437	,3748	,1167	,9073	-,6991	,7866
2,0354	-,2255	,5273	-,4277	,6697	-1,2706	,8196

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

NOTE: For at least one moderator in the conditional effects table above, one SD
above the mean was replaced with the maximum because one SD above the mean
is outside of the range of the data.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed
range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/neu1neg0 MadvTR Ogast.
BEGIN DATA.

   -,4602   -2,2077    5,4900
    ,5398   -2,2077    5,8257
   -,4602    ,0000    6,1881
    ,5398    ,0000    6,2318
   -,4602    2,0354    6,8317
    ,5398    2,0354    6,6061

END DATA.
```

GRAPH/SCATTERPLOT=MadvTR WITH Ogast BY neu1neg0.

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 MadvTR

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator

Matrix

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Release 2.15 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****

Model = 1

Y = Ogast

X = neu1neg0

M = Mfami

Sample size

113

****

Outcome: Ogast

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2654	,0705	3,9695	2,6393	3,0000	109,0000	,0532

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2258	,1912	32,5692	,0000	5,8469	6,6046
Mfami	,1791	,0703	2,5477	,0122	,0398	,3184
neu1neg0	-,0172	,3742	-,0459	,9634	-,7588	,7245
int_1	,0935	,1390	,6728	,5025	-,1819	,3689

Product terms key:

int_1 neu1neg0 X Mfami

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0045	,4527	1,0000	109,0000	,5025

****

Conditional effect of X on Y at values of the moderator(s):

Mfami	Effect	se	t	p	LLCI	ULCI
-2,9802	-,2958	,5057	-,5850	,5598	-1,2980	,7064
,0000	-,0172	,3742	-,0459	,9634	-,7588	,7245
2,9802	,2614	,6061	,4313	,6671	-,9398	1,4626

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

********** JOHNSON-NEYMAN TECHNIQUE **********

There are no statistical significance transition points within the observed

range of the moderator.

****

Data for visualizing conditional effect of X on Y

Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/neu1neg0 Mfami Ogast.

BEGIN DATA.

-,4602 -2,9802 5,8281

,5398 -2,9802 5,5323

-,4602 ,0000 6,2337

,5398 ,0000 6,2165

-,4602 2,9802 6,6392

,5398 2,9802 6,9007

END DATA.

GRAPH/SCATTERPLOT=Mfami WITH Ogast BY neu1neg0.

********** ANALYSIS NOTES AND WARNINGS **********

Level of confidence for all confidence intervals in output:

95,00

NOTE: The following variables were mean centered prior to analysis:

neu1neg0 Mfami

NOTE: Some cases were deleted due to missing data. The number of such cases was:

52

NOTE: All standard errors for continuous outcome models are based on the HC3 estimator