



## The Role of Destination Brand Personality on Tourist' Motivation to Purchase Local Foods

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### ABSTRACT

This research examines the interrelationship among the tourism destination impact to purchase local foods by mediating the brand personality. Basically, the food brand image significantly impacting to motivated to purchase local foods based on tourism attractions by following three objectives such as identifying the relationship between destination attractiveness, brand personality and motivation to purchase local foods, role of destination attractiveness to motivate purchase local foods and how does tourists destination brand personality image mediate to motivate to purchase local foods. There were five underlying factors being analyzed under destination attractiveness such as cultural, authentic, food health, sensory and physical excitement. Through an offline survey primary data has collected from 300 hundred local and international tourists from designated tourist zone. Basically, convenience sampling technique has used to obtain primary data & questionnaire designed and circulated among with respondents to get data. The finding confirms that the destination attractiveness and brand personality of image motivated to purchase local foods.

## INTRODUCTION

Motivation is an internal part of psychological behavior that's impact to a person to act in various ways neither stimulates in particular travel and tourism interest of person (Kim & Eves, 2021, Asghar 2025). According to previous studies, the motives of the tourist have tended to choose preference destination or else holiday might be satisfying their needs and desires (Hossain, M. A., Rahman, R., Wasantha, H. L. N., Perera, G. N. R., & Khan, R. 2024).). The majority of the researcher explored to examine to find out the motivation of the tourist intention based on the factors. However, researcher has amplified to consumer to taste local food at the tourist destination. This research is motivated by a need to discuss the significance of local authentic cuisine at tourist spots (Hossain, M. A.2024). Basically, the tourist destination provides culinary experiences to guest. Moreover, the food has always been considered as main attraction for tourist (Cohen & Avieli, 2004). Based on the previous researchers, most of the tourist has been spending around 40% of their budgets on the local authentic food (Black, T. 2024 & Cai, S. 2024). There is always having positive vibes for the local food and beverages for tourists (Janitra, R., & Tjokrosaputro, M. 2022). The local food and beverage plays a very important role attract tourist to visit at destinations.

The importance of brand image has revealed by the previous research that brand always managing the value of equity for tourism destination (Hossain, M, A. 2023). A successful brand image to build takes time and determined to explore further more to create strong brand sense with tourist (Hossain, M. A., Rahman, R., Wasantha, H. L. N., Perera, G. N. R., & Khan, R. 2024).). The limited further studies found that the importance of building brand images towards to tourist destination in food tourism. The tourist destination has been bring too much attention on motivate to purchase local foods along with attractiveness on tourism (Md. Amran Hossain, & Shek Aziz Muhammad Shati. 2024) So, therefore, the aims of the study to understanding the effect of tourist destination attractiveness on food brand images on tourist and motivated to purchase local food by addressing following of objectives bellow,

- a) This study examines the relationship between tourist destination attractiveness, brand image, and the motivation to purchase local foods."
- b) This study analyzes the influence of tourist destination attractiveness on the motivation to purchase local foods."
- c) How does tourist destination impact to food brand image mediate to attractiveness towards motivate to purchase local foods?

## LITERATURE REVIEW

### *Destination Attractiveness (DA):*

The theoretical concept of destination attractiveness links with brand image and it carries a powerful and sophisticated marketing policy for the business (Rahman, A., Rehman, A. U., Iqbal, M., & Ahmed, A. 2024). The tourist destination influences to motivate to purchase local foods and attract to consume in every aspect of holidays (Fields, 2020; Kim et al., 2023). The food brand has been playing a role for the tourist destination especially to eat.

Customers are curious to go out to taste the food by travelling significant distance Venkatesa Palanichamy N, Kalpana M, Sivapriya P, & Santhosh Kumar M. 2024). However it becomes a landmark and attractive marketing strategy for the business (Wan Mohd Zain, W. M. A. 2019). The motivation of tourist to purchase local food can be categorized such as cultural motivators, interpersonal motivators and prestige motivators (Zhang, T., Chen, J., & Hu, B. 2019). The motivation attractiveness (DA) insist to explore to examined such as symbolic, contrast, symbolic and pleasure to experience local food(Widjaja, Y. I. 2020& Long, B 2024). The motivation of the factors of elements has been affecting the local food for purchasing to consume such as health concern, hygiene, authenticity, prestige, sensory, environment and knowledge (Lorentzen, G.2025)

### ***Motivation to Purchase Local Foods (MP)***

The factors influencing to motivation to purchase local foods (MP) in tourist destination might have 4 categories such as physical, cultural, interpersonal prestige motivators for business (Pan, Q., & Zhang, 2025). Some of the previous researcher found that there have been about 9 factors affecting to MP respectively, health issue, authenticity of the food, knowledge, sensory, prestige, togetherness and environment (Mohd, W. M. A. B. W. 2019). The motivation to purchase local foods (MP) is most challenges and multi- faceted driver of consumer behavior towards business. It's has involved beyond the think of price and taste linking to encompass authentic taste and emotion, social and ethical values. (Md. Amran Hossain, Md Mahady Hasan, & Neel Wasantha. 2025). The experience of the taste can be considered as physical environment behavior of the local foods (Okumus, B. (2025). The local food has specified harvest time to encourage to tourist to purchase foods. Actually some of the tourist has preferred to taste local foods from the destination of spot. Despite tourist is escaping the daily food habits (Turtureanu, A. G. 2025). On the other side, the motivator has brought a new opportunity to find new taste of different kind of authentic foods (Vuksanović, N. 2024)

### ***Brand Personality (BP)***

Brand personality is a set of mindset and makes an emotional connection toward to favorite brand. The brand personality makes a brand memorable, joys and allowing customer to link in deeper bond between brand and consumers (Hossain Md Amran 2023, Cai, S. 2024 & Ravi Dissanayake. 2024). There are many previous studies demonstrated a number of significant factors have influence of brand personality on brand loyalty ( Mohammadi et al. 2023 & Hossain Md Amran 2025), for example, brand personality has positive relationship with consumer loyalty especially in the digital marketing. On the other hand, the brand personality has reported sincerity and competence towards brand loyalty (Ragda et al. 2023 & Hossain M, A. 2023). Moreover, the brand personality has been indirectly mediating to brand loyalty and building brand trust among with consumer (Putri et al., 2024 & Hossain Md Amran, 2025). The brand personality has multiple level of influence on brand loyalty

depending on product and service, context of culture and demographics (Amazon Ads. 2025 & Black, T.2024).). The brand personality is having dimensions for positioning the effective brand value (Janitra, R., & Tjokrosaputro, M. 2022, & Julaeha, L. S. 2024).). Brand has been represented an identifier to products and services and it also involved few factors such as symbol, values, emotion and color embedded to consumer minds. Brand personality has been connecting to cognitive brain to establish the brand value as emotionally to identifying the symbol of brand (Kapferer 2022, Keni, K., & Esmeralda, V. S. 2021). It's long journey via psychological way to bridge between brand and consumer (Rahman, A., Rehman, A. U., Iqbal, M., & Ahmed, A.2024) Basically, brand personality impacts to build strategic factors that fostering long sustainability for brand personality (Venkatesa Palanichamy N, Kalpana M, Sivapriya P, & Santhosh Kumar M. 2024). The concept of brand has standing in five dimensions in order to establish a successful brand such as sincerity, excitement, competence, sophistication and ruggedness.

The theoretical model has developed according to previous researcher and it developed under the four hypotheses establish on this research articles.

**H1:** There is significant relationship between Destination Attractiveness (DA) and Motivation to Purchase Local Foods (MP)

**H2:** There is significant relationship between Destination Attractiveness (DA) and Brand Personality (BP)

**H3:** There is significant relationship between Brand Personality (BP) and Motivation to Purchase Local Foods (MP)

**H4:** There is significant relationship between Destination Attractiveness (DA) and Motivation to Purchase Local Foods (MP) when mediated by Brand Personality (BP)

## **METHODOLOGY**

The quantitative research method has been used in this research study. The research was conducted based on the data and considered a positive paradigm to generalize the result of the research. Furthermore, this research articles is not part of problem but it's observes the current scenario as a third party.

### ***Population and Sample***

Bangladesh is not famous for international tourism compere to other Asian countries but domestic tourism booming there. The tourist destination was selected Cox's Bazar, Bangladesh and Sylhet, Bangladesh considered as a research population. The local and international tourists are asked about their opinions and feedback to visit Cox's Bazar & Sylhet, Bangladesh. Most of the travellers are visiting with friend and family, partner and educational tour, beside some solo travelers included in the research sample. There is total 300 local and international tourist participated in the survey and data collected from Cox's Bazar and Sylhet, Bangladesh.

**Sampling Technique:**

The data were collected by using the convenient sampling technique in the research. There were 150 tourists selected from Cox’s Bazar, Bangladesh and another 150 tourist selected from Sylhet, Bangladesh. As the population is unknown, the researcher is used the non- probabilistic sampling technique to draw the sample from the population in this research.

**Data Collection Method**

The survey was conducted through person visits to the selective place such as Cox’s Bazar and Syhlet, Bangladesh. The questionnaire was handover to the tourists to participate to fill up. Basically the questionnaire was equally distributed to the right person to responses to get true result. There is consisting of questionnaire respectively to demographic factors, destination attractiveness, brand personality and motivation to purchase local foods.

**Pilot Test**

The pilot test has been conducted to find out the potential problems in the questionnaire design (Asghar and Ravi. 2025). On the other hand, the reliability and validity is to be tested by using the questionnaire (Johnson 2020 & Jokom, R., & Widjaja, D. C, 2022). The pilot test was conducted based on the data and 58 tourists responded to measure the reliability in the test. The instrument was design to get exact values and it assist by Cronbach's Alpha test. The result of the pilot test mentioned below of the table 1.

Table. 1 The result of the pilot test

Item	Cronbach’s alpha	Number of items
Cultural Experience	.886	5
Authentic Experience	.821	4
Food Health	.794	4
Sensory Appeal	.772	5
Physical excitement	.838	4
Brand Personality (BP)	.812	17
Motivation to Purchase Local Foods (MP)	.881	16

All of the variables has been indicating the standard values and significantly accepted. The Cronbach’s alpha test is referring the reliability of 0.7 values (Mihail & Kloutsiniotis, 2024). Here all of the variables meet the criteria and its ideal for further more studies.

**Data Analysis Method**

The SPSS software was used for analysis the data such as descriptive statistics, K.pearson's coefficient correlation, multiple linear regression analysis and Baron and Kenny model of mediator analysis.

**Sobel Test**

The regression analysis has been conducted to verifying the mediatory variables of DI on MP and DA.

**RESEARCH RESULTS AND DISCUSSION**

Table 2. Demographic Profile of the Sample

		Frequency	Percent %
<b>Gender</b>	Male	129	44.6
	Female	160	55.4
<b>Age</b>	15 - 20 years	2	0.7
	21 - 25 years	89	30.8
	26 - 30 years	102	35.3
	31 - 35 years	32	11.1
	36 - 40 years	16	5.5
	Over 40	48	16.6
<b>Education level</b>	High School	26	9
	College	36	12.5
	Graduate	139	48.1
	Post Graduate	68	23.5
	Other	20	6.9
<b>Occupation</b>	Public Sector	81	28
	Private Sector	100	34.6
	Self- Employment	51	17.6
	Semi- Government	7	2.4
	Other	50	17.3
<b>Total</b>		289	100

Above of the mentioned table, the demographic has been representing the number of tourist 289 from Cox's Bazar and Sylhet, Bangladesh. There were sample 300 tourists and indicating the effective response around 96%

*Association Between Variables - Pearson's' Coefficient of Correlation*

Table 3. Correlations

		DA	BP	MP
DA	Pearson Correlation	1	.589**	.674**
	Sig. (2-tailed)		.000	.000
	N	289	289	289
BP	Pearson Correlation	.589**	1	.668**
	Sig. (2-tailed)	.000		.000
	N	289	289	289
MP	Pearson Correlation	.674**	.668**	1
	Sig. (2-tailed)	.000	.000	
	N	289	289	289

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

The Pearson Coefficient of Correlation results has been mentioning above of the table where the actual significant level is 0.01. The analysis was conducted to find out the relationship between variables. According the table, there is significant positive relationship between Destination attractiveness and Brand personality as shows 0.589. On the other hand, the destination attractiveness and motivation to purchase local foods also having positive relationship as the result found 0.674. Thirdly, there is positive association between brand personality and motivation to purchase local foods as result 0.668 indicated above of the table.

*Relationship between Variables - Multiple Regressions*

**Mediation Impact:**

**Step 01 - Relationship between DA and MP**

$$MP = 0.557 + 0.799 DA + \epsilon$$

Table 4. Coefficient Table

B d coefficient)	Standard error (unstandardize coefficient)	B coefficient)	(standardized T -value	P-value
0.799	0.052	0.674	15.455	0.000

Based on the result, there is a strong relationship between two variables as significant result comes from the analysis of the data. Basically, mathematical statistics represented 95% confidence level and indicating to the tourists to purchase local foods.

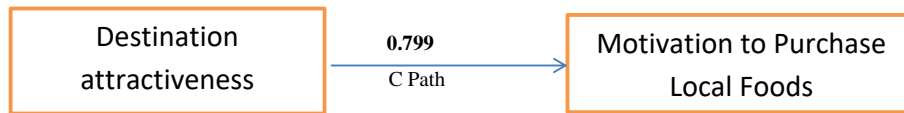


Figure 1. C Path Analysis

**Step 02 - Relationship between DA and BP**

$$BP = 1.772 + 0.605 DA + \epsilon$$

Table 5. Coefficient Table

B (unstandardize d coefficient)	Standard error	B (standardized coefficient)	T -value	P-value
0.605	0.049	0.589	12.338	0.000

Above of the table, Destination Attractiveness is having a positive relationship towards to Brand personality where result showing 0.605. It's clearly indicating that there is significant relationship between the two variables.

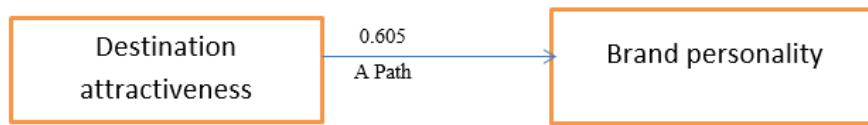


Figure 2. a Path Analysis

**Step 03 - Relationship between BP and MP**

$$MP = 0.835 + 0.688 BP + \epsilon$$

Table 6. Coefficient Table

B (unstandardize d coefficient)	Standard error	B (standardized coefficient)	T -value	P-value
0.688	0.063	0.668	10.935	0.000

According to the results, Brand personality carries the significant result 0.688 where it's been showing 0.7 times increasing between the two variables. Therefore, there is significant positive relationship between brand personality and motivation to purchase local food. The significant result implies to have statistically proven relationship between the variables.

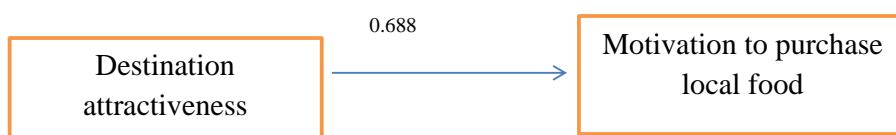


Figure 3. b Path Analysis

**Step 04 - Relationship between DA and MP mediated by BP**

$$MP = 0.133 + 0.391 DA + 0.575 BP + \varepsilon$$

Table 7. Coefficient Table

B coefficient)	(unstandardized Standard error	B coefficient)	(standardized T -value	P-value
0.391	0.062	0.321	6.337	0.000

According to the table, there is a significant positive relationship between variables. As the result indicates the value of constant ( $\beta_0$ ) was 0.133 and other variables remain Zero. Therefore, result has been suggesting to tourist purchase local foods. On the other side, the P- value is considered to be significant  $P < 0.05$  and beta coefficient also proven positive.

Table 8. Summary of Hypothesis Analysis

	B coefficient)	(unstandardized P value	Result
C path (DA->MO)	0.799	0.000	H1 Accepted
A path (DA->BP)	0.605	0.000	H2 Accepted
B path (BP->MP)	0.688	0.000	H3 Accepted
C' path (DA->BP->MP)	0.391	0.000	H4 Accepted

According to above of the table, there were four hypotheses established to this research and all of hypothesis accepted. Basically, when the Destination Attractiveness (DA) value was increased by one unit at the same time other variables remain constant. The value of 0.391 units has been indicating to motivated to purchase local foods (MP) while increase the units. Respectively, when Brand Image (BP) value increased by one unit meanwhile other variables remain constant and similarly motivated to purchase local foods (MP) and result proposed 0.688 units. However, above of the table, result has been indicating that all of the variables statistically significant at 0.05 levels. Besides, the multiple regression C model paths also had proven significant on this research.

Thus, when brand image (BP) mediator model emphasis the effect of independent variable (IV) destination attractiveness on dependent variable, motivation to purchase local foods is reduced. The value of the unstandardized coefficient difference is 0.408 & implies towards the brand image. Basically, the brand image was mediated partially between the two variables like destination attractiveness and motivation to purchase local foods.

**Sobel Test-Calculating the Indirect Effect:**

$$S_{ab} = \sqrt{(Sb \cdot a)^2 + (Sa \cdot b)^2}$$

Where,

Sb = Standard error of path b

a = coefficient of path a

Sa = Standard error of path a

b = coefficient of path b

Indirect effect = a × b

$$= 0.605 \times 0.688$$

$$= 0.4162$$

Sobel's SE =  $\sqrt{((Sb \ [a]) \ ^2+(Sa. \ [b]) \ ^2)}$

$$= 0.03824$$

(Source; <http://quantpsy.org/sobel/sobel.htm>)

Z value = Indirect effect / Sobel's SE

$$= 0.4162/0.03824$$

$$= 10.774$$

Standardized indirect effect = (standardized coefficient of path a × standardized coefficient of path b)

$$= \beta_a \times \beta_b$$

$$= 0.589 \times 0.668$$

$$= 0.3934$$

Portion of independent variable on dependent variable due to mediator =  $(c-c')/c$

$$= (0.799-0.391)/0.799$$

$$= 0.5106$$

$$= 51.06\%$$

The calculation of the Sobel test has been indicating the positive and significant relationship between the variables like the Destination Attractiveness (DA) on Motivation to Purchase Local Foods (MP) by mediating the effect of brand personality. As the result 51.06% has proven to be the 0.05 significant levels

Table 9. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.521	.518	.40073

a. Predictors: (Constant), Brand\_Image, Destination\_Attractiveness

Based on the model summary, there is value 52.1% explaining the variability of motivation to purchase local foods. On the other side, 47.9% value found error and clearly indicating that other independent variables (IV) stated the variability of motivation to purchase local foods (MP) and other not described above of the model.

## CONCLUSIONS AND RECOMMENDATIONS

The research studies mostly focus on the relationship between destination attractiveness, brand personality and motivation to purchase local foods. Basically, how does the tourists destination impacted to motivate to purchase local foods by mediating the brand personality. These are the factors bring positive satisfaction toward customer loyalty. Some of previous researcher explains that the tourists' destination makes attractive for local foods and creating positive attitudes on tourist mind.

Actually, the study has revealed that tourist destination plays an important role to purchase local foods and by mediating brand personality. Furthermore it has emphasis when tourists visited to destination and encouraged to experience local foods such as cultural, authentic, food health, sensory and excitement, food brand image there.

The brand personality analysis showed that image of the food significantly acts as mediator towards the tourist destination attractiveness. Basically, research has found that there is positive relationship between the destination attractiveness and motivation to purchase local foods and food brand personality creates platform to highly motivated to experience local authenticity of the foods.

Furthermore, the study provides deep understanding the importance of tourist destination attractiveness, brand personality of food image were motivated to purchase local foods. Cox's Bazar and Sylhet are famous for tourist destinations in Bangladesh and offer various types of dishes and cuisine. So, research is suggested to use the tools for bigger marketing campaigns and promoted locally and internationally to develop as top tourist destination all of over the world. The result has been emphasis details of the motives to purchase local foods and linking other activities to make more attractive to the tourist destination in Cox's Bazar and Sylhet, Bangladesh. On other hand, research proves deep information about the marketing strategy development to promote tourism in Bangladesh. According to the result, communication is more important to promote local foods by mediating brand image with tourist.

Brand personality has been linking with brand image in order to connect emotionally with consumer to purchase local foods. Moreover it is required to identifying to develop a brand image of the foods such traditional foods, traditional food museums and exhibitions of the foods in the tourist destination. Basically, the traditional cuisines have been enriching the cultural value of the tourist destination and highlighted the brand image of the personality among with tourist. Study has been suggesting that the government and private organization should work together to create holistic approach in order enhance attractiveness in the tourists spot such as Cox's Bazar and Sylhet area in Bangladesh.

The brand personality directly impacts to brand image of the tourist destination to motivate to purchase local foods. The study has been suggesting developing outstanding brand image in order to make more attractive in the tourists destination to promote local foods in Cox's Bazar and Sylhet. Brand personality makes more effort to establish a good image of the brand particularly in the tourism sector. Marketer should work for uniqueness by following of the regional and national food cultural way.

### **ADVANCED RESEARCH**

The study was confine to selective tourist place like Cox's Bazar and Sylhet, Bangladesh. The research was conducted to find out the importance of brand image impact to motivate to purchase local foods in tourist destination. However it might have generalized the result to different region in order to develop the food brand image insist to purchase local foods. Basically the brand personality has been mediating to emphasis to connect emotionally to buy local foods. Therefore, the research may be further testing is required in order to get applicable result to other region or not. Basically, this study explores to cover of the tourist motives to purchase local foods from the destination. However, the future researcher should find out to reveal innovative information towards the motivation to purchase local foods especially from tourist destination by reviewing other research rather than brand personality.

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