

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6303 Cities in 196 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>SUSTAINABILITY REPORTING AND FIRM PERFORMANCE: A CASE STUDY OF ENERGY UTILITY COMPANIES</b>  <i>CHITRABEN RAJNIKANT SHETH &amp; Dr. JAYESH POOJARA</i>	1
2.	<b>GROWTH OF SMALL TEA GARDENS IN SONITPUR DISTRICT, ASSAM: IT's IMPACT ON RURAL ECONOMY</b>  <i>MAMATA BORTHAKUR</i>	7
3.	<b>ANALYTICAL STUDY ON DEMONETIZATION EFFECTS ON MICRO, SMALL AND MEDIUM ENTERPRISES WITH SPECIAL REFERENCE TO CHIKKAMAGALUR DISTRICT</b>  <i>ARAVINDA M.N. &amp; Dr. HIRIYAPPA B.</i>	9
4.	<b>EFFECT OF SELF-IMAGE CONGRUENCE, EXPERIENCE AND SATISFACTION ON BEHAVIORAL INTENTIONS</b>  <i>DEEKSHA MEHRA</i>	16
5.	<b>IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE SATISFACTION AT PRIVATE ORGANIZATION</b>  <i>JENISH PATEL</i>	20
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	24

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. NAWAB ALI KHAN**

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**CO-EDITOR****Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

**EDITORIAL ADVISORY BOARD****Dr. SIKANDER KUMAR**

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. CHRISTIAN EHIUBUCHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. FERIT ÖLÇER**

Professor &amp; Head of Division of Management &amp; Organization, Department of Business Administration, Faculty of Economics &amp; Business Administration Sciences, Mustafa Kemal University, Turkey

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. N. SUNDARAM**

Associate Professor, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**Dr. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

**Dr. BIEMBA MALITI**

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

**Dr. SHIKHA GUPTA**

Associate Professor, Lingaya's Lalita Devi Institute of Management &amp; Sciences, New Delhi

**Dr. KIARASH JAHANPOUR**

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. TITUS AMODU UMORU**

Professor, Kwara State University, Kwara State, Nigeria

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. JASVEEN KAUR**

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**FORMER TECHNICAL ADVISOR**

**AMITA**

**FINANCIAL ADVISORS**

**DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF** \_\_\_\_\_

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :

Designation/Post\* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

***THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:*****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**DEEKSHA MEHRA**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF COMMERCE**  
**DELHI SCHOOL OF ECONOMICS**  
**DELHI**

### ABSTRACT

*Self-image congruence is an important construct in explaining various aspects of consumer behaviour. However, empirical investigations on self-congruence theory to understand tourists' behaviours are still in its infancy. The purpose of this study is to understand the effects of self-image congruence, tourist experiences and satisfaction on intention to revisit and recommend. Regression analysis was used to test the hypotheses. Results indicate that self-image congruence has significant effect on experiences, satisfaction and behavioral intentions. Also, experience has a significant positive effect on satisfaction and behavioral intentions. Overall, this research further establishes the validity of self-congruency theory in the context of a tourist destination, which is an under-explored area in tourism.*

### KEYWORDS

self-image congruence, tourist experiences, satisfaction, behavioral intention.

### JEL CODE

M31

## 1. INTRODUCTION

Self-concept, is the sum total of an individual's ideas, thoughts and feelings about oneself. The process of buying products consumers believe to possess symbolic images similar and/or complementary to the image they hold about themselves is referred to as image congruence (Heath and Scott, 1998). Self-image congruence is recognised as an important construct in predicting different aspects of consumer behaviour (He and Mukherjee, 2007). In recent years, a plethora of studies investigated the role of congruence on various post-consumption evaluations such as satisfaction (Jamal and Al-Marri, 2007), loyalty (He and Mukherjee, 2007) and attitudes (Ibrahim and Najjar, 2008).

Tourism literatures recognize the relevance of self-congruence construct in understanding tourist behaviours (Litvin and Goh, 2002). Sirgy and Su (2000) propose a model establishing the relationships among destination image, self-congruence and tourists' behaviors. Chon (1992) was the first to apply self-image congruence theory to tourism. The author highlighted that tourist satisfaction was significantly related with image congruity. Tourists who perceived a low difference between a destination's user image and their actual self-image were more satisfied with the destination. Litvin and Goh (2002) extended Chon's (1992) post-trip concept to include pre-visit variables travel interest and intention to visit. Beerli, et. al., (2007) investigate the role of congruence in predicting choice of destination. Findings revealed that, the greater the match between a destination's image and one's self-concept, the greater the tendency for tourist to visit that place.

## 2. HYPOTHESES DEVELOPMENT

Past studies show that self-image congruence plays an essential role in influencing consumer behaviors. Extant research reports a strong positive relationship between congruence and satisfaction (He and Mukherjee, 2007; Jamal and Al-Marri, 2007). Tourism literatures recognise the influence of self-concept in influencing tourist behaviours. Chon (1992) studied the relation between tourists' image congruity and satisfaction. Chon's (1992) findings display that self-image congruence is a significant determinant of tourist satisfaction with destinations. Litvin and Kar (2003) found that congruity was significantly correlated with visitor satisfaction.

Amidst fierce competition, marketers have been under great pressure to comprehend the characteristics of tourist experiences (Gretzel et al., 2006). Researchers report a strong relationship between congruence and satisfaction (Shahin et. al, 2012). Tourism literature recognises that congruence influences tourist behaviour (Chen and Phou, 2013).

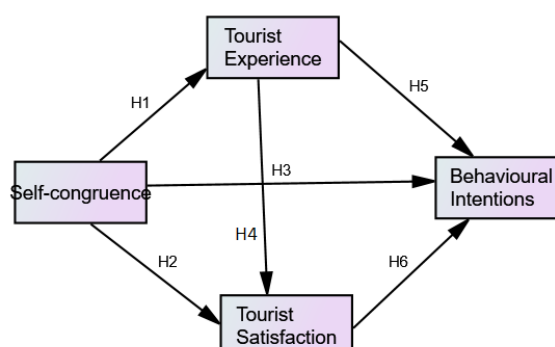
Understanding tourist experience will give an insight on post consumption behaviour, such as satisfaction, WOM, (Duman and Mattila, 2005 and Hosany and Martin, 2012). Researchers also suggest that tourist experience is a useful approach in influencing the tourist behaviour. Past researches suggest that experiences leads to intentions to revisit and recommend (Hosany and Martin, 2012, Ryu et al., 2012).

Many studies have examined the antecedents of behavioral intentions. Satisfaction is one of the most important antecedent of revisit intention and intentions to recommend (Siu et al., 2012) Numerous studies have reported that satisfaction influences intention to revisit and recommend (Ali and Amin, 2014; Allameh et al., 2015).

Accordingly, based on above discussions, we propose the following hypotheses:

- H1: The greater the congruity between one's actual self-concept and his/her image of other tourists, better will be their experience.  
 H2: The greater the congruity between one's actual self-concept and his/her image of other tourists, the greater the level of satisfaction  
 H3: The greater the congruity between one's actual self-concept and his/her image of other tourists, the greater will be the behavioral intentions.  
 H4: A pleasant experience is positively related to satisfaction.  
 H5: A pleasant experience is positively related to behavioral intentions.  
 H6: Tourist satisfaction is positively related to behavioral intentions.

FIGURE 1: HYPOTHESIZED MODEL



**3. RESEARCH METHOD**

The self-concept (actual) and his/her image of other tourists (user image) were captured on a 7-point likert scale using three items adapted from Usakali and Bolaglu (2011). Four items, adapted from Hosany and Martin (2012) were used to measure tourist overall experience. Overall satisfaction was conceptualized as tourists' post-consumption evaluation of the totality of the vacation and was assessed using seven items adapted Pool et al., (2016). Finally, behavioral intention were operationalized using two statements adapted from Chen and Phou (2013).

Data was collected from tourist visiting Delhi. Tourist were approached at famous tourist locations like India Gate, Red Fort, etc. In total, there were 500 questionnaire were distribute, out of which 315 usable responses were collected.

The collected data were first edited and coded and then analysed with the help of Regression using SPSS 21 software.

**4. RESULTS AND INTERPRETATION**

**4.1 REGRESSION RESULTS BETWEEN SELF-CONGRUITY AND TOURIST EXPERIENCE**

Test was conducted to find out the impact of self-image congruence on tourist experience. Results indicated that 41.6% (R<sup>2</sup>) of the variance in tourist experience is explained by the self-image congruence which can be seen in the table 1 given below. Results indicate that congruence positively and significantly influences experience.

**TABLE 1: SELF-IMAGE CONGRUENCE AND TOURIST EXPERIENCE: REGRESSION RESULTS**

	$\beta$	t-statistics	P-value
Dependent variable: Tourist Experience			
Independent variables			
Constant	1.706	7.355	.000
Self-image congruence ( $\beta_1$ )	.646*	14.978	.000

Note: Significance level: \* p < 0.01, \*\* p < 0.05, \*\*\* p < 0.10

**MODEL SUMMARY**

R <sup>2</sup>	41.6%
F- statistics	224.338
Significance	.000
Number of observations	315

**4.2 REGRESSION RESULTS BETWEEN SELF-CONGRUITY AND TOURIST SATISFACTION**

Test was conducted to find out the impact of self-image congruence on tourist satisfaction. Results indicated that 59.6% (R<sup>2</sup>) of the variance in tourist satisfaction is explained by the self-image congruence which can be seen in the table 2 given below. Results indicate that congruence positively and significantly influences satisfaction.

**TABLE 2: SELF-IMAGE CONGRUENCE AND TOURIST SATISFACTION: REGRESSION RESULTS**

	$\beta$	t-statistics	P-value
Dependent variable: Tourist satisfaction			
Independent variables			
Constant	1.807	11.214	.000
Self-image congruence ( $\beta_1$ )	.710*	21.530	.000

Note: Significance level: \* p < 0.01, \*\* p < 0.05, \*\*\* p < 0.10

**MODEL SUMMARY**

R <sup>2</sup>	59.6%
F- statistics	463.560
Significance	.000
Number of observations	315

**4.3 REGRESSION RESULTS BETWEEN SELF-CONGRUITY AND BEHAVIORAL INTENTIONS**

Test was conducted to find out the impact of self-image congruence on behavioral intentions. Results indicated that 42.6% (R<sup>2</sup>) of the variance in behavioral intentions is explained by the self-image congruence which can be seen in the table 3 given below. Results indicate that congruence positively and significantly influences behavioral intentions.

**TABLE 2: SELF-IMAGE CONGRUENCE AND BEHAVIORAL INTENTIONS: REGRESSION RESULTS**

	$\beta$	t-statistics	P-value
Dependent variable: Behavioral intentions			
Independent variables			
Constant	2.027	8.955	.000
Self-image congruence ( $\beta_1$ )	.654*	15.824	.000

Note: Significance level: \* p < 0.01, \*\* p < 0.05, \*\*\* p < 0.10

**MODEL SUMMARY**

R <sup>2</sup>	42.6%
F- statistics	233.589
Significance	.000
Number of observations	315

**4.4 REGRESSION RESULTS BETWEEN TOURIST EXPERIENCE AND TOURIST SATISFACTION**

Test was conducted to find out the impact of tourist experience on tourist satisfaction. Results indicated that 62.4% (R<sup>2</sup>) of the variance in satisfaction is explained by the tourist experience which can be seen in the table 4 given below. Results indicate that experience positively and significantly influences satisfaction.

**TABLE 4: TOURIST EXPERIENCE AND TOURIST SATISFACTION: REGRESSION RESULTS**

	$\beta$	t-statistics	P-value
Dependent variable: Tourist Satisfaction			
Independent variables			
Constant	1.800	11.815	.000
Tourist experience ( $\beta_1$ )	.791*	22.870	.000

Note: Significance level: \* p < 0.01, \*\* p < 0.05, \*\*\* p < 0.10

## MODEL SUMMARY

R <sup>2</sup>	62.4%
F- statistics	523.020
Significance	.000
Number of observations	315

## 4.5 REGRESSION RESULTS BETWEEN TOURIST EXPERIENCE AND BEHAVIORAL INTENTIONS

Test was conducted to find out the impact of tourist experience on tourist behavioral intentions. Results indicated that 40.1% (R<sup>2</sup>) of the variance in behavioral intentions is explained by the tourist experience which can be seen in the table 5 given below. Results indicate that experience positively and significantly influences behavioral intentions.

TABLE 5: TOURIST EXPERIENCE AND BEHAVIORAL INTENTIONS: REGRESSION RESULTS

	$\beta$	t-statistics	P-value
Dependent variable: Behavioral intentions			
Independent variables			
Constant	2.191	9.661	.000
Tourist experience ( $\beta_1$ )	.626*	14.529	.000

Note: Significance level: \* p < 0.01, \*\* p < 0.05, \*\*\* p < 0.10

## MODEL SUMMARY

R <sup>2</sup>	40.1%
F- statistics	211.088
Significance	.000
Number of observations	315

## 4.6 REGRESSION RESULTS BETWEEN TOURIST SATISFACTION AND BEHAVIORAL INTENTIONS

Test was conducted to find out the impact of tourist satisfaction on tourist behavioral intentions. Results indicated that 54.4% (R<sup>2</sup>) of the variance in behavioral intentions is explained by the tourist satisfaction which can be seen in the table 6 given below. Results indicate that satisfaction positively and significantly influences behavioral intentions.

TABLE 6: TOURIST SATISFACTION AND BEHAVIORAL INTENTIONS: REGRESSION RESULTS

	$\beta$	t-statistics	P-value
Dependent variable: Behavioral intentions			
Independent variables			
Constant	.875	3.680	.000
Tourist Satisfaction ( $\beta_1$ )	.738*	19.368	.000

Note: Significance level: \* p < 0.01, \*\* p < 0.05, \*\*\* p < 0.10

## MODEL SUMMARY

R <sup>2</sup>	54.4%
F- statistics	375.104
Significance	.000
Number of observations	315

For all the above regression results it may be stated here that the multicollinearity among the independent variables was assessed through computations of tolerance and VIF statistics. Both these statistics indicated absence of multicollinearity among the independent variables. The VIF and Tolerance scores are <10 and >0.1 respectively, thus, the regression outcomes are not affected by the multicollinearity problems. Also the bird nest view in the scatter plot shows that the regression is free from heteroscedasticity.

## 5. RESULTS AND INTERPRETATION

Self-congruence has been a major focus of consumer research. The present study applies the concept to the tourist destination. Our findings confirm that congruence influence experience, satisfaction and behavioral intentions. Findings also indicate that tourists' experiences were positively related to satisfaction and behavioral intentions. In addition, as predicted, the relationship between satisfaction and intention to recommend was confirmed.

The current research shows empirical results, which present self-image congruity as a vital component in competitive market. Keeping this in mind, the managers should be motivated to create an image congruity in case of destinations. It would be beneficial for managers to use these results this will empower them in achieving the objectives and realizing their aims.

It is essential to acknowledge some limitation of the study. This study is based on the investigation of a single destination, Delhi. So the results cannot be generalized for the entire tourism industry. Our study only takes actual self-congruity; future studies should incorporate other dimensions of self-image congruity. Lastly, pure random sampling is almost impossible in the tourism industry. Thus, future research should develop a design that better represents the population.

## REFERENCES

1. Ali, F. & Amin, M. (2013). The influence of physical environment on emotions, customer satisfaction and behavioral intentions in Chinese resort hotel industry". Paper presented at the KMITL-AGBA Conference Bangkok.
2. Allameh, S.M., J.K. Pool, A. Jaber, R. Salehzadeh, H. Asadi, Factors influencing sport tourists' revisit intentions: the role and effect of destination image, perceived quality, perceived value and satisfaction, *Asia Pacific J. Market. Logist.* 27 (2015) 191–207.
3. Beerli, A., Meneses, G. D. and Gil, S. M. (2007) "Self-Congruity and Destination Choice", *Annals of Tourism Research*, 34(3), 571-587
4. Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269-278.
5. Chon, K. (1992) "Self-Image/Destination-Image Congruity", *Annals of Tourism Research*, 19(2), 360-363
6. Duman, T. and Mattila, A. S. (2005), "The Role of Affective Factors on Perceived Cruise Vacation Value", *Tourism Management*, 26 (3), 311-323
7. Gretzel, U., Fesenmaier, D. R., Formica, S., and O'Leary, J. T. (2006) "Searching for the Future: Challenges Faced by Destination Marketing Organizations", *Journal of Travel Research*, 45(2): 116-126
8. He, H. and Mukherjee, A. (2007) "I am, Ergo I Shop: Does Store Image Congruity Explain Shopping Behaviour of Chinese Consumers?", *Journal of Marketing Management*, 23(5/6), 443-460
9. Heath, A. P. and Scott, D. (1998) "The Self-Concept and Image Congruence Hypothesis: An Empirical Investigation in the Motor Vehicle Market", *European Journal of Marketing*, 32(11/12), 1110-1123
10. Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65, 685–691.
11. Ibrahim, H. and Najjar, F. (2008) "Assessing the Effects of Self-Congruity, Attitudes and Customer Satisfaction on Behavioral Intentions in Retail Environment", *Marketing Intelligence and Planning*, 26(2), 207-227
12. Jamal, A. and Al-Marri, M. (2007) "Exploring the Effect of Self-Image Congruence and Brand Preference on Satisfaction: The Role of Expertise", *Journal of Marketing Management*, 23(7/8), 613-629

13. Khazaei Pool, Doosti, J. S., Jalilvand, M. R., Asadi, A., Mehrani, P. and Morrison, A. (2016), "Analyzing the influence of electronic word of mouth on visit intention: the mediating role of tourists' attitude and city image", *International Journal of Tourism Cities*, Vol. 2(2). pp. 137-148
14. Litvin S.W. and Kar, G.H (2003), "Individualism/collectivism as a moderating factor to the self-image congruity concept" *Journal of Vacation Marketing*, Vol. 10(1), pp. 23-42.
15. Litvin, S. W. and Goh, H. K. (2002) "Self-Image Congruity: A Valid Tourism Theory?", *Tourism Management*, 23(1), 81-83
16. Ryu, K., Lee, H.R and Kim, W.G. (2012), "The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions" *International Journal of Contemporary Hospitality Management*, Vol. 24(2), pp. 200-223.
17. Shahin, A., Janatyan, N. and Nasirzadeh, N. (2012b), "Service quality robust design – with a case study in airport services", *International Journal of Productivity and Quality Management*, Vol. 9 No. 3, pp. 404-421.
18. Sirgy, M. and Su, C. (2000), "Destination image, self-congruity, and travel behaviour: toward an integrative model", *Journal of Travel Research*, Vol. 38, pp. 340-352.
19. Sirgy, M. J. (1982) "Self-Concept in Consumer Behavior: A Critical Review", *Journal of Consumer Research*, 9(3), 287-300
20. Siu, N. Y. M., Wan, P. Y. K., & Dong, P. (2012). The impact of the servicescape on the desire to stay in convention and exhibition centers: the case of Macau. *International Journal of Hospitality Management*, 31(1), 236e246
21. Uşakli, A. and Baloglu, S. (2011), "Brand personality of tourist destinations: an application of self-congruity theory", *Tourism Management*, Vol. 32, pp. 114-127.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

