

Country-Related Emotions as Mediators of the Relationship between Country Stereotype Dimensions and Intentions to Visit a Country

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Abstract

The present study draws from social psychology theory to investigate the mediating role of country-triggered emotions in the relationship between country stereotypes and intentions to visit a country. Applying the Stereotype Content Model (SCM) for conceptual guidance, we show that the competence and warmth dimensions of country stereotypes influence country-related emotions of admiration which, subsequently, transfer to intentions to visit a country. These effects are moderated by extraversion levels of the consumer. Theoretical and managerial implications of the findings are discussed and future research directions are identified.

Keywords: *Country-of-origin; Stereotype Content Model; Tourism destination*

Track: Tourism Marketing