The Influence of Marketing Mix Dimension on the Destination Image Dimension: A Case Study of Lake Toba, North Sumatera, Indonesia

Tengku Teviana[1], Arlina Nurbaity Lubis[2] and Zulkarnain Siregar[1]*

[1]*Universitas Negeri Medan, Kotak Pos 1589 Medan 2022, Sumatera Utara 20221, Indonesia*
[2]*Universitas Sumatera Utara, Padang Bulan, Medan Baru, Medan 20155, Indonesia*

Abstract

This research is to test the influence of the marketing mix dimension, which consists of product, price, promotion, and place,on destination image dimension, which consists of cognitive image and affective image. The data collecting used questionnaire with 282 respondents with accidental sampling technique.The result of the test showed that product, promotion, and place directly related to cognitive image. In addition,affective imageis also directly influenced by product, price andcognitive image. The result of the research also showed that promotion and location did not directly relate to affective Image. In addition, the price did not directly relate to Cognitive Image. The result of this research also showed that the marketing mix dimension related indirectly to Affective Image by the variable of cognitive image. Among all dimensions of marketing mix, it is product, promotion, and place that relate to cognitive image. While product and price relate to affective image indirectly.

Keyword: Affective image, cognitive image, place, price, product, promotion

INTRODUCTION

Indonesia is an archipelago country that has a lot of tourism sites. Indonesia has both coast and lake tourism. One of the lakes is Toba. Toba lake is located in the province of North Sumatera. This province is close to Malaysia, Thailand and Singapore; a

situation which makes it one of government's priorities to develop. To improve the tourism site of Lake Toba is to pay attention to four aspects of marketing: Product, Place, Price, and Promotion, which influence the tourists' perception (Sanib, Aziz, Zaiton, & Rahim, 2013). Tourism sector should focus on improving and implementing a marketing strategy according marketing mix concept (Magatef, 2015). The marketing mix will make the tourists like to visit the site (Muala & Qurneh, 2012). The tourism who will visit would imagine the natural beauty of the lake toba tourist area. This natural beauty will create a destination image and intesify the fame of lake Toba. Creating destination image must be built from cognitive image and affective image (Basaran, 2016; Stylidis, Shani, & Belhassen, 2017).The destination image could be created from accepted various information, (Baloglu & McCleary, 1999) the beauty of nature, entertainment, cost, and good standard service (Govers & Go, 2003). A social marketing is strongly necessary to continously invite tourists (Claire & Sargeant, 2000). This research observes the influence of marketing mix dimension on destination image dimension.This research tests the influence of marketing mix dimension on destination image dimension. The dimension of marketing mix consists of product, place, and promotion, while destination image dimension consists of cognitive image and affective image. In addition, this research also studies the association between cognitive and affective image which are parts of destination image dimension.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Managing tourism sites requires marketing mix or 4P's:product, promotion, place, and Price (Kotler & Zaltman, 1971). Product, promotion, place and price have something to do with creating customer value (Bennett, 1997). Product and place are important for creating value, while promotion and price are the process (Hakansson & Waluszewski, 2005). To design a marketing strategy is to combine the elements of the Marketing Mix so it gains a competitive advantage (Singh, 2012). Marketing Mix is part of social marketing (Gordon, 2012). The implementation of marketing mix can increase the number of customer (Saeidi Pour, Nazari, & Emami, 2013).

Tourism product is the satisfaction accepted by the tourists both physically and psychologically (Turtureanu, 2005). The product refers to physical product and service afforded by consumers (Singh, 2012). The product is divided into two kinds: physical and non physical (Arionesei & Ivan, 2014). Tourism product consists of five elements: physical plant, service,hospitality, and freedom to choose, and involvement (Smith, 1994). Physical plant is natural resources from infrastructure; Service can be seen from the performance of employees who give the service of tourism—whether the services satisfy the tourists. The service is also in line with hospitality people around of Lake Toba. In the toursim site, the tourists are also able to choose the vacation, business, or both. Involvement is a combination of physical plant, service and

freedomto choose (Smith, 1994). Physical plant is one of tangible product categories, while service, hospitality, freedom to choose, and involvement are intangible products.

Promotion is a strategy and idea variation which is implemented to encourage consumers to pay more attention to the product (Suherly, Affif, & Guterres, 2016). Promotion activity is meant to do public relation, personal sale, direct marketing, advertisement and publication (Ciriković, 2014; Singh, 2012). Promotion done by selling staffs can directly face the tourists who visit particular site. Advertisement can be done via television and internet.

Place is location visited by the toursits. Price is the cost between supply and demand that create the value because the visited location will benefit both the institution and local community for increasing their economy (Hakansson & Waluszewski, 2005). The tourists who visit particular tourism site will benefit the local community. The tourists will choose the site due to the physical location, and then the decision of the location is determined by service access (such as tourism guide, travel and agent) (Hirankitti, Mechinda, & Manjing, 2009).

Price is a determinant factor in the tourism industry since it connects the industry actors and the tourists who visit a site. Price is the amount paid by the tourists (Arionesei & Ivan, 2014). The price offered to the cunsumers involves the price of production based on consumers' perception; the higher the price, the better the quality (Ciriković, 2014). The price should be in line with the accepted benefit (Bakutyte & Grundey, 2012). Therefore, the price offered in tourism industry should cover the production cost as well as fulfill the benefits accepted by the tourists.

Tourists usually visit a site with the reference of the promotion and then enjoy the tourism products on location. This tourism journey will give experience (Echtner & Ritchie, 1991; Vogt & Andereck, 2003) and this will form their cognitive image (Oliver, 1980). Natural views, such as tourism site, location, and local performance, will create cognitive image on visitors (Martin, Ignacio, & Bosque, 2008). In addition to cognitive image, promotion will also create affective image (Lin, Morais, Kerstetter, & Hou, 2016). By doing promotion, visitors will know whether or not a tourism site is interesting to visit. Attractiveness is part of affective image (Baloglu & Brinberg, 1997).

Destination image is an experience felt in a tourism destination (Tasci, 2007) and then told to others (Govers & Go, 2003). Destination image is the whole attributes/specialties which are so immpressive to visit (Crompton, 1979) and relate to visitors' experience (Echtner & Ritchie, 1991). In addition, Phelps, (1986) stated that tourists' decision was usually based on perceived image on particular tourism site. Altogether, the attributes of an impressive tourism site will closely relate to tourists' decision (Keown, Jacobs, & Worthley, 1981). The tourism culture will also create a positive destination image (Kastenholz, 2010). Destination image involves cognitive aspect (Rajesh, 2013). Image has both cognitive

and affective components (Baloglu & Brinberg, 1997). Altogether, image is influenced by cognitive and effective aspects (Stylidis et al., 2017). Cognitive aspect ia the perceived experience which matches the expectation about the tourism site (Oliver, 1980). Cognitive is the tourists' perceived knowledge and experience on location image they want to visit (Crompton, 1979). Tourists' knowledge about tourism destination, such as natural environment, local community, tourism management and improvement, will influence the tourists' behavior to visit particular tourism site (Lee & Lijia, 2006). Affective image is the feeling about the tourism site (Martin et al., 2008). Besides, affective image is influnced by the past experience of other visitors who have ever visited the site and want to visit it again (Pike & Ryan, 2004). The experience felt by the previous visitors is a part of promotion since the previous visitors will explain the condition of lake Toba tourist site to the tourists who want to visit it.

Affective Imageis created by promotion, tourism products, location, and the hospitality of local community. (Martin et al., 2008). Interesting and pleasant location of a tourism site will create affective imageon the tourists (Baloglu & McCleary, 1999). They will visit it to enjoy it. To gain this, a tourism site should have some attributes that can please and attract the tourists (Russell, 1980). The attributes are product or service, advertisement of tourism site, and location (Vareiro, Ribeiro, & Remoaldo, 2015). This means that visitors, or tourists, will feel the experience after visiting the tourist site. This experience will become affective image to the visitors. Beside the marketing mix dimension, cognitive image is also necessary to create affective image (Stylidis et al., 2017). This is because the cognitive image relates directly to affective image (Baloglu & McCleary, 1999; Basaran, 2016; Stylidis et al., 2017).

Based on those literature review it can be concluded that facilities, tourism products offered and costs have a significant relationship to cognitive destination image (Hallmann, Zehrer, & Müller, 2015). Promotion has a significant relationship in improving cognitive destination image (Basaran, 2016). Furthermore, to be able to create affective image, visitors experience about the tourism area is required (Basaran, 2016).

Affective image is created by promotion, tourism products, location, and the hospitality of local community (Martin et al., 2008). From the literature review, it can also be seen that cognitive image is associated with affective image (Agapito, Oom do Valle, & Mendes, 2013; Baloglu & McCleary, 1999; Basaran, 2016; Stylidis et al., 2017).

This research will examine each dimension of marketing mix and destination image (Figure 1). The hypotheses of the research are as follow:

H1 : the product positively influences the Cognitive Image

H2 : the product positively influences the Affective Image

H3 : the promotion positively influences the Cognitive Image

H4 : the promotion positively influences the Affective Image

H5 : the Place positively influences the Cognitive Image

H6 : the Place positively influences the Affective Image

H7 : the Price positively influences the Cognitive Image

H8 : the Price positively influences the Affective Image

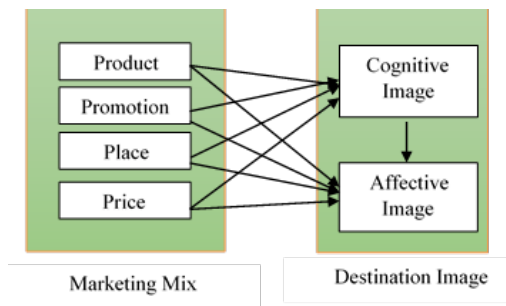H9 : the Cognitive Imagepositively influences the Affective Image

Figure 1. Conceptual framework

METHODS

This research tested the influence each dimension of marketing mix and destination image dimension. This research also tested the relationship of tourist image dimension between cognitive and affective image. The technique of data collecting was questionnaire and interview.The interview related to product, promotion, place, and price relating tocognitive image and affective image. Questionnaires related to product, promotion, place, and price, cognitive image and affective image. Each dimension was given two questions answered by the respondents. The questionnaire used Likert scale ranging from 1 to 5; 1 means strongly disagree, and 5 means strongly agree. The questionnaire consisted of 10 questions in form of Likert scale and 2 questions of open questions. Respondents answered questions of Likert scale first and then they answered the open questioins. The data collection was done by face-to-face interview; this was also the way to answer the open questions. The interview, as well as filling out the questionnaire, was done in all toursit site of lake Toba. After data collecting, the data was processed by *Partial Least Square* (PLS). The sample of this study was unknown, so the sample usage went into the non-probability sampling category. The use of non-probability sampling was using accidental sampling method. Furthermore, from the data collection conducted, there were 282 respondents who were willing to fill out questionnaires. While the result of open questions was used to support the research outcome.

RESULT

Based on the result of the conducted research, the profile of 282 respondents who filled out the questionnaires can be seen in the following Table 1:

Based on the Table 1, it can be seen that demographic factors such as age and education will affect the number of visits to tourist sites (Kreag, 2001). In line with that, it was found that the visitors who visited Lake Toba tourist area in North Sumatera were whose age of 17 – 23 years old and 24 – 30 years old. Moreover, from the educational aspect, the most visitors were high school to bachelor degree graduates. It was acknowledged from the interview

Table 1

Research respondents profiles

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Men	149	52,8	52,8	52,8
	Women	132	46,8	46,8	99,6
Age	Between 17 - 23 Years Old	123	43,6	43,6	44,0
	Between 24 - 30 Years Old	95	33,7	33,7	77,7
	Between 30 - 37 Years Old	19	6,7	6,7	84,4
	Between 38 - 44 Years Old	12	4,3	4,3	88,7
	Between 45 - 51 Years Old	12	4,3	4,3	92,9
	Older 51	20	7,1	7,1	100,0
Education	Primary School	7	2,5	2,5	2,5
	Junior School	9	3,2	3,2	5,7
	High School	100	35,5	35,5	41,1
	Bachelor Degree	138	48,9	48,9	90,1
	Master Degree	23	8,2	8,2	98,2
	Doctoral Degree	5	1,8	1,8	100,0
Information	Friend Sugestion	128	45,4	45,4	45,4
	Electronic Media (ie. Email, Internet, TV)	75	26,6	26,6	72,0
	Brochure	35	12,4	12,4	84,4
	Another information	43	15,2	15,2	99,6
	Total	282	100,0	100,0	

that enjoying the natural scenery during the trip and having the desire to do vacation existed in this group age. On the information aspect, it was mostly gathered from friends' recommendations, while electronic media came next. Age factor was the factor in deciding to do a vacation (Jönsson & Devonish, 2008). Youth means having many friends, to have a vacation they would ask them. Friends' recommendation who have visited a place becomes the information about that place (Murphy, Mascardo, & Benckendorff, 2007). With the acquired information, it is materialized in the form

Table 2
Model summary

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	R Square	R Square Adjusted
Affective Image	0.764	0.767	0.894	0.809	0.341	0.330
Cognitive Image	0.792	0.800	0.905	0.827	0.222	0.211
Place	0.819	0.824	0.917	0.847		
Price	0.602	0.618	0.833	0.713		
Product	0.603	0.654	0.830	0.711		
Promotion	0.749	0.809	0.886	0.795		

of trust, in this case the cognitive aspect and mind-set of the tourist site, or can be said as affective (Martin et al., 2008). Information gleaned from the experiences of friends who have visited will influence in site selection (Kim, Lehto, & Morrison, 2007). In addition to information and age, gender will also be influential in visiting the tourist area since male more often do a look up over tourist sites (Kim et al., 2007).

The measurement of research models in using PLS is seen from the Average Variance Extracted (AVE) (Table 2). The number has to be bigger than 0.5 while the Cronbach's Alpha and Composite Reliability of the reasearch is bigger than 0.6 (Hair Jr, Sarstedt, Hult, & Ringle, 2014). The results of this study indicate that overall value is greater than that required. The next step is to test the research hypothesis. Furthermore,the R square of the research that connects promotion, product, price, and place to affective image of 0.341, meaning the relationship influenced by the model is 34.1%.While the value of R Square of promotion, product, price, and place to cognitive image is 0.222 and the association of the variable is 22.1%.

Table 3
Hypothesis testing direct effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis
Product ->Cognitive Image	0.211	0.214	0.055	3.847	0.000	Accepted
Product ->Affective Image	0.162	0.168	0.064	2.522	0.012	Accepted

Table 3 *(Continue)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis
Promotion ->Cognitive Image	0.127	0.128	0.057	2.224	0.027	Accepted
Promotion ->Affective Image	0.075	0.079	0.064	1.175	0.240	Rejected
Place ->Cognitive Image	0.330	0.328	0.068	4.876	0.000	Accepted
Place ->Affective Image	0.020	0.025	0.065	0.309	0.757	Rejected
Price ->Cognitive Image	-0.057	-0.050	0.064	0.887	0.376	Rejected
Price ->Affective Image	0.179	0.176	0.064	2.800	0.005	Accepted
Cognitive Image ->Affective Image	0.418	0.415	0.072	5.778	0.000	Accepted

Data processing by using Partial Least Square (PLS) has a condition where the value of T statistics must be greater than 1.96 and the P value must be less than 0.05, while significance level is 5% (Hair Jr et al., 2014).

Based on Table 3, the first hypothesis about how the product positively influenced the cognitive image is accepted because the value of T statistics, which is 3.847, is greater than 1.96 while the P value (0,000) is lower than 0,05. Furthermore, the second hypothesis which says the product has a positive influence on affective image is accepted because the value of T statistics of 2.224 is greater than 1.96 and the P value of 0.012 is smaller than 0.05. On hypothesis 3 about how promotion positively affect the cognitive image is acceptable because the value of T statistics of 1.175 is less than 1.96 and a P value of 0.027 is less than 0.05. Meanwhile, hypothesis 4 which says promotion has a positive influence on affective image is rejected because the value of T statistics of 1.175 is smaller than 1.96 and the P value of 0.240 is greater than 0.05. Then at Hypothesis 5 which says Place have a positive effect on cognitive image, this hypothesis is accepted because the value of T Statistics of 0.876. This value is greater than 1.96 and the value of P of 0.000 is smaller than 0.05. Conversely, hypothesis 6 which says that place has a positive influence on affective image is

rejected on the results of this study. It is because the value of T Statistics of 0.309 is smaller than 1.96 and the P value of 0.757 is greater than 0.05. Hypothesis 7 about price has a positive effect on cognitive image in this research is rejected, because the value of T statistics of 0.887 and the value of P (0.376) is greater than 0.05. Then on the 8th hypothesis that states price has a positive effect on affective image for this hypothesis is accepted since the value of T of 2,8 which is greater than 1.96 and the value of P from the research results is 0.005 where this value is smaller than 0.05. Meanwhile the 9th hypothesis which states that cognitive image has positive effect on affective image, is accepted. The results of this study shows the value of T Statistics of 5.778 where the value is larger than 1.96 and the value of P of 0.000 where this value is smaller than 0.05. This condition is in accordance with the conditions that have been set. Based on the result of processed calculation, it can be concluded that three hypothesis are rejected. They are the hypothesis of place against affective image, price against cognitive image and promotion on affective image. The other six hypotheses are accepted. Furthermore, the results of this study can be seen in the Path Diagram in Figure 2.
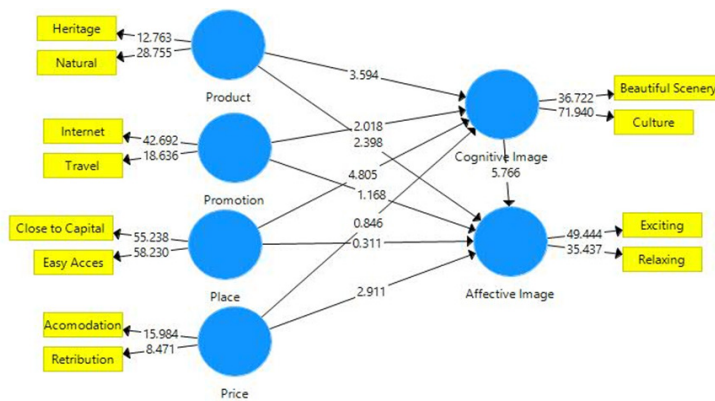

Figure 2. The calculation result of structural equation

Table 4
Indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis
Place ->Cognitive Image ->Affective Image	0.138	0.133	0.036	3.860	0.000	Accepted

Table 4 *(Continue)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis
Price ->Cognitive Image ->Affective Image	-0.024	-0.018	0.028	0.841	0.400	Rejected
Product ->Cognitive Image ->Affective Image	0.088	0.091	0.033	2.708	0.007	Accepted
Promotion ->Cognitive Image ->Affective Image	0.053	0.053	0.026	2.045	0.041	Accepted

Based on Table 4, it can be seen that place through cognitive image affects affective image with the value of T statistics of 3,860 where the value is greater than 1,96 and the value of P 0,000 where the value is smaller than 0,05. Furthermore, the results of this study also shows that the price does not affect affective image through cognitive image variables because the value of 0,841 is smaller than 1,96 and the value of P of 0,400 is greater than 0,05. Then the results also indicates that the product will affect affective image through cognitive image variables with T statistics greater than 1,96 and P value 0,007 where the value is smaller than 0,05. Furthermore, the promotion variable will affect the affective image through cognitive image variable with the value of T Statistics of 2,045 greater than 1,96 and the value of P 0,041 is less than 0,05. These results show that the rejected hypothesis can be answered with the preceding variable except for the price variable.

DISCUSSION

The calculation shows that each marketing mix dimension and image destination possess both influence and also has no influence as well. Where product positively influenced cognitive image, it is caused by existing natural resources as well as existing cultural heritage affecting visitor's trust because it is harmonious with the beautiful scenery and heritage shown in traditional event. Cognitive image will be formed from its natural scenery and environment (Lee & Lijia, 2006). The existing beauty of nature and cultural heritage will create cognitive image and affective image for the tourist area (Martin et al., 2008). In line with that, the product will influence the affective image of the visitor since the natural beauty of the place shall make the tourist spot an

interesting place. It makes the place a joyful resting place. On the other hand, parallel with the result that states the influence of product towards affective image, it is indirectly influenced by cognitive image. Tourist sites that have pristine natural environment product will evoke cognitive image (Lin et al., 2016). Cognitive image is formed after tourists know about the area they are visited (Baloglu & McCleary, 1999). Furthermore, by knowing the products that exist in the tourist area, tourists who visit it can feel comfortable and interested in the natural environment, cultural heritage, beautiful natural scenery, and customs served there.

The results of this study directly indicates promotions made through the internet and travel agents have influence over the cognitive image. The conducted promotion explains the natural beauty of Lake Toba as well as the heritage. With such promotion, visitors shall be well informed with their destination that possesses beautiful scenery while still retaining the unique culture of the Lake Toba area. It can be clearly seen that promotion influences cognitive image(Baloglu & McCleary, 1999). Furthermore, the results of this study states that promotion does not affect the affective image directly, this is because the promotion has not been able to explain the natural beauty that exist at the lake Toba area. This caused direct promotion has no influence to affective image. To be able to create affective image of the tourist area, visitors need to feel the value or benefits that will be acquired (Fernandez & Bonillo, 2006). The perceived benefit is the destination should be interesting and able to provide a relaxed atmosphere. Conversely, promotion done indirectly influenced affective image through cognitive image variable. This can happen when the promotion campaign is able to explain the natural beauty of Lake Toba and also the existing cultural performance, making visitors feel the positive value of their visit.

This promotion does not directly influence to affective image. To be able to create affective image of the tourist area visitors need to feel the value or benefits they will be receiving (Fernandez & Bonillo, 2006). The perceived benefit is an attractive destination which is able to provide a relaxed atmosphere. However, the conducted promotion indirectly influences affective image and cognitive image variable. This is because the undertaken promotion can not create an attraction to the tourists. The promotion is not able to make the tourists imagine (i.e. feel interested and relaxed) when they visited the tourist site of lake Toba. The experience they get after visiting the tourist site is not because of the promotion. That is why the promotion does not relate directly to the affective image.

Place influences directly to cognitive image, but it does not influence directly to affective image. This is because the tourist site of lake Toba has beautiful scenary and cultural shows which can be accessed easily, so visitors keep the image of the lake in their mind after visiting it. Place does not relate directly to affective image because, in order to visit lake Toba, visitors have to take 4-5 hours from the capital of the province. In fact, the street heading the tourist site from the airport is not good enough. Street is an

infrastructure to reach a tourst site and this infrastructure creates affective image since it relates to visitiors' feeling (Martin et al., 2008). The research result shows that place indirectly influences affective image by the variable of cognitive image. This is because, even though the location is far away from the capital city, the tourist site of lake Toba can give the visitors beautiful scenary and cultural events which can make visitors interested in the culture and the beauty of nature. Besides, the natural beauty offered by lake Toba also gives tranquility to the visitors. They will feel pleased after visiting it and get benefits when visiting it. This benefit will create cognitive-affective image (Bajs, 2015).

In this research, Price does not directly influence cognitive image since visitors do not feel at a loss in orderto enjoy the natural beauty and cultural performance. Then price in this research is related to affective image directly. The cost spent for the benefits will form affective image (Bajs, 2015). By visiting the tourist area, visitors can evaluate whether or not their spending corresponds with the gained benefits. Moreover, price does not directly influence affective image through cognitive image since the result shown negative value. This is in line with previously-conducted research (Bajs, 2015). The result of the research indicates that visitors will pay as long as they are able to feel the benefits of the cost spent (Gallarza & Saura, 2006).Visitors will spend their money to be able to enjoy the beautiful natural scenery and cultural performances provided that they feel happy and comfortable. These are all possible when the price paid for

accommodation is in accordance with the value received by visitors.The creation of cognitive image by affective image in tourist site of Lake Toba exists in visitors' mind that can enjoy the beautiful natural scenery as well as cultural performances presenting the distinctive aspects of Lake Toba tourist area. In addition, the location makes visitors feel comfortable with the natural beauty and it also makes them happy with the tourist area. This research findings are in accordance with the previously conducted research (Baloglu & McCleary 1999; Stylidis et al., 2017) which stated that cognitive image influenced affective image.

CONCLUSION

The result of this research shows that not all marketing mix dimension directly influence destination image dimension.The research indicates that to be able to create cognitive image of Lake Toba tourism area, it is determined by the offered tourism product, promotion, and place that will arouse desire to visit the tourist area (Martin et al., 2008). This is because, when the tourists visit the tourist site of lake Toba, they can see the beautiful scenery and well-preserved local culture. Furthermore, the results of this study also show that affective image of Lake Toba tourism area is directly influenced by product, price and cognitive image.This is because the three variables will explain the feelings of visitors about the tourist area (Lin et al., 2016). The feeling experienced by the tourists is gained after they visited the tourist site of lake Toba. This research also shows that place, promotion, and product indirectly relates to affective image by cognitive

image.This research also shows that price indirectly does not relate to affective image by the variable of cognitive image. By knowing the tourism area to be visited, the cognitive image and affective image of tourists towards the place will be formed (Baloglu & Brinberg, 1997; Yang, Yuan, & Hu, 2009). This research has a limitation in the tests performed wherein motivation factor of the visitors to visit Lake Toba tourism area should be measured. Moreover, in the subsequent research, it would be best to add more variable to measure how much the intentionof revisiting the Lake Toba tourism area is. These results of the research signify that not all dimensions of marketing mix dimensionally correspond with destination image dimension.

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