



# Systematic Literature Review on Self Congruity in Tourism Destination

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## ABSTRACT

Tourism destination one of the key concepts of the tourism sector. The rapid growth of tourism destination which have grown rapidly in recent years necessitate marketing as an important factor in tourism destination management. One of the important concepts in the literature of marketing and tourist behaviour is self-congruity. Many studies have tested and applied the theory of self-congruity in various industries including tourism destinations with mixed results and findings. The purpose of this study is to generate future research directions by identifying the application of self-congruity in tourism destinations over the last five years. This study uses a systematic literature review method to explain self-congruity in tourism destinations through the identification of ten articles. This literature review research reveals the context of tourism destinations, the variables that have been linked and further research on self-congruity in tourism destinations in the ten articles. This research is the basis for developing self-congruity studies for further research. In addition, this research has a role to provide input to tourism destination stakeholders regarding the application of self-congruity in tourism destination.

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## 1. INTRODUCTION

Many areas have tourism potential which is then developed to attract tourists to visit a tourist destination (Krimayanti et al., 2019). The development of the tourism sector is growing very rapidly, especially in tourism destinations which then creates strong competition, so in this case the marketing sector is one of the important factors in managing a tourism destination (Sirgy & Su, 2000). The study states that one of the key concepts in the marketing

literature is self-congruity (M. Kim & Thapa, 2018). Many studies have been carried out and applied in the marketing literature in various aspects of marketing, including tourism marketing related to theory self-congruity

Self-congruity play an important role in studies in tourism destinations. Role self-congruity in tourist destinations is important in decision making, tourists perceive that self-congruity is the degree of compatibility between the individual self and the image of the product, service and destination (M. Kim & Thapa, 2018). Tourists behave by maintaining and strengthening their self-concept (Suyanto et al., 2021). In this case self-congruity influence the behaviour of tourists, namely when prepurchase behaviour and post-purchase behaviour occur (Sirgy et al., 2008). By buying products, services that match the self-concept, tourists will feel perfect. Previous research describes the application and application of self-congruity in tourist destinations. Several studies have demonstrated the relevance of the theory self-congruity and the need to expand its application in tourism in general and apply theory self-congruity in tourism destination research (Pratt & Sparks, 2014). A study states that when stakeholder's tourist destinations understand the application self-congruity in tourist destinations it can be easier to develop effective strategies to increase the productivity of a tourism destination (Sirgy & Su, 2000). Systematic literature review in tourism studies research on self-congruity needed to explain and develop previous research in which the researcher can fulfil research gap in previous research. which allows for research related studies self-congruity by reporting the associated research variables. The application self-congruity in the tourism industry in general, so it is necessary to carry out further research related to self-congruity in a more specialized field (Sop, 2020). In this case the researcher will focus on studies in tourism destinations.

## 2. LITERATURE REVIEW

### A. Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes that consumers use to select, use and dispose of products, services, experiences or ideas to meet needs and the impact these processes have on consumers. Furthermore, consumer behaviour is a complex multidimensional process, considering that consumer decisions involve many steps and are influenced by a number of factors including demographics, lifestyle, and cultural values. Consumers will find it difficult to decide or consider the needs and desires of consumers (Mothersbaugh et al., 2020). Consumer behaviour is a study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and reality of consumer behaviour (Kotler & Keller, 2015).

Consumer behaviour is part of marketing management theory, Marketing management as the art and science of choosing target markets in obtaining, retaining and developing customers through the process of creating, delivering, and communicating superior customer value. The integration of value between consumers and with business and the importance of value creation has become an important theme in the development of modern marketing thinking. According to Peter Drucker in the book Kotler and Keller the well-known management theorist, said that "the goal of marketing is to know and understand the customer very well that the product or service is suitable for him. Ideally, marketing should produce customers who are ready to buy (Kotler & Keller, 2015). Adds marketing in industry hospitality, and tourism must be understood in terms of satisfying customer needs. If marketers understand customer needs; develop products that provide superior value and price, distribute, and effectively promote them, products or services (Kotler et al., 2020).

### B. Self-Congruity

Theory self-congruity has been defined by many experts who then relate it to studies in tourism. Self-congruity (self-conformity) is a psychological process and outcome in which consumers compare their perceptions of the product image with the consumer's self-concept (Sirgy, 2018). One study stated that self-congruity consists of actual, ideal, social, and social ideal. If the suitability between self-concept and destination image the greater the possibility for motivated tourists to visit the destination will also be large (Sirgy & Su, 2000). Self-Congruity is a key concept in consumer behaviour theory and the marketing literature that has been referenced in marketing research and consumer behaviour since the 1960s. In the marketing literature, there have been many studies conducted in various aspects of marketing, including tourism marketing. Over the past 40 years, many studies have been carried out using the theory self-congruity in consumer behaviour and marketing (Sirgy, 2018).

SC theory explains that the tendency of consumers to prefer products/brands that have an image similar to their self-concept, this is because consumers perceive the products/brands they buy as expression of themselves. Therefore, consumers may have a tendency to refuse to buy a product/ brand that is not in accordance with their self-image or buy one that reflects themselves (Sirgy, 2018). Self-congruity is basically a concept of match / mismatch between the self-concept of tourists and the image of visitors to the destination. Consumer research shows that consumer attitudes towards product purchases are influenced by matching the product user image with the consumer's image self-concept consumers, according to a multi-dimensional approach self-congruity then the dimension of self-congruity namely actual, ideal, social, and social ideal (Sirgy & Su, 2000).

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- 1) *Actual self-image*: Self-image or actual self-image that is how consumers see themselves in reality, how consumers actually see themselves. In other words, the real self refers to the representation of image attributes that reflect one's personal identity.
- 2) *Ideal self-image*: Ideal self imagee or ideal self-image that is how consumers want to see or see themselves or what they want. The ideal self reflects a set of images that individuals want or expect to have.
- 3) *Social self-image*: Social self-image or Social self-image, namely consumers feel that other people see them. How consumers believe they are seen by others.
- 4) *Social ideal self-image*: Social ideal self-image or ideal social self-image, namely how consumers want to be seen by others. Ideal social self-fit refers to the degree of congruence between the tourist's ideal social self-image and the destination visitor's image, or the congruence between how tourists want to be seen by others in relation to the destination visitor's image.

### C. Tourism Destination

Tourism is about places and spaces in which there are cultural, economic, and social life of the community (Saraniemi & Kylänen, 2011). It can be said that one of the key concepts of the tourism sector is tourism destinations. Tourism destinations as a combination of tourism products that offer an integrated experience to tourists, tourism destinations are also known as a mixture of tourism products and services (Buhalis, 2000). A destination is a place visited with a significant amount of time during a person's journey compared to other places travelled

during the trip (e.g., transit area) (Alastair M, 2019). A tourism destination is a geographical unit in which there are various tourism facilities and infrastructure, communities that are an attraction for tourists or tangible and intangible such as hospitality or pleasant services (Sudiarta, 2012). A tourism destination is a geographical term that is understood as part of a geographical space (Carlisle et al., 2013).

### 3. METHODS

This study uses research methods systematic literature review (SLR) or systematic literature review, Systematic literature review is a systematic and transparent method for collecting, synthesizing, and assessing study findings on a particular topic or question. The aim of this method is to minimize the bias associated with single studies and non-systematic reviews. A systematic literature review is a research article that identifies relevant studies, assesses their quality and summarizes their results using scientific methodologies. A systematic literature review is carried out to make it easier for researchers, practitioners, and policy makers to find out what is useful from each research study that has been carried out (Cronin, 2011).

The systematic literature review has a clear objective, namely about formulating questions, approaches on how to search for studies, setting criteria, and producing qualitative research. Systematic literature review or systematic literature review has 4 stages in the methodology needed in writing (Briner & Denyer, 2012). The following are the systematic stages in systematic literature review: determine research questions, data collection, study quality assessment, data analysis and synthesis. Determine research question in this case the researcher will focus on studies in tourism destinations, the research context is related self-congruity much researched in tourism destinations (Sop, 2020). This research was conducted to generate future research directions by identifying the application of self-congruity in tourism destinations. Question on review question must be formed very accurately because in the study selection process you will be faced with decisions dichotomous where the researcher must choose to include or exclude potential studies. A good systematic review is based on well-defined and answerable questions. To help focus the research and clarify it, the researcher uses an approach PICO Framework.

In the process of collecting data to obtain data that will be used to answer questions research question it is necessary to do data collection techniques with prism flow diagram or preferred reporting items for systematic literature reviews and meta-analyses (Liberati et al., 2009). The first step that must be done is identification, In this stage, the researcher must determine keywords which will be used in the search for journals in databases. Therefore, the researcher arranges keywords or keywords which researchers will use to apply in databases. Search strings this is then applied to databases. Databases accommodates many articles related to the research variables used and also has a good reputation. This research uses several databases like EBSCO, ScienceDirect, ProQuest, Sage and Taylor and Francis in collecting articles. Researchers also get several articles through google scholars. then do the steps eligibility that is full text screening adapted to Research Focus, inner context self-congruity in tourism destinations. From the results of filtering based on full text screening produce 10 journals for further use final papers.

On research Systematic Literature Review or a systematic literature review, there is a stage of assessing the quality of the study where the data that has been obtained must be assessed for quality, this study assesses the quality of the study based on PRISMA checklist 2009, This instrument contains checklist to see if there is appropriateness, harmony and accuracy of the titles, designs, samples, objectives, results and related discussions research questions. This checklist is then filled in based on the type of research and assessed. The purpose of critical appraisal or study quality is looking at the quality of the journal. After the study has gone

through the study quality assessment stage, the next researcher will perform data extraction final papers. Total final paper obtained will go through a data extraction process where the data needed to answer research question described using a data extraction template. Researchers use basic data extraction template to obtain specific data from 10 articles (Vincent, 2001).

In research conducted using the method systematic literature review There is a process that becomes a cycle, namely by searching, reading, and determining the scope and re-search. Researchers have to do this process many times in getting the data to be processed. After searching from several databases, studies, and articles which are then assessed, the main problems and findings focused on this research are obtained. The purpose of literature review is to give critical review on previous research and minimize bias associated with single studies and non-systematic reviews. The result is a new picture of a topic that we present with our opinions based on findings, reflections and sometimes experience. Synthesis is a process of putting findings from individual studies together into new or different settings and developing knowledge that is not apparent from reading individual studies separately.

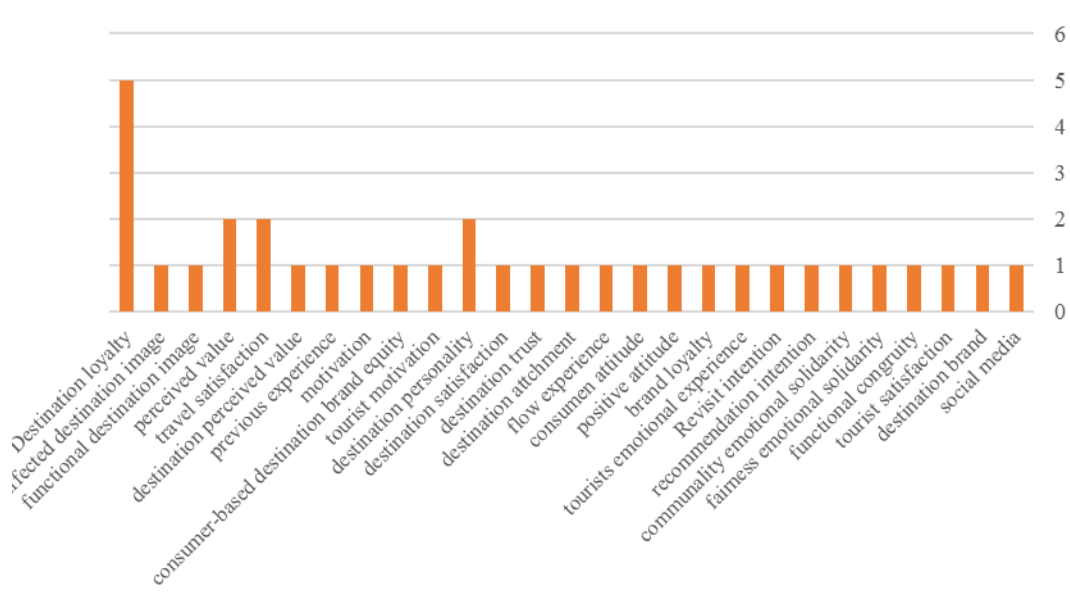
#### 4. FUNDING AND DISCUSSION

Based on the data collection method obtained a total of 10 final paper that will be identified by the researcher to answer the three research questions. Search result of 5database shows that many studies related to self-congruity in tourism destinations between 2015 - 2020 which shows that self-congruity still much researched until now. However, there is no related research self-congruity in tourism destinations using the method Systematic Literature Review. Furthermore, the researchers looked at the journal based on the year of research to find out the focus of the research self-congruity in what year was the most researched tourism destination. Related research self-congruity In tourism destinations from 2015 to 2020, studies that are relevant to this research have been carried out that can answer: research questions, However, in 2018 there was no relevant research that could answer this question research questions, 2020 was the year in which the most relevant articles were found to answer this research question.

**Table 1.** Related Tourism Destination Context Self-congruity.

No	Country	Number of article	Destination context
1.	Gangnam,Seoul, Korea Selatan	1	Shopping Tourism
2.	Korea DMZ	2	Heritage Tourism
3.	Spanyol	2	Nature Tourism
4.	India	1	Culture Tourism
5.	Cina	1	Red Tourism
6.	Kolombia	1	Nature Tourim

Of the ten articles, the researcher got 8 articles that can answer research question 1 related to the research context that is widely studied in tourism destinations. Related studies self-congruity been carried out in several destinations spread across several countries during the last 5 years. Of the eight articles, there are three studies conducted in South Korea where this country is one of the countries with many popular destinations, then there are studies conducted in Spain, India, China and Colombia. Self-congruity over the last five years it has been applied and tested in various contexts of tourism destinations, especially shopping, heritage, natural, cultural and red tourism.



**Figure 1.** Self-congruity has been associated with 27 variables

From the results of identification in previous research related to the study self-congruity in tourism destinations many are associated with destination loyalty, where self-congruity impact or have a positive effect on destination loyalty. Studies self-congruity in tourism destinations is associated with perceived value, travel satisfaction, destination personality and also associated with linking studies self-congruity in tourism destinations, namely Affected destination image, functional destination image, destination perceived value, previous experience, motivation, consumer based destination brand equity, tourist motivation, destination satisfaction, destination trust, destination attachment, flow experience, consumer attitude, positive attitude, brand loyalty, tourist emotional experience , revisit intention, recommendation intention, communality emotional solidarity, fairness emotional solidarity, functional congruity, tourist satisfaction, destination brand and social media.

**Table 2.** Future Research.

Research Gap	Previous Research	Future research
<b>Destination context</b>	Shoping tourism, Heritage tourism, Nature tourism, Culture tourism, red tourism	Educational tourism, maritime Pilgrim, man made, adventure, art
<b>Variables</b>	<i>affected destination image, functional destination image, destination perceived value, previous experience, motivation, consumer based destination brand equity, tourist motivation, destination satisfaction, destination trust, destination attachment, flow experience, consumer attitude, positive attitude brand loyalty, tourist emotional experience, revisit intention, recommendation intention, communality emotional solidarity fairness emotional solidarity, functional congruity, tourist satisfaction, destination brand, social media.</i>	<i>Motivation, normative influence, self-construal, destination personality, attachment, involvement, identification, attitudes, personality traits for risk-aversion, variety, intent to revisit, recommend, psychological attachment, quality of visit, authenticity, social value, tourist knowledge, travel experience, involvement, time pressure.</i>
<b>Dimension</b>	<i>Self image actual and ideal</i>	<i>Self image actual, ideal, social and social ideal</i>



Furthermore, the study of the ten articles mostly stated that further research could be carried out by testing and applying the context of other destinations by finding different results and findings related to self-congruity in tourism destinations. Then, the ten articles also mention further research by applying and testing different variables such as motivation, normative influence, self-construal, destination personality, attachment, involvement, identification, attitudes, personality traits for risk aversion, variety, intent to revisit, recommend, psychological attachment, quality of visit, authenticity, social value, tourist knowledge, travel experience, involvement and time pressure. In addition, further research can examine the four dimensions of self-congruity that is actual, ideal, social and ideal social (Sirgy, 2018)

Related research Self congruity In tourism destinations, many previous researchers presented in terms of the behaviour and attitudes of tourists in a destination as a result of the psychological process of the suitability of tourists with the destinations visited (H. Kim et al., 2016; Sirgy, 2018) This study aims to explain how the application of self-congruity in tourism destinations starting from the context of research destinations that are widely studied, variables associated and related further research self-congruity in tourism destinations. We can see that the application of studies self-congruity for the last 5 years carried out in tourism destinations with the context of shopping tourism, historical tourism, nature tourism, red tourism and cultural tourism, where each context of the destination reflects the self-image of the tourist of that destination, where the context of the destination matches the image built from the destination and tourists. self-congruity much associated with variables related to intentions, behaviour and attitudes, this shows that self-congruity become an important construct in building the attitudes, intentions and behaviour of tourists to a destination.

Further research can apply the study or test the study by testing other factors or variables that may influence, be influenced or moderate self-congruity in tourism destinations such as Motivation, normative influence, self-construal, destination personality, attachment, involvement, identification, attitudes, personality traits for risk-aversion, variety, intent to revisit, recommend, psychological attachment, quality of visit, authenticity, social value, tourist knowledge, travel experience, involvement and time pressure. then from the results of identification related to further research can apply self-congruity in several other destinations that allow different contexts of tourism destinations or different destinations, as has been described in the discussion of research question 1 where the article examines the context of shopping tourism destinations, history, nature, culture and red tourism. In addition, further research can examine the four dimensions of self-congruity that is actual, ideal, social and ideal social which is the dimension self-congruity (Sirgy, 2018).

## 6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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