


# Navigating tourist preferences: The role of cognitive shortcuts in destination choice

**Yusuf Karakus**

Prof. (Assoc.), Department of Tourism Management, Ardeşen Tourism Faculty, Recep Tayyip Erdoğan University, Rize, Türkiye

Email: yusuf.karakus@erdogan.edu.tr

Orcid Id: 0000-0002-4878-3134 

## Abstract

*Theoretical research explores the intricate process of tourist destination selection, focusing on cognitive psychology and cognitive shortcuts. These cognitive shortcuts, which simplify decision-making, are studied in the context of visitor choices. Drawing from cognitive psychology, consumer behavior, and tourism studies, the study comprehensively examines cognitive heuristics, how they relate to perception, motivation, trust, and preferences. Influential factors include destination image, marketing, risk perception, and culture. The study not only enhances understanding but also offers practical insights for Destination Management Organizations. Strategies include shaping destination image, addressing travel risks, and reducing choice overload. In essence, this research illuminates the cognitive shortcuts shaping tourist preferences and provides guidance for adapting to the evolving travel landscape.*

**Keywords:** Cognitive Shortcuts, Tourist Destination Choice, Destination Image, Consumer Behavior, Destination Management Organizations

## 1. Introduction

The allure of travel and exploration has captivated human beings for centuries, igniting a desire to uncover the beauty, culture, and experiences that our world has to offer. Within this quest for adventure lies a complex decision-making process, as tourists are faced with an array of choices when selecting their ideal destination (Belisle & Hoy, 1980; Yiamjanya & Wongleedee, 2014). From pristine beaches to bustling metropolises, from historical landmarks to natural wonders, the options seem endless. Understanding the intricate mechanisms guiding tourists' destination choices is not merely an academic pursuit but a practical necessity for the travel industry and Destination Management Organizations. Deciphering the factors that influence these choices can empower Destination Management Organizations to craft more effective marketing strategies, ultimately transforming the destination selection landscape (Khuong & Ha, 2014; Molina et al., 2010). Within this particular setting, the field of cognitive psychology and the examination of cognitive shortcuts arise as highly helpful instruments for comprehending the complexities inherent in the decision-making processes of tourists. This theoretical work explores the realm of cognitive heuristics and their significant influence on visitors' decision-making processes regarding destination selection. By leveraging a comprehensive body of research in the fields of

cognitive psychology, consumer behavior, and tourism studies, this study delves into the intricate process via which visitors make decisions and navigate the multifaceted array of choices to ultimately select their desired locations. Through an analysis of cognitive shortcuts, which are mental heuristics that streamline the decision-making process (Lockton, 2012), we get insight into the fundamental cognitive mechanisms that influence these choices.

The commencement of our paper involves an examination of the cognitive heuristics themselves, elucidating the manner in which several elements such as perception, motivation, trust, and preferences converge to influence tourists in their decision-making process when choosing places. This study examines the various factors that impact mental heuristics, such as destination image, marketing strategies, risk perception, and cultural influences. By conducting a thorough examination of pertinent research and theoretical frameworks, our objective is to try to provide a full comprehension of the cognitive heuristics that influence visitors' decision-making processes. Moreover, our investigation expands beyond the area of theory to encompass the practical ramifications for Destination Management Organizations. Equipped with an understanding of the cognitive heuristics in operation, destination marketers may have the ability to customize their approaches in order to augment the

attractiveness of a location, mitigate apprehensions, and foster favorable associations. This article offers guidance for Destination Management Organizations on efficiently utilizing cognitive shortcuts, including various aspects such as shaping destination image, managing travel dangers, and decreasing option overload.

As we embark on this intellectual journey, we invite readers to delve into the complexities of tourists' destination choices, where the intricacies of human cognition and the allure of exploration converge. Together, we will unravel the secrets that drive tourists' decisions and empower Destination Management Organizations to transform the way we choose our destinations.

## 2. Daniel Kahneman's shortcut theory

Daniel Kahneman's prospect theory, including the shortcut theory, presents an alternative model of decision-making that challenges the traditional expected utility theory (Kahneman & Kahneman, 1975). According to prospect theory, people's choices among risky prospects are influenced by several effects that are inconsistent with the basic tenets of utility theory (Kahneman et al., 2013). One key aspect of prospect theory is the assignment of value to gains and losses rather than to final assets (Barberis, 2013). The theory suggests that individuals tend to be risk-averse when facing sure gains and risk-seeking when facing sure losses. This tendency, known as the certainty effect, contributes to people's aversion to taking risks in situations involving potential gains and their willingness to take risks in situations involving potential losses (Kahneman & Tversky, 2013).

Another important element of prospect theory (which is the meta-framework of shortcut theory) is the use of decision weights instead of probabilities (Kusev et al., 2009). Decision weights represent the subjective evaluation of the likelihood of an outcome occurring. The theory proposes that decision weights are generally lower than the objective probabilities, indicating that individuals tend to overweight low probabilities (Trepel et al., 2005). This overweighting of low probabilities may contribute to the attractiveness of both insurance and gambling. Prospect theory also introduces the concept of cognitive biases, which are systematic deviations from rational decision-making (Lieder et al., 2017). These biases result from the use of fast but fallible cognitive strategies, known as heuristics, that individuals employ to simplify complex decision-making processes. One example of a cognitive bias is the anchoring bias, where individuals rely too heavily on an initial piece of information when making judgments or decisions (Little & Wu, 2021).

Kahneman's prospect theory is based on the idea that human cognition operates in two modes or systems: system 1 thinking, which is fast and intuitive, and system 2 thinking, which is slow and deliberate (Kahneman, 2013). System 1 thinking relies on heuristics and shortcuts to quickly process information and make decisions, while system 2 thinking involves more effortful and deliberate processing. According to Kahneman, these two systems interact and influence decision-making in different ways (Kannengiesser & Gero, 2019). Daniel Kahneman's prospect theory provides a comprehensive framework for understanding how individuals make decisions under risk and uncertainty. It challenges the traditional expected utility theory and introduces the concepts of value functions, decision weights, and cognitive biases to explain the systematic deviations from rational decision-making observed in real-world scenarios. By considering the role of cognitive shortcuts and heuristics, prospect theory offers valuable insights into human decision-making processes and has important implications for various fields, including economics, psychology, and behavioral science.

## 3. Antecedents cognitive shortcuts

Cognitive shortcuts, also known as heuristics, are mental strategies or rules of thumb that individuals use to simplify decision-making processes. These shortcuts are created and influenced by various factors, including cognitive load, emotional states, information overload, time pressure, and novelty (Seneviratne, 2015). One factor that contributes to the creation of cognitive shortcuts is the cognitive load experienced by individuals. When faced with complex or overwhelming information, individuals tend to rely on simplified mental strategies to make decisions more efficiently (Hisrich et al., 2007). This is particularly relevant in the context of entrepreneurship, where entrepreneurs often face high levels of emotion, fatigue, information overload, uncertainty, and time pressure (Hisrich et al., 2007). In such situations, applying cognitive shortcuts may be the only feasible way for entrepreneurs to make decisions effectively (Pittman & Haley, 2023).

Emotional states also play a role in the creation of cognitive shortcuts. Emotions can influence decision-making by biasing individuals' perceptions and judgments (Ehrlinger et al., 2016). For example, the prospect theory developed by Kahneman and Tversky suggests that individuals' decisions under risk are influenced by emotions and the way they evaluate potential gains and losses (Blanchette & Richards, 2010; McRorie, 2016). Emotion can lead individuals to rely on cognitive shortcuts that may not always result in rational decision-making. Information overload is another factor that can lead to the creation of cognitive

shortcuts. When individuals are faced with an overwhelming amount of information, they may resort to simplifying strategies to process and make sense of the information (Hisrich et al., 2007). These shortcuts help individuals filter and prioritize information, but they can also lead to biases and errors in decision-making. Time pressure is another antecedent of cognitive shortcuts. When individuals are pressed for time, they may not have the luxury of engaging in thorough and deliberate decision-making processes (Salman et al., 2019). Instead, they rely on quick and intuitive judgments based on heuristics or shortcuts. These shortcuts allow individuals to make decisions more efficiently, but they can also lead to biases and suboptimal choices.

Novelty is also a factor that can influence the creation of cognitive shortcuts. When individuals encounter new or unfamiliar situations, they may rely on familiar mental strategies or rules of thumb to make decisions (Hisrich et al., 2007). These shortcuts are based on past experiences and knowledge and help individuals navigate novel situations more quickly. However, relying solely on these shortcuts may limit individuals' ability to adapt to new circumstances and make optimal decisions. In summary, cognitive shortcuts are created and influenced by various factors, including cognitive load, emotional states, information overload, time pressure, and novelty. These shortcuts help individuals simplify decision-making processes and make judgments more efficiently. However, they can also lead to biases and errors in decision-making. Understanding the antecedents of cognitive shortcuts can provide insights into how individuals make decisions and how these shortcuts can be effectively utilized or mitigated in different contexts.

#### **4. Cognitive shortcuts and consumer purchasing behavior**

Cognitive shortcuts can significantly impact consumer purchasing behavior. These shortcuts are influenced by various factors, including trust, risk perception, brand image, consumer attitudes, decision-making styles, and marketing communications. Here is a synthesis of the references provided to explain how these shortcuts affect consumer purchasing behavior:

1. Trust and Risk Perception: Trust and risk perception are important antecedents of consumer purchasing behavior (Putra et al., 2017). Consumers tend to rely on cognitive shortcuts such as trust in brands or online platforms to make purchase decisions (Mahliza, 2020). Trust can positively influence consumer intention to purchase, while perceived risk can have a negative effect on trust and purchase decisions (Ling et al., 2011).

2. Brand Image and Consumer Attitudes: Brand image plays a crucial role in consumer purchasing decisions (Mubarok, 2018). Consumers often rely on cognitive shortcuts related to brand image to make quick decisions. Positive brand image can lead to positive consumer attitudes, which in turn influence purchasing decisions (Herz & Diamantopoulos, 2013).

3. Decision-Making Styles: Consumers' decision-making styles can also impact their purchasing behavior (Baoku et al., 2010). Different consumers have different decision-making styles, such as rational, intuitive, or impulsive. These decision-making styles can influence the cognitive shortcuts consumers use when making purchasing decisions (Del Campo et al., 2016).

4. Marketing Communications: Marketing communications, including advertising and promotional messages, can shape consumers' cognitive shortcuts and influence their purchasing decisions (Jamali & Jamil, 2021). Effective marketing communications can create positive associations and motivations that guide consumers' decision-making process (Frederiks et al., 2015).

5. Consumer Attitudes: Consumer attitudes play a significant role in purchasing decisions (Yucha et al., 2022). Positive consumer attitudes towards a product or brand can lead to a higher likelihood of purchase. Cognitive shortcuts related to consumer attitudes can simplify the decision-making process and influence purchasing behavior (Erasmus et al., 2001).

6. Perception and Motivation: Consumer perception and motivation can impact purchasing decisions (Samsuranto, 2021). Consumers rely on cognitive shortcuts based on their perceptions and motivations when making purchase decisions. Positive perceptions and motivations can lead to a higher likelihood of purchase (Tsvakirai & Zulu, 2022).

Cognitive shortcuts influence consumer purchasing behavior by shaping trust, risk perception, brand image, consumer attitudes, decision-making styles, and motivations. Understanding these factors and their impact on cognitive shortcuts can help marketers and businesses develop effective strategies to influence consumer purchasing decisions. One study by Goldsmith & Goldsmith (2002) examined consumer behavior in the context of buying apparel online. The findings suggested that attitudes toward the Internet and online buying were related to online buying. This indicates that consumers' perceptions and attitudes toward online shopping can influence their decision to make purchases.

Another study by Ali et al. (2022) investigated panic buying behavior during the COVID-19 pandemic. The study found that internal and external factors, such as

rumors, government strategies, fear and anxiety, and health security, significantly affected consumers' panic buying behavior (Ali et al., 2022). This suggests that consumers' emotional responses and external influences can impact their buying decisions. In the context of online shopping, Khan et al. (2022) conducted a study on consumer buying behavior towards online shopping. The study found that the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) had a substantial effect on consumer purchase intention, which in turn influenced online buying behavior (Khan et al., 2022). This indicates that consumers' intentions and perceptions of online shopping can shape their actual purchasing behavior.

Furthermore, Bandara (2021) examined the impact of social media advertising on consumer buying behavior in the fast fashion industry. The study found that variables such as entertainment, familiarity, and social imaging had a significant influence on consumer buying behavior. This suggests that consumers' perceptions of social media advertising can affect their purchasing decisions. In addition to cognitive shortcuts, other factors such as personal needs, attitudes, personality, motivation, and external environmental factors can also influence consumer buying behavior (Dan & Ngoc, 2023). Factors like attitude towards bargaining, perceived behavioral control, interest in bargaining, and consumer experience have been found to affect buying behavior in specific contexts (Isa et al., 2021; Minh et al., 2020). Overall, cognitive shortcuts can play a role in consumer buying behavior, but they are just one of many factors that influence consumer decision-making. Consumers' attitudes, perceptions, emotions, and external influences all contribute to their buying behavior. Understanding these factors can help marketers and businesses develop effective strategies to attract and influence consumers' purchasing decisions.

## 5. Cognitive shortcuts and tourist destination selection

The choice of tourist destinations can be explained by the influence of cognitive shortcuts or heuristics. These shortcuts are shaped by various factors and theories related to destination image, perception, preferences, and decision-making. According to destination formation theory Bilynets et al. (2021), tourists make destination choices based on their perception of a destination. Destination image formation theory Bilynets et al. (2021) suggests that the way tourists perceive a destination, known as the destination image, affects their destination choice. Destination image is an aggregate of tourist beliefs and expectations about the destination (Chon, 1992). It can be influenced by various factors such as marketing efforts, organic

environmental image, and pro-environmental initiatives (Bilynets et al., 2023).

Tourists' preferences towards destination attributes also play a role in destination choice. Studies have used conjoint analysis and two-stage preference estimation approaches to understand tourists' preferences and the formation of consideration sets (Q. Li et al., 2019). These approaches help identify the relative importance of different attributes and how tourists evaluate them (C. Li et al., 2017). Cognitive shortcuts are also influenced by factors such as popularity, ease of use, interactivity, entertainment, and trust (Weng, 2021). These factors can directly or indirectly affect tourists' willingness to choose a particular destination (Khuong & Ha, 2014). For example, the usefulness and ease of use of mobile information systems can impact tourists' destination selection. The uniqueness of local cuisine and culinary experiences can significantly enhance a destination's image and influence tourists' destination choice (Chi et al., 2013). Culinary tourism and the perception of destination food image are important components of destination marketing plans (Dao, 2019). Furthermore, the imagery-image duality model suggests that tourists' mental associations and perceptions of a destination, known as destination imagery, can influence their decision-making regarding destination predispositions, choice, evaluations, and post-visit (Josiassen et al., 2015). In summary, tourists' destination choice can be explained by the influence of cognitive shortcuts or heuristics. These shortcuts are shaped by factors such as destination image, perception, preferences, and decision-making processes. Understanding these factors can help destination marketers and policymakers develop effective strategies to attract and influence tourists' destination choices.

Destination Management Organizations can leverage cognitive shortcuts for tourists' destination choice by understanding the factors that influence these shortcuts and tailoring their marketing strategies accordingly. Here are some ways Destination Management Organizations can take advantage of these shortcuts:

1. Shape destination image: Destination Management Organizations can actively shape the destination image by highlighting key environmental features, cultural attractions, and unique experiences that align with tourists' cognitive shortcuts Uyarra et al. (2005). By emphasizing these aspects, Destination Management Organizations can influence tourists' perceptions and preferences, making the destination more appealing and increasing the likelihood of it being chosen.

2. Address travel risks: Destination Management Organizations should understand the salience of different travel risks in tourists' decision-making



processes (Kim et al., 2022). By addressing and mitigating these risks, such as health concerns, natural disasters, or political instability, Destination Management Organizations can alleviate tourists' concerns and increase their confidence in choosing the destination (Karl et al., 2020). This can be achieved through effective risk communication, safety measures, and crisis management strategies.

3. Leverage past travel experiences: Destination Management Organizations can capitalize on tourists' past travel experiences, as these experiences shape their risk perceptions and influence future destination choices (Karl et al., 2020). By providing positive and memorable experiences, Destination Management Organizations can enhance tourists' perceptions of the destination and increase the likelihood of repeat visits or positive word-of-mouth recommendations.

4. Reduce choice overload: Destination Management Organizations can help tourists overcome choice overload by providing clear and concise information about the destination (Thai & Yuksel, 2017). Too many options can overwhelm tourists and hinder their decision-making process. By curating and presenting a manageable number of attractive options, Destination Management Organizations can simplify the decision-making process and facilitate destination choice.

5. Influence cognitive dissonance: Destination Management Organizations can leverage the concept of cognitive dissonance, which refers to the discomfort individuals feel when their choices conflict with desirable aspects of rejected alternatives (Falcone et al., 2020). By providing positive reinforcement and reassurance about the chosen destination, Destination Management Organizations can help reduce cognitive dissonance and reinforce tourists' preferences for the selected destination (Sharot et al., 2012).

6. Consider tourists' individual perceptions: Destination Management Organizations should recognize that tourists' individual perceptions play a significant role in destination choice (Karl et al., 2020). By understanding tourists' preferences, interests, and motivations, Destination Management Organizations can tailor their marketing messages and experiences to align with these individual perceptions, increasing the likelihood of destination selection.

7. Foster positive destination associations: Destination Management Organizations can create positive associations between the destination and tourists' desired attributes (Josiassen et al., 2015). By highlighting the destination's unique features, cultural heritage, or natural beauty, Destination Management Organizations can create positive cognitive shortcuts that align with tourists' preferences and increase the destination's attractiveness.

In conclusion, Destination Management Organizations can take advantage of cognitive shortcuts for tourists' destination choice by shaping destination image, addressing travel risks, leveraging past travel experiences, reducing choice overload, influencing cognitive dissonance, considering individual perceptions, and fostering positive destination associations. By understanding the factors that influence tourists' decision-making processes, Destination Management Organizations can develop effective marketing strategies to attract and influence tourists' destination choices.

## **6. Overview of Principal Inferences**

This study explores the phenomenon of visitors' destination selections, with a focus on the significant influence of cognitive shortcuts, which are mental heuristics that facilitate decision-making processes. The scope of our investigation included the domains of cognitive psychology, consumer behavior, and tourism studies, providing a comprehensive understanding of the cognitive heuristics that influence visitors' decision-making processes. The initial step involved an analysis of the inherent characteristics of cognitive shortcuts, emphasizing their intricate interplay with tourists' perception, motivation, trust, and preferences. These cognitive shortcuts facilitate the complex process of selecting a destination, organizing possibilities in manners sometimes overlooked by the individuals engaging in travel. Subsequently, our inquiry delved into the determinants that shape these expedient routes, encompassing the impact of destination image, marketing tactics, risk perception, and cultural components. Collectively, these findings contribute to a comprehensive comprehension of the cognitive heuristics that form the basis of tourists' decision-making processes.

In addition to the theoretical domain, our exploration extended to the practical ramifications for Destination Management Organizations (Destination Management Organizations). By utilizing knowledge of the cognitive heuristics in operation, Destination Management Organizations can develop tactics that enhance the attractiveness of a destination, address potential worries, and establish favorable connections. Our study provides guidance for location Marketing Organizations (Destination Management Organizations) on efficiently utilizing these insights, ranging from defining the image of a location to addressing risks associated with travel and minimizing the overwhelming number of choices available to travelers.

### ***Implications from a managerial perspective***

1. The cultivation of a positive and appealing destination image should be aggressively pursued by

Destination Management Organizations. Enhancing the appeal of a site can be achieved by emphasizing prominent environmental characteristics, cultural attractions, and distinctive experiences that correspond with tourists' cognitive shortcuts. It is imperative to prioritize strategic marketing endeavors that are focused on the development of a compelling narrative.

2. The importance of comprehending various travel risks in the decision-making processes of visitors cannot be overstated. Destination Management Organizations should have a proactive approach in acknowledging and mitigating various risks, including but not limited to health-related issues, natural calamities, and political instability. Efficient risk communication, implementation of safety measures, and effective crisis management tactics are crucial in mitigating the apprehensions of tourists.

3. Exploiting Prior Travel Experiences: Destination Management Organizations have the opportunity to take advantage of tourists' previous travel experiences, as these experiences play a substantial role in shaping their perceptions of risk and thus impacting their future decisions about destinations. The act of offering good, distinctive, and lasting experiences has the potential to augment tourists' perceptions of a certain destination, hence heightening the probability of subsequent visits or favorable referrals.

4. In order to mitigate the negative consequences of option overload, it is imperative for Destination Management Organizations to acknowledge and address this issue. This can be achieved by offering unambiguous and succinct information pertaining to the destination. Destination Management Organizations have the ability to streamline the decision-making process and aid in the selection of a destination by carefully selecting and presenting a limited number of appealing possibilities.

5. The Influence of Cognitive Dissonance: Destination Management Organizations have the ability to utilize the concept of cognitive dissonance by offering positive reinforcement and reassurance regarding the selected location. This phenomenon has the potential to mitigate cognitive dissonance and strengthen tourists' inclination towards the chosen place.

6. Acknowledging Individual views: It is crucial to acknowledge the wide range of individual views, preferences, interests, and motivations among tourists. Destination Management Organizations should customize their marketing messages and experiences to correspond with the unique perceptions of individuals, hence enhancing the probability of selecting a particular destination.

7. The establishment of good destination associations is of utmost importance in cultivating favorable connections between the place and the desired attributes of tourists. Destination Management Organizations have the ability to enhance the appeal of a destination by emphasizing its distinctive characteristics, such as cultural history, natural beauty, or unique features. This strategic approach allows Destination Management Organizations to establish favorable cognitive associations that correspond with the preferences of tourists, ultimately increasing the overall attractiveness of the location.

### *Implications from a theoretical perspective*

This section discusses the theoretical implications of the findings presented in the previous sections. The purpose is to explore the broader significance and potential impact. This current study makes several contributions to the broader theoretical landscape.

1. Enhancing the Comprehension of Cognitive Heuristics: The present study contributes to the advancement of knowledge about cognitive heuristics by examining their application within the intricate domain of visitors' decision-making processes while selecting destinations. This study aims to illustrate the manner in which mental heuristics interact with diverse aspects to optimize the process of decision-making within the realm of tourism.

2. The integration of many disciplines is achieved by the synthesis of knowledge derived from cognitive psychology, consumer behavior, and tourism studies. This approach effectively addresses the existing gaps between these fields, so providing a comprehensive and all-encompassing viewpoint on the cognitive shortcuts that influence tourists' preferences.

3. The present study makes a scholarly contribution to the existing body of knowledge on destination image development by examining the role of cognitive shortcuts in mediating the association between destination qualities and tourists' impressions.

4. Practical Implementation of Cognitive Heuristics: This research offers a pragmatic structure for the application of cognitive heuristics within the domain of destination marketing and management, thereby augmenting the practicality of cognitive psychology within real-life scenarios.

### *Final view*

In summary, our exploration of cognitive shortcuts has shown the underlying factors influencing tourists' decision-making processes while selecting their locations. The utilization of cognitive shortcuts, known as mental heuristics, serves to alleviate the daunting

task of destination selection, hence yielding notable implications for the tourist industry. Gaining insight into the cognitive heuristics in operation offers an opportunity for Destination Management Organizations to strategically mold, exert influence over, and ultimately alter the decisions made by tourists in relation to their chosen destinations.

The intention is that this study will serve as a catalyst for further exploration into the intricate interplay between cognition, decision-making, and destination marketing. The dynamic nature of the travel industry necessitates the development of innovative methods and the acquisition of new insights. The investigation of cognitive shortcuts holds great promise as a valuable tool to navigate this captivating expedition. The dynamic nature of the travel industry necessitates constant adaptation and the utilization of novel strategies and perspectives.

## References

- Ali, M. R., Khan, A. G., Islam, M. N., & Akram, U. (2022). Determinants of Panic Buying During COVID-19: Causes and Consequences. *International Journal of Quality and Service Sciences*. <https://doi.org/10.1108/ijqss-12-2021-0187>
- Bandara, D. M. D. (2021). Impact of Social Media Advertising on Consumer Buying Behaviour: With Special Reference to Fast Fashion Industry. *Sri Lanka Journal of Marketing*. <https://doi.org/10.4038/sljmuok.v7i2.65>
- Baoku, L., Cuixia, Z., & Weimin, B. (2010). An Empirical Study on the Decision-making Styles of the Chinese Peasant Consumers. *Journal of Consumer Marketing*. <https://doi.org/10.1108/07363761011086371>
- Barberis, N. C. (2013). Thirty years of prospect theory in economics: A review and assessment. *Journal of Economic Perspectives*, 27(1), 173–196.
- Belisle, F. J., & Hoy, D. R. (1980). The perceived impact of tourism by residents a case study in Santa Marta, Colombia. *Annals of Tourism Research*, 7(1), 83–101. [https://doi.org/10.1016/S0160-7383\(80\)80008-9](https://doi.org/10.1016/S0160-7383(80)80008-9)
- Bilynet, I., Cvelbar, L. K., & Dolnicar, S. (2021). Can Publicly Visible Pro-Environmental Initiatives Improve the Organic Environmental Image of Destinations? *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2021.1926469>
- Bilynet, I., Knezevic Cvelbar, L., & Dolnicar, S. (2023). Can publicly visible pro-environmental initiatives improve the organic environmental image of destinations? *Journal of Sustainable Tourism*, 31(1), 32–46.
- Blanchette, I., & Richards, A. (2010). The influence of affect on higher level cognition: A review of research on interpretation, judgement, decision making and reasoning. *Cognition & Emotion*, 24(4), 561–595.
- Chi, C. G.-Q., Chua, B. L., Othman, M., & Ab Karim, S. (2013). Investigating the Structural Relationships Between Food Image, Food Satisfaction, Culinary Quality, and Behavioral Intentions: The Case of Malaysia. *International Journal of Hospitality & Tourism Administration*, 14(2), 99–120. <https://doi.org/10.1080/15256480.2013.782215>
- Chon, K. (1992). The role of destination image in tourism: An extension. *The Tourist Review*, 47(1), 2–8. <https://doi.org/10.1108/EB058086>
- Dan, N. T. T., & Ngoc, P. T. K. (2023). *Factors Influencing Consumer Buying Behavior of Confectionery Products of Domestic Enterprises: An Empirical Study in Hanoi*. [https://doi.org/10.2991/978-94-6463-076-3\\_43](https://doi.org/10.2991/978-94-6463-076-3_43)
- Dao, N. T. B. (2019). A Perception Into Food Image and Revisit Intention for Local Cuisine From Foreign Tourist Perspective – The Case of Ho Chi Minh City – Vietnam. *European Journal of Business Management and Research*. <https://doi.org/10.24018/ejbmr.2019.4.2.40>
- Del Campo, C., Pauser, S., Steiner, E., & Vetschera, R. (2016). Decision making styles and the use of heuristics in decision making. *Journal of Business Economics*, 86, 389–412.
- Ehrlinger, J., Readinger, W. O., & Kim, B. (2016). Decision-making and cognitive biases. *Encyclopedia of Mental Health*, 12(3), 83–87.
- Erasmus, A. C., Boshoff, E., & Rousseau, G. G. (2001). Consumer decision-making models within the discipline of consumer science: a critical approach. *Journal of Consumer Sciences*, 29.
- Falcone, R., Coli, E., Felletti, S., Sapienza, A., Castelfranchi, C., & Paglieri, F. (2020). All we need is trust: How the COVID-19 outbreak reconfigured trust in Italian public institutions. *Frontiers in Psychology*, 11, 561747.
- Frederiks, E. R., Stenner, K., & Hobman, E. V. (2015). Household energy use: Applying behavioural economics to understand consumer decision-making and behaviour. *Renewable and Sustainable Energy Reviews*, 41, 1385–1394.
- Goldsmith, R. E., & Goldsmith, E. B. (2002). Buying Apparel Over the Internet. *Journal of Product & Brand Management*. <https://doi.org/10.1108/10610420210423464>
- Herz, M. F., & Diamantopoulos, A. (2013). Activation of country stereotypes: automaticity, consonance, and impact. *Journal of the Academy of Marketing Science*, 41, 400–417.
- Hisrich, R. D., Langan-Fox, J., & Grant, S. (2007). Entrepreneurship Research and Practice: A Call to Action for Psychology. *American Psychologist*. <https://doi.org/10.1037/0003-066x.62.6.575>
- Isa, N. F., Akhir, I. M., & Osman, S. (2021). The Effect of Consumer Experience on Food Delivery Apps. *International Journal of Academic Research in Business*

and Social Sciences.  
https://doi.org/10.6007/ijarbss/v11-i13/8549

- Jamali, N., & Jamil, M. (2021). The Effect of Marketing Communications on Consumer Decisions in Using the XL Cellular Card in Banda Aceh: Consumer Motivation a Mediation Variable. *Ijer*.  
https://doi.org/10.35870/ijer.v1i1.18
- Josiassen, A., Assaf, A. G., Woo, L., & Kock, F. (2015). The Imagery-Image Duality Model. *Journal of Travel Research*.  
https://doi.org/10.1177/0047287515583358
- Kahneman, D. (2013). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.
- Kahneman, D., & Kahneman, D. (1975). Attention and Effort. *The American Journal of Psychology*.  
https://doi.org/10.2307/1421603
- Kahneman, D., & Tversky, A. (2013). Prospect theory: An analysis of decision under risk. In *Handbook of the fundamentals of financial decision making: Part I* (pp. 99–127). World Scientific.
- Kahneman, D., Tversky, A., Evstigneev, I. V., Bahsoun, W., Taksar, M., MacLean, L. C., & Ziemba, W. T. (2013). Prospect Theory: An Analysis of Decision Under Risk. *Handbook of the Fundamentals of Financial Decision Making: Part I*, 99–127.  
https://doi.org/10.1142/9789814417358\_0006
- Kannengiesser, U., & Gero, J. S. (2019). Design Thinking, Fast and Slow: A framework for Kahneman's Dual-System Theory in Design. *Design Science*.  
https://doi.org/10.1017/dsj.2019.9
- Karl, M., Muskat, B., & Ritchie, B. W. (2020). Which travel risks are more salient for destination choice? An examination of the tourist's decision-making process. *Journal of Destination Marketing & Management*, 18(January), 100487.  
https://doi.org/10.1016/j.jdmm.2020.100487
- Khan, S., Jamil, S., & Seraj, S. S. (2022). Consumer Buying Behavior Towards Online Shopping: A Sem Analysis of Financial Capability. *Journal of Journalism Media Science & Creative Arts*.  
https://doi.org/10.56596/jjmsca.v2i2.18
- Khuong, M. N., & Ha, H. T. T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam--a mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490.
- Kim, N., Lee, S., Lee, C.-K., & Suess, C. (2022). Predicting preventive travel behaviors under the COVID-19 pandemic through an integration of Health Belief Model and Value-Belief-Norm. *Tourism Management Perspectives*, 43, 100981.
- Kusev, P., van Schaik, P., Ayton, P., Dent, J., & Chater, N. (2009). Exaggerated risk: prospect theory and probability weighting in risky choice. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 35(6), 1487.
- Li, C., McCabe, S., & Li, X. (2017). Digging Deeper Into Decision-Making of Chinese Long-Haul Outbound Tourists: A Two-Stage Preference - Estimation Approach. *Journal of Destination Marketing & Management*.  
https://doi.org/10.1016/j.jdmm.2016.09.004
- Li, Q., McCabe, S., & Xu, H. (2019). Always best or good enough? The effect of 'mind-set' on preference consistency over time in tourist decision making. *Annals of Tourism Research*, 75, 186–201.
- Lieder, F., Griffiths, T. L., Huys, Q. J. M., & Goodman, N. D. (2017). The Anchoring Bias Reflects Rational Use of Cognitive Resources. *Psychonomic Bulletin & Review*.  
https://doi.org/10.3758/s13423-017-1286-8
- Ling, K. C., Daud, D. Bin, Piew, T. H., Keoy, K. H., & Hassan, P. (2011). Perceived risk, perceived technology, online trust for the online purchase intention in Malaysia. *International Journal of Business and Management*, 6(6), 167.
- Little, A. S., & Wu, S. J. (2021). Cognitive bias and neurosurgical decision making. *Journal of Neurosurgery*, 137(1), 307–312.
- Lockton, D. (2012). Cognitive biases, heuristics and decision-making in design for behaviour change. *Heuristics and Decision-Making in Design for Behaviour Change* (August 5, 2012).
- Mahliza, F. (2020). Consumer Trust in Online Purchase Decision. *Epra International Journal of Multidisciplinary Research (Ijmr)*.  
https://doi.org/10.36713/epra4022
- McRorie, C. (2016). Rethinking Moral Agency in Markets: A Book Discussion on Behavioral Economics. *Journal of Religious Ethics*.  
https://doi.org/10.1111/jore.12138
- Minh, D. H. T., Linh, P. T. Y., Nhan, H. T., Trang, N. T. T., Uyen, T. L. N. T., Van, T. T. H., & Xuan, P. T. (2020). Factors Affecting Consumer's Bargaining Behavior: the Case of Fashionable Clothing. *Proceedings*.  
https://doi.org/10.46223/hcmcoujs.econ.en.10.1.22.0.2020
- Molina, A., Gómez, M., & Martín-Consuegra, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management*, 4(5), 722.
- Mubarok, M. S. (2018). The Effect of Brand Image and Consumer Attitudes on the Decision to Purchase Batik Jetis Sidoarjo Mediated by Interest to Buy. *Journal of Economics, Business & Accountancy Ventura*.  
https://doi.org/10.14414/jebav.v2i1.1134
- Pittman, M., & Haley, E. (2023). Cognitive Load and Social Media Advertising. *M*, 23(1), 33–54.
- Putra, B. W., Rochman, F., & Noermijati, N. (2017). The Effect of Trust, Risk, and Web Design on Consumer Intention by Means of Consumer Attitude to Purchase Online.



Jurnal Aplikasi Manajemen.  
https://doi.org/10.21776/ub.jam.2017.015.03.12

Salman, I., Turhan, B., & Vegas, S. (2019). A controlled experiment on time pressure and confirmation bias in functional software testing. *Empirical Software Engineering*, 24, 1727–1761.

Samsuranto, S. (2021). Perception and Motivation Analysis of Purchase Decisions in Lumajang. *Jurnal Ilmu Manajemen Advantage*.  
https://doi.org/10.30741/adv.v5i2.795

Seneviratne, B. L. D. (2015). *The Influence of Music Congruence and Message Complexity on the Response of Consumers to Advertisements*.

Sharot, T., Fleming, S. M., Yu, X., Koster, R., & Dolan, R. J. (2012). Is Choice-Induced Preference Change Long Lasting? *Psychological Science*.  
https://doi.org/10.1177/0956797612438733

Thai, N. Q., & Yuksel, U. (2017). Choice Overload in Holiday Destination Choices. *International Journal of Culture Tourism and Hospitality Research*.  
https://doi.org/10.1108/ijcthr-09-2015-0117

Trepel, C., Fox, C. R., & Poldrack, R. A. (2005). Prospect theory on the brain? Toward a cognitive neuroscience of decision under risk. *Cognitive Brain Research*, 23(1), 34–50.

Tsvakirai, C. Z., & Zulu, N. M. (2022). Investigating the motivations driving meat analogue purchase among middle-income consumers in Mbombela, South Africa. *Agrekon*, 61(2), 138–150.

Uyarra, M. C., Côté, I. M., Gill, J. A., Tinch, R., Viner, D., & Watkinson, A. R. (2005). Island-Specific Preferences of Tourists for Environmental Features: Implications of Climate Change for Tourism-Dependent States. *Environmental Conservation*.  
https://doi.org/10.1017/s0376892904001808

Weng, Y. (2021). An Empirical Study on the Influence of the Mobile Information System on Sports and Fitness on the Choice of Tourist Destinations. *Mobile Information Systems*.  
https://doi.org/10.1155/2021/5303590

Yiamjanya, S., & Wongleedee, K. (2014). International tourists' travel motivation by push-pull factors and the decision making for selecting Thailand as destination choice. *International Journal of Humanities and Social Sciences*, 8(5), 1348–1353.

Yucha, N., Ardianto, T., & K, B. P. (2022). Consumer Attitude, Consumer Trust, and Price Perception on Purchase Decision. *Journal of Applied Management and Business (Jamb)*.  
https://doi.org/10.37802/jamb.v3i2.284

## Author Bio



**Yusuf Karakuş:**

He completed his undergraduate education at Erciyes University, Department of Tourism Management and Hotel Management. He prepared his Ph.D thesis titled "New product development model for touristic regions: An application on Nevsehir province" at Nevsehir Hacı Bektaş Veli University in 2017 and earned the title of Doctor. He started to work as Assis. Prof. at Recep Tayyip Erdoğan University Ardeşen Vocational High School in 2021 and as of 2023, he has been working as Assoc. Prof. at Ardeşen Tourism Faculty.

His reserch interest areas: Tourism product, Destination marketing and management, Decision making in tourism research.

**Author statement:** Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. **Declaration of Conflicting Interests:** The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

**This paper does not required ethics committee report. Justification: The methodology of this study does not require an ethics committee report.**