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# Place marketing applied to the city of Marseille

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**Abstract**

The purpose of this master's thesis is to examine which place marketing strategies can be applied to the city of Marseille to attract visitors and enhance its image. The city faces the challenge of a long-term image crisis due to several past events. Using a between-subject experimental approach with a sample of 327 people, we tested four conditions: two place marketing strategies from the multi-step model for altering place image developed by Avraham and Ketter, one Phoenix tourism condition, and a control condition. Our findings indicate that none of the studied strategies would be universally effective; however, the message strategy of delivering a counter-message to the stereotype is most effective for those who have already visited the city. Therefore, we recommend continuing to test additional taglines to find the most effective one to integrate into the city's plan for 2024-2030.

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## Introduction

For centuries, the city of Marseille has suffered from its destination image. Indeed, it started before the 19th century with stereotypes stemming from the lack of education in Southern France (Picker *et al.*, 2013). This negative perception persists due to major scandals in recent history, such as the Guerini and Andrieux cases (Bart, 2022). For this reason, in this thesis, we will explore some place marketing strategies that could help us to attract tourists and repair its image. One of the main goal of this concept of place marketing strategies is to stimulate tourist demand (Uysal *et al.*, 2011). Recently, the city has published a plan for 2024-2030 giving us some insight into the future plans.

A city such as Marseille should be considered a brand due to the competitiveness between cities (Zenker & Martin, 2011). Entities responsible for this include destination management organizations (DMOs), such as convention and visitor bureaus, and locals (Blain *et al.*, 2005).

This study will use an experimental approach as it is a first approach of this concept being applied to the city of Marseille. It will consists of four different conditions representing one strategy and the last condition will be a neutral condition. By doing so, we will create four taglines inspired by the work of Walters and Mair (2012). Indeed, those taglines will incorporate the two places marketing strategies and one phoenix tourism strategy. To implement this, we will use Instagram as our platform, as it suits the study's environment and targets French speakers. The creation of a Qualtrics survey will allow us to share each condition with individual respondents and determine which strategy works best.

The main difficulty encountered was finding enough people to collect the data. Our goal of 400 respondents was challenging. We successfully reached the goal with 490 respondents; however, in the end, we could only keep 327 of them, as some people did not fully complete the questionnaire.

The structure of this thesis will consist of a first literature review to gain a better understanding of each concept and the background of the city of Marseille. Following this part, the methodology will be introduced by highlighting its specificities and materials. Finally, the analysis of the results will be conducted, followed by a discussion. The limitations and future research prospects will also be discussed before concluding with the managerial implications and the conclusion.

## **Part 1 : Literature review**

### **Chapter 1 : Place Marketing**

Place marketing is discussed in this chapter through its goals, issues, compositions and impacts. To give an idea of how this research was implemented, this chapter concludes with some examples of previous research.

#### **1. Definition of place marketing**

Place Marketing, also called “place promotion”, is defined as “the coordinated use of marketing tools supported by a shared customer-oriented philosophy, for creating, communicating, delivering, and exchanging urban offerings that have value for the city’s customers and the city’s community at large” (Braun, 2008). As a result of two publications by Philip Kotler concerning the marketing of places in the United States, this term became popular in the 1990s. His work is among the most important in the field. “Places need to be doing what businesses have been doing for years: strategic market planning” stated Kotler, in 1993 (Braun, 2008). As a matter of fact, cities must become recognised as brands. Due to the intense competition between cities for new tourists, in fact, place marketers focus on establishing the city as a brand (Zenker & Martin, 2011). The goal of this field's research is to stimulate tourist demand and support efficient destination management (Uysal *et al.*, 2011)

#### **2. Place marketing’s basis: the concept of destination branding**

When the Travel and Tourism Research Association's Annual Conference in 1998 brought attention to branding in the context of a destination, that is when destination branding first emerged. Destination branding is defined as “the experiences and meaning connected with a place so that they are positive, attractive and unique” (Baker, 2007). In the tourism industry, destination branding serves as the basis of marketing strategies and is the primary tool for altering perceptions of destinations in the minds of potential travellers and other stakeholders by emphasising their uniqueness. The role of destination branding or place branding is crucial as it is the foundation to set the business marketing strategies (Tran & Rudolf, 2022).

Before addressing all the aspects of this concept, it is important to first define correctly what is a destination brand as places need to be considered also as a brand. According to Ritchie and Ritchie (1998), a destination brand is “a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination”. The success of this destination brand is thanks to the solid relationships among stakeholders which are:

- “Consumers including local people, employees of local organizations and targeted visitors);
- primary services (services at the heart of the core brand, for example, retailers, hotels and events);
- secondary services (brand infrastructure relationships);
- the media (marketing communication channels advertising, publicity and public relations and organic channels e arts and education).” (Hankinson, 2004)

In a previous study, it was confirmed that residents should be involved at every level of the destination strategic brand management process. These residents can act as brand ambassadors; thanks to their extensive knowledge, high brand commitment, and strong brand behavior. They can clear up any misunderstandings and promote the destination's brand and slogan to travellers. As residents, they understand the importance of maintaining a positive image and reputation (Zhao *et al.*, 2022).

In addition to this, destination branding must focus on the uniqueness of the destination. This is the most powerful way to stand out from competitors. We need to consider two other concepts which are a part of the key to the success of destination branding: brand image and brand identity (Qu *et al.*, 2011). In other words, the brand identity represents the way its owners intend for the brand to be perceived by its target market (Pike and Page, 2014). While brand image is defined as “an external construct that refers to the actual image or perceptions of the brand in the consumer’s mind” (Pike, 2017). As Keller (2003) has explained, it reflects consumers' perceptions of a brand's associations, attributes, benefits, and attitudes that are influenced by external factors. This is the reason why brand positioning was introduced, defined as the act of positioning the company's offering and image so that it occupies a distinctive position in the minds of consumers and potential customers (Kotler, 1999). It is usually necessary to use a slogan to achieve congruity between the brand image and the brand identity (Pike, 2017).

The major entity responsible of the destination brand is the destination management organizations (DMOs). Often, convention and visitor bureaus (CVBs) serve as the DMOs for towns and cities of all sizes, including large urban centres, also known as "city states". DMOs are organisations whose main goal is promoting their destination to prospective tourists, both solo and in groups, in order to benefit the local economy and its inhabitants. Hotels, restaurants, tour companies, government agencies, and other businesses in the hospitality industry are examples of DMO members. They can also be as any person or

business that promotes tourism, whether directly or indirectly. A few examples of possible DMO members include museums, petrol stations, shopping centres, city officials, airlines, incentive planners, and transportation firms. The DMO is frequently a useful resource for many of its members due to its marketing expertise and ability to coordinate sales and marketing initiatives (Blain *et al.*, 2005).

### **3. Image crisis: place marketing as a solution**

It is common for each country to have positive and negative stereotypes that can be a barrier to new tourists and investors entering the country. Marketers face serious challenges because of those stereotypes. As a result, the place can suffer from an image crisis which could be either short-term due to a terror attack, a war or a natural disaster, or a long-term crises due to prolonged violent conflict, high crime rates, or economic and social hardships (Avraham, 2020).

### **4. Marketing strategies**

According to Adler-Nissen (2014), the image is also referred to as a "label," "stereotype," or "stigma," which are oversimplified attitudes or beliefs about a location that are not carefully considered and are challenging to modify. In fact, this image has a direct correlation with a destination attractiveness (Kotsi *et al.*, 2018).

Avraham and Ketter developed their “multi-step model for altering place image” through the use of twenty-four strategies to restore place image. It aims to analyse the different strategies that could be employed to combat negative perceptions, stigmas and stereotypes. These strategies are divided into three categories: Source, Audience and Message (SAM) (Avraham, 2020).

#### **4.1. Source strategies**

Source strategies involve marketers altering or replacing sources responsible for a country's negative image, such as using celebrities, “Come to see for yourself”, purchasing news space, building rapport with news personnel, exploiting background similarity, preventing media access, and applying physical/economic threats (Avraham, 2020).

First of all, the personal testimony can be used as part of the source strategies. In fact, it means that the testimony of a person will be a previous visitor sharing his experience in order to demonstrate that there is a demand for the destination and that travellers should not be afraid to visit the place. This testimony can take the form of a video or a simple text in an ad. For instance, the use of this strategy has been done for South Africa by having a tourist saying ““...When

you meet South Africa you re-consider what you think...”. This message came after having a promotion of the place as following: “Meet South Africa” and “Leave the ordinary”(Avraham, 2020).

Secondly, the “Come and see for yourself” suggesting to take the specific target to the destination and to discover what is the reality beyond those media-spread stereotypes. The emphasis of this strategy is to prove the destination safety and the interesting part of the place by insisting on the fact that what is said on media is not reliable. For example, Jamaica has used this strategy to target the British market by using the following slogan “Once you go, you know”. In addition to this, the description of all the advantages and activities available on the place were added to give a better understanding to the future travellers (Avraham, 2020).

Thirdly, by “blaming the media”, the negative image created by media has been contested by decision-makers and marketers in a few cases. As an example, Israel used a slogan illustrating this last source strategy: “See the real Israel...The real Israel is different than the Israel in the news” (Avraham, 2020).

#### **4.2. Audience strategies**

Through nationalism, common values, religion, patriotism, similarity, and shifting the target audience, audience strategies aim to reach a specific audience. The first audience strategy put the emphasis on similar values, cultural symbols and geography (Avraham, 2020).

This strategy is split into two techniques: association of audiences with the country's physical characteristics and association with the audience's values, language and cultural symbols. The first technique, the association of audiences with the country's physical characteristics, aims to highlight the geography and location of the country. In fact, the marketers put the emphasis on the feeling of close proximity regarding the location. For instance, they will use on purpose the word “only” to highlight how close is the destination compared to the target such as done by Belize: “... Located only two hours from the US”. The second technique, the association with the audience's values, language and cultural symbols, represents the close feeling that is given by the use of cultural characteristics as the language, values and cultural symbols. Belize and Holland used this technique through the following slogan: “Did you notice that I am speaking English? We all do...” and “The only English-speaking country in Central America.”. In order to repair its image after the September 11<sup>th</sup> terrorist attacks, Saudi Arabia used the following slogan: “We are separated by three oceans, one language, but we share the same desires, the

same dreams, same joy, same pain and same hope that we can make our world a safer place together...” (Avraham, 2020).

The second strategy is the changing the target audience strategy which has not been highly utilised. This strategy seeks to combat the stereotypes with the help of two audiences: external audiences seen as “resilient” to the stereotypes and local audiences asked to assist in combatting the stereotypes. By using the campaign “There is no safer place than in the arms of your loved ones.”, Lebanon wanted to convince its population living outside of the country to visit it. The images of happy and welcoming families have been used in the campaign. Similarly, the Polish marketers employed the “Poland. Come and complain” slogan in order to attract local tourists and persuade them that the country is evolving. This strategy has been applied in the case of Poland as an unsafe country. Instead of focusing on foreign tourists, marketers tried to attract local tourists (Bekk *et al.* & Avraham, 2016 & 2020).

#### **4.3. Message strategies**

Message strategies address negative messages by ignoring the crisis, acknowledging its scale, reducing impact, hosting spotlight events, engaging opinion leaders, using media, delivering counter-messages, and changing the place's name. These strategies are more direct and the most used by marketers. In total, there are thirteen message strategies. However in this part, we will explain five of them that are the most relevant (Avraham, 2020).

Expanding the narrow image strategy is the most widely used strategy in nations that struggle with a narrow image, such as “unsafe/dangerous”, “too far”, “too hot” or “boring”. By using this strategy, marketers want to prove that the destination is more interesting, varied, and surprising than the stereotype suggests. Due to those stereotypes, many travellers overlook the destination’s advantages. Two types of techniques arose when applying this strategy: direct and in-direct. The direct technique aims to communicate in a clear and straightforward way. As illustrate by two very good campaigns in Japan and Switzerland by using the two following slogan: “There's more to Japan than business” and “Switzerland– more than just mountains”. It emphasises on the fact that Japan is not only for business by showing on the background a picture of an autumnal Mount Fuji, framed by a distinctive tree and covered in snow. In the case of Switzerland, it illustrates that the country offers many activities like visiting a modern art museum and casino, dining in a gourmet restaurant and getting tattoos. The indirect technique enhances the destination image by showing the destination’s many faces, landscapes, cultural activities, and kind people. For instance, Colombia used ad featuring tourist sites, animal and

welcoming locals. By using the slogan “Saudi Arabia: yesterday and today building the future”, the country highlighted the progress they made in the fields of technology, science, economic self-sufficiency, and agriculture (Avraham, 2020).

The strategy of acknowledging the stereotypes is based on first acknowledging the stereotypes over the country and after this dismantling the negative stereotypes or expanding the positive stereotypes by using diverse techniques and strategies. Marketers use a strategy to exaggerate stereotypes and reframe a country's image, often surprising and contradictory. For instance, marketers portrayed Saudi Arabia as a desert, Canada as a frozen wilderness, and Israel as a land of deserts and camels. The goal is to exaggerate the content of the message to introduce a different image. In the case of Holland, the use of an ad to push people to come and discover what is the reality by publishing the message “What do you know about Holland? Flowers, windmills, picturesque canals, cheese, wooden shoes, master paintings from the Golden Age...” (Avraham, 2020).

The strategy of delivering a counter-message to the stereotype is frequently used to deliver straightforward messages confronting and negating the stereotypes and the negative characteristics. To illustrate this, we can consider the campaign done by the Azur hotels and resorts to improve the perception of Egypt. Indeed, by using the “Egypt is safe” message, they countered the unsafe image of Egypt. Another example is the Milan Expo 2015 showcased Italy challenging numerous negative stereotypes with compelling evidence: “Pizza makers? Italy is a world leader in the creation of major infrastructure– 1000 constructions in 90 countries. Latin lover? Italy has the world's 5th largest trade surplus in manufactured goods. Party addicts?... Gesticulators?... Eternal children? Italy is the home to leading aerospace technologies...Football maniacs? Italy is the country greatest number of UNESCO heritage sites.” (Avraham, 2020).

The strategy of ridiculing the stereotypes aims to use the negative stereotypes and attempt to discredit them by showing how ridiculous they are. This strategy has been used by the state of Mississippi with the slogan “Yes, we can read. A few of us even write” to deny the image of uneducated and cultureless city. Moreover, by using the message “They say stay away from Lebanon but what is greater than Lebanon”, Lebanon’s marketers decided to make fun of the negative stereotypes surrounding their country (Hayden, 2009).

The last strategy of using celebrities relies on selecting a celebrity who appeals to the targeted audience. Two techniques compose this strategy: celebrities promoting the entire campaign and

the use of a celebrity who is native to the promoted country. For instance, Kim Kardashian and the Jonas Brothers participated in a campaign featuring the following message: “Californians live in their own reality with their heads in the clouds”. Regarding the second technique, Shakira, Garcia Marquez and many other Colombians celebrities took part in the “Colombia is a Passion” campaign (Mair *et al.*, 2014; Avraham, 2020).

### **5. Phoenix tourism**

Phoenix tourism refers to the rebuilding, rebranding, and authentic revitalization of a destination following a disaster, whether natural or human-caused (Miller *et al.*, 2017). Causevic and Lynch (2008) define this concept as the “process of destination regeneration, rehabilitation, reimagining, and revitalization after, in this case, a natural disaster.” Miller *et al.* (2017), based on the previous study by Causevic and Lynch (2008), affirmed that Phoenix tourism represents a stage in the process of tourism development after a disaster. Phoenix tourism emphasizes social reconciliation and the willingness to achieve the destination’s “regeneration” or “rebirth” (Miller *et al.*, 2017). A phoenix rising from the flames is an image associated with the rebuilding of disaster-stricken landscapes and war-torn regions (Causevic & Lynch, 2008). In the literature, the difference between destination rebranding and destination branding has been explored as one that is a competitive advantage factor for destinations while destination branding is a way for a place to develop its own identity and personality (Morrison, 2018; Ritchie & Crouch, 2000). Through positive image building, destination branding aims to identify and distinguish a destination (Cai, 2002).

Phoenix tourism has not been widely discussed in the literature. It can be seen as an image formation tool meaning that helps to lead to a process of reconstruction, remaking and reconciliation in a post-conflict or post-disaster (Causevic & Lynch, 2008). Therefore, destination branding is closely linked to Phoenix Tourism's goals.

Different recommendations to guarantee a Sustainable Rebirth have been identified in the literature. The transparency of the rebranding is the first recommendation. As the central element is the emotional responses, it is crucial to be careful with what is said on the media before and after starting to rebuild. To have a successful recovery, the relationship between the destination and the tourists has to meet the basic and emotional needs of those potential visitors. For instance, it could be “safety needs”, “feels good” and “good accommodation” (Miller *et al.*, 2017). The process of destination branding begins, in reality, with the assessment of the destination image, which includes a strong emotional attachment (Ekinici, 2003). The second

recommendation is to repair the social fabric and tourism infrastructure at the same time. Indeed, to achieve successfully the recovery after a disaster or a crisis, it is crucial to pay attention to the recovery of both aspects simultaneously. The help of any public-private partner can impact significantly the economies of a place going through a crisis or a disaster. Creating a cohesive local economy that supports daily life and entrepreneurs' opportunities while preventing local populations and businesses from being displaced is crucial for promoting a strong, diverse economy. Finally, a third recommendation is to engage a wide range of stakeholders. It is crucial that governments, representatives of the private sector, and community leaders at all levels adopt some measures and involve citizens in the process (Miller *et al.*, 2017).

An example of Phoenix tourism is the city of New Orleans. This city went through a natural disaster, Hurricane Katrina. The media spread information, leaving the city with a negative image. It portrayed a city devastated by the disaster, and tourists were not motivated to visit. Other destinations were selected as travel choices by those potential visitors. A campaign was launched that included the promotion of the city's heritage, unique attractiveness, music, and culinary experiences. It also emphasized its communities and showcased the evolution of the city's infrastructure. Thus, they attracted tourists by offering them the opportunity to have very authentic and meaningful experiences. The crucial role of media coverage during such disasters has been highlighted by Huang and Min (2002, p. 145). Positive media coverage and communication after the disaster can lead visitors to come and visit the place (Huang & Min, 2002). The city invested \$648 million in a three-year plan to rebrand itself entirely. This money was allocated to rebuilding artistic talent pools, teaching the city's traditions to young people, and attracting national and international investment. In addition, the city was promoted using slogans such as "Comeback City," "City on the Rebound," and "Come visit our Rebirth." By doing so, they successfully brought back visitors and made them feel safe and confident, which are critical success factors, as mentioned earlier (Miller *et al.*, 2017).

## **6. Examples of previous research: Egypt, Thailand and Australian Bushfires**

To put these theories and tactics into practice, research has been done. Some researchers focused on image crisis, which we will discuss in this thesis. The literature has already discussed some cases of image crisis taking as a basis the strategies of Avraham.

The three different approaches that were previously discussed were employed by marketers to address the image crisis brought on by terrorism, violence, and wars in order to restore Egypt's

reputation. Egypt is one of the strongest travel brands in the Middle East, with tourism continuing to be the country's main industry. It is regarded as a "must see" destination for successive generations of tourists. Four million people in the nation work in the tourism industry. Restoring the nation's reputation was vital for marketers. The place's image was enhanced by the application of the three techniques, as well as by a number of marketing campaigns, press releases, and advertising campaigns. The Gulf states and area marketing have become for the state authorities' two new areas of focus. Their main goal was to promote the "Red Sea" throughout history. The image that tourists have of Egypt is largely shaped by its physical landscapes, not by the rich cultural legacy of the country or the identities and cultures of its people. Moreover, the slogan "Where it all begins" has been included on all advertising materials. "Egypt is safe" was another slogan they used to advertise the country. Egypt's collaboration with foreign media and use of social media sites like Youtube made it feasible (Avraham, 2016).

The second case to discuss is Thailand. Indeed, the country went through many crises: terror attacks, tsunami, covid-19. As a developing country, Thailand faced many short period crises that affected its number of tourists. To restore the positive image of the country, Thai officials used crisis communication strategies to overcome during the past 15 years. Research has been conducted to analyse how the *multi-step model for altering place image* helped the country. Indeed, Thailand used some strategies proposed by the model. The source strategies were used including media cooperation and media relations to show that everything was normal in the country and the use of Internet as an alternative source to reach their audience. Communication was done through the use of many social media platforms such as Youtube with their page "Amazing Thailand" and X (Twitter). In addition to this, the message strategies were also used to counter the negative messages spread about the destination. Five of the strategies were useful in the case of Thailand: business as usual, limiting or reducing the scale of the crisis event, delivering a counter-message, initiating spotlight events and expanding the destination's image beyond the crisis. Moreover, Thai officials tried to overcome the crisis by using four audience strategies: using of patriotic sentiment, creating an affinity between the destination and a specific target audience, concentrating on alternative markets and sharing the crisis with foreign audiences (Taecharungroj & Avraham, 2021).

The final example illustrates how nine disaster recovery messages helped the Victorian region of Gippsland to overcome a short-term disaster : the Australian bushfires in 2009. In those messages, the main objective was to repair the destination's image. The research found that

messages highlighting the recovery and inviting people to come and visit were most successful. Tourists' willingness to visit was influenced most by them. In addition to this, according to this study, research must be conducted on the effectiveness of messages via broadcast media and social networking sites, since printed ads were used in this study (Walters & Mair, 2012).

## **Chapter 2: Digital marketing's impact on place marketing**

Throughout this chapter, we discuss how the digital landscape is affecting the area of place marketing. In order to provide a context of the environment where the concept develops, the importance of social media will be discussed.

### **1. The new digital marketing landscape**

Over the past 10 years, the importance of social media has increased. Consequently, the new term of “travel 2.0” appeared showing the growing impact of social media on consumers in the travel and tourism industry (Leung et al. 2013; Mariani et al., 2019). The main difference between the consumers in the early 2000s and now is the ease of access to information, particularly through the use of social media (Chu et al., 2020). Its usage has a meaningful positive impact on the brand loyalty in the travel industry (ibid). This concept of brand loyalty has indeed been defined by Aaker (1991) as “how likely a customer will be to switch to another brand” (Faircloth et al., 2001).

Nowadays, the best way to interact with the future customers or current customers is through the digital marketing (Sundaram et al., 2020). This term has been defined as “the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium” (Desai, 2019). In fact, both present and potential consumers are frequently active on social media platforms like Facebook, Twitter, and Instagram (Sundaram et al., 2020). Its users have recently achieved the "supermajority" status, with two-thirds of the world's population online, or 5.44 billion people, as of the beginning of April 2024 (Kepios, 2024). As can be seen below, Facebook, YouTube, Instagram, Whatsapp, and TikTok rank among the top 5 most widely used social media platforms (Kemp, 2024).

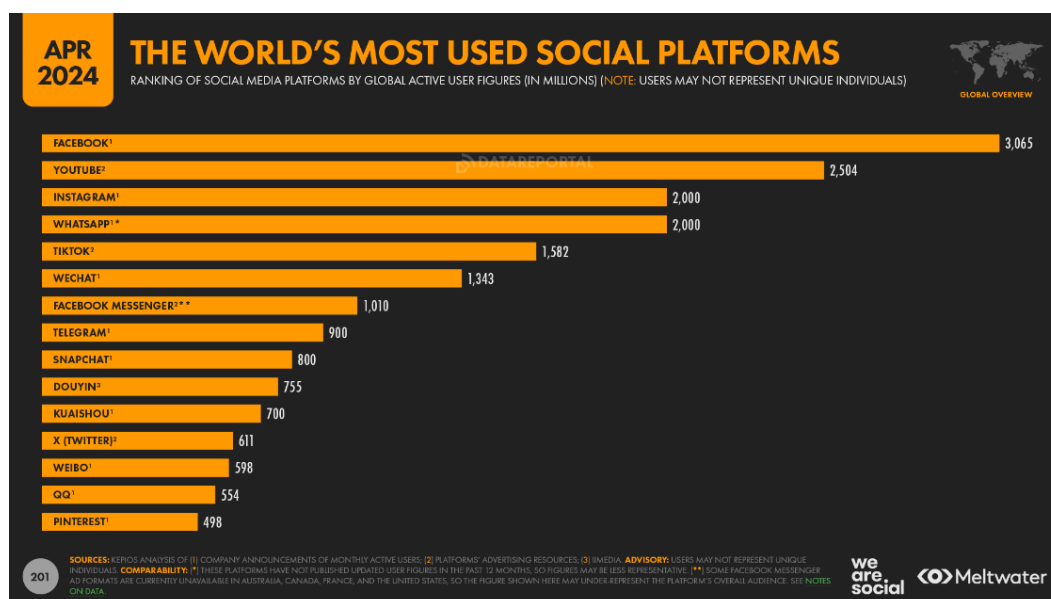


Figure 1: The world's most used social platforms (Kemp, 2024)

There are different social networks with various audiences and goals. "Social networks" term emphasizes the interconnected structure and interaction between individuals and organizations Instagram focuses on sharing photos and targeting young audiences, whereas Twitter (X) focuses on microblogging networks and targeting opinion leaders. Facebook mainly targets the general public and focuses on social networking (I. Schuiling, 2022).

## 2. The importance of social media in place marketing

The use of social media helps keep and improve the image of a place in the minds of tourists and stakeholders (Tran & Rudolf, 2022). In fact, it is a powerful tool to engage the potential audiences and in order to warm up to a place (Xiang & Gretzel, 2010). By commenting, sharing and replying to their audience, they can build a strong relationship and take advantage of one of the most cost-efficient ways to do destination marketing (Tran & Rudolf, 2022). The behaviour of the audience depends on the generation to which they belong to. According to Hysa et al. (2021), the least active on social media, Baby Boomers are followed by Generations X and Y which are much more active and critical to the content available, compared to Generation Z, influenced by social media content and sharing their experiences, as well as digital influencers' content. As tourists travel from one generation to another, they experience the impact of social media at different stages: planning, experiencing, and sharing. Tourists are evolving on "Society 5.0", highlighting the importance of attaining 17 Sustainable Development Goals (SDGs) by 2030 set by UN countries. The new society aims to achieve those goals by using science, technology, and innovation. Thus, communication through the use of social media plays a role in the diffusion of information. Social media can influence tourists

and push them to visit a place. Especially Generations Y and Z view social media as a necessity for their daily lives (Hysa et al., 2021).

One of the most popular and effective social media to promote a place is Instagram. Especially with the evolution of tourism, Instagram offers many opportunities to interact with the audience. The level of user engagement is extremely high. Influencers, particularly those who share their travel experiences, contribute to influencer marketing; they are viewed as a very effective tool for cities and places. Digital influencers are significant place ambassadors who stimulate tourists' interests and boost a destination's image (Kilipiri et al., 2023).

### **Chapter 3: The city of Marseille**

This third chapter highlights the evolution of the city of Marseille, how its image has evolved, and how certain events have impacted it. In addition, we will discuss the recently published strategic plan for 2024-2030, aiming to be recognized as an attractive and sustainable tourist destination.

#### **1. History and evolution of the image of Marseille**

The city of Marseille is going through a long-term crisis due to its destination's image. In order to gain a better understanding of how to repair this image, I will trace its history. In France, Marseille is probably the city with the reputation that fits it best, as it has evolved throughout history. In fact, we can highlight three main periods during which the city's image changed due to its environment: before the 1840s-1850s, the 1880s-1890s and after 1980s-1990s. During those periods, the stereotypes that still shape the city were born (Picker et al., 2013).

Before the 1840s and 1850s, Marseille's image transformed dramatically. Initially associated with violence and political unrest, the city began to be seen as an exotic and picturesque destination. Residents of Marseille, part of the Midi (southern France), were often negatively stereotyped due to the region's perceived lack of education. Montesquieu observed that northern climates produced virtuous people, while the south, with its intense passions, was more prone to crime. The negative perception of the Midi stemmed from stark political, social, and economic differences between northern and southern Europe. France was divided, with wealthy, developed regions in the north and poorer, less developed areas in the south. Low literacy rates in the south and violent events during the revolutionary and imperial periods worsened its image. This negative portrayal persisted until the 1840s, when travel literature began highlighting the Midi's beauty and diversity. Authors like Stendhal, Flaubert, and Dumas described Marseille favorably, emphasizing its natural beauty and industrious character. By the mid-19th century, regional literature depicted Provençals as joyful and good-natured, a view embraced by the Provençals themselves (Picker et al., 2013).

The second period, from 1880 to 1890, marked Marseille's growing association with crime and organized crime, mirroring national concerns over immigration and social instability. This change was driven by the rise of mass-circulation newspapers and sensationalist stories. During the Third Republic, the city's large foreign population, especially Italians, was often blamed for this increase in crime, as the press frequently linked immigration with criminal activity. The figure of the "Nervi," originally a symbol of local rebelliousness, became associated with

criminality in the 1880s, reflecting national fears about public safety and the criminal underclass, heightened by immigration. By the 1920s, Marseille, previously known for its industry and immigrant workforce, became synonymous with organized crime, earning comparisons to Chicago. Crime-focused publications like *Déetective* reinforced this image (Picker et al., 2013). The black legend has fostered a negative image of the city since then and corruption is trivialized in the media by left-wingers. Politicians stood up for honesty and did not try to combat the development of corruption. Thus, the "Marseille Chicago" image has evolved and been maintained throughout the decades (Bart, 2022). In the 1930s, portrayals of Marseille's criminal underworld grew even harsher. Economic difficulties and political corruption, embodied by figures like Carbone and Spirito, cemented the city's reputation as a centre of crime and political clientelism, making it a symbol of opposition to republican ideals (Picker et al., 2013). Moreover, the fire at Nouvelles Galeries in 1938 was destructive to the city's image, despite efforts by cinemas, theatres, and operettas to restore it (Bart, 2022).

Finally, in the 1980s and 1990s, Marseille's image changed from being negative and linked with crime and xenophobia to one that celebrated diversity. For almost a century, the city had been seen negatively, partly due to its large immigrant population. The media often blamed immigrants for crime, making tensions worse. By the 1980s, efforts to fight racism and promote a diverse and inclusive city grew stronger. Scholars and locals highlighted Marseille's multicultural neighbourhoods as examples of people living together peacefully. Events like the 1986 "Cosmopolitan Marseille" conference celebrated the city's diverse heritage. Despite ongoing racial issues, such as the violent reaction in 1973 after a tram worker was killed, the late 1980s saw a move towards acceptance. Civic leaders and politicians pushed for tolerance, helping to reshape Marseille's identity into one that valued its cultural diversity, even though challenges remained (Picker et al., 2013).

During the 2000s, Marseille kept a negative reputation. Several scandals shaped the reputation of the city. For example, the Guérini and Andrieux cases are seen as major scandals that affected the city's reputation (Bart, 2022). In fact, the case of Guérini highlighted the breach of trust, passive trading in influence and the laundering of 26 million euros (Afp, 2024). Regarding the Andrieux case, Sylvie Andrieux has been found accountable of misappropriation of public funds and has been found guilty (Rof, 2016). The city is still suffering from the following labels since a long time due to all the past events and scandal's : corruption, clientelism, industrial enrichment, crime and trafficking (Bart, 2022).

This year, from the 7th to the 8th of May, the Olympic Flame arrived in the city. The flame symbolizes friendship, respect, excellence, determination, inspiration, and courage, which are universal values. The event will highlight the city's heritage by hosting many activities, such as a ballet performance at the renowned Château d'If (*Three Reasons Not to Miss the Arrival of the Olympic Flame in Marseille, 2024*).

## 2. The city's strategic plan

The city of Marseille has recently published a strategic plan for 2024-2030: “**Marseille, destination durable et attractive**”. In fact, the mayor of the city affirmed that the city must find its attractivity and its sparkle. In its history, fraternity, solidarity and openness are the fundamental principles. The objective of their strategy will be to reshape the city by giving the sense that its places, practices and professionals had. By adopting this strategy, the city could create an environment where its citizens want to explore it while having the image of a “responsible and sustainable” city. The citizens and the locals are the first tourists to discover all the hidden gems of the entire city. The mayor said “to change the life of the people from Marseille, we have to make this city attractive for all tourists and citizens”. In fact, Marseille aims to improve both business and leisure tourism. To improve the local economy and generate new employment opportunities, the city wants to focus on attracting more scientific congresses and medical conferences. Moreover, there is also a need to diversify accommodation options such as camping, youth hostels, and social accommodations, which are currently underrepresented. This is why a new hospitality model is being developed to regulate furnished tourist accommodations. Through this strategy, Marseille highlights its rich heritage, social dynamics, industrial prowess, and cultural heritage to promote responsible tourism. In addition, the city encourages its local residents to get involved in the tourism sector and improve access to tourist and leisure facilities (*Marseille, Destination Durable Et Attractive, 2024*).

Before elaborating this strategic plan, the TCI Research Cabinet conducted a study among city residents. In total, 1080 respondents aged 18 and older responded to the survey. Most of the people from Marseille welcome tourism positively. More than 80% of residents said they were in favor of tourism growth in their city. In their role as ambassadors of the city, 75% of residents say they wish to provide some tips for tourists. The development of an online platform has been suggested to share their opinions on projects. In addition to the positive aspects of tourism, locals also mentioned the negative aspects. In fact, it is estimated that half of the respondents believe that tourism negatively impacts public space cleanliness. In addition, another study conducted on tourists revealed their profile, satisfaction level, and sustainability perspective.

During July and August 2023, 1050 visitors were reached at 10 different places in the city. This survey shows that tourists stay on average nine days and are mostly young (39% are under 35 years old). Furthermore, over 72 percent of the participants are middle-class French individuals who are open to spending their free time in cities. Last year, fifty percent of the participants visited the city for the first time. The primary mode of transportation for 43% of visitors is a car. A third of visitors stayed in a tourist hotel, while 26 percent did so at a hotel. The significant influence of locals has been demonstrated by the fact that 32% of other guests stayed at the homes of family or friends. In terms of satisfaction, they scored 8 out of 10. Geographic and cultural factors have been used to justify this score. Indeed, they mention a “highly diversified tourism industry in the Phocaeen region, with a mix of green/blue and urban tourism”. Marseille is described in one word as "**les Calanques**", "**le soleil/beau temps**" and "**la beauté de la ville**". While this city is favored by its friendliness and hospitality, there are some negative points. These include its cleanliness and transportation difficulties (*Perception Du Tourisme À Marseille | Office De Tourisme De Marseille, 2024*).

To conclude, the City of Marseille has created an investment plan outlining its goals for building, renovating and purchasing properties over the next six years for the first time. 300 projects are planned to revitalise the city and address the years-long neglect of public infrastructure maintenance. Ensuring that all city neighbourhoods have access to high-quality public services is the main goal of this investment plan. A total of 1.9 million euros will be invested, which equates to an average of 320 million euros per year (*La Ville De Marseille Se Dote D'un Plan Pluriannuel D'investissement, n.d.*).

### **Conclusion of the literature review**

To conclude this literature review, place marketing strategies have been used in previous studies and have successfully led to an increase in city visits after facing a disaster or crisis. Often, research has focused on short-term crises caused by, for example, natural disasters. A research gap can be identified in studying the city of Marseille and its long-term image crisis caused by several events the city has faced. This thesis intends to understand which strategies will best suit attracting people while simultaneously rebuilding the city's image. Walters and Mair (2012) suggested conducting further research by using broadcast media and social networking sites instead of printed ads.

## **Part 2 : Methodology**

This part will explain the research question and the methodology chosen for this thesis. The research question will be used as the starting point in order to better understand how the experimental approach and the hypotheses were developed.

### **Chapter 1: Research question**

In the first chapter, we will clearly outline the research question of this thesis. We delved into the concept of place marketing based on the existing literature and discussed specific research examples. This exploration led us to the following research question:

*“What are the best place marketing strategies to attract people to visit Marseille in the context of a long-term image crisis?”*

The aim is to analyse the impact of using place marketing strategies to determine which strategies will effectively attract people to Marseille. The implemented strategies had the potential to enhance the city's image and test their effectiveness. Since there was no existing literature on the best strategies to apply, we opted for an experimental approach. The study by Walters and Mair (2012) on the Australian bushfires inspired our research question. Their study examined the most effective recovery messages among nine options to encourage tourists to visit or return to the city after the bushfires. Based on the research question, we developed hypotheses, which we will discuss further.

## **Chapter 2 : Research methodology and hypotheses**

This second chapter explains the methodology selected to address the research question of this thesis. After covering the research type, research design, data collection method, and research and experimental material, we will elaborate on several hypotheses before discussing the method of analysis and the limitations.

### **1. Research methodology**

To address my research question, we conducted a quantitative research based on the creation of a Qualtrics survey. In fact, the quantitative research can provide data to generalize the findings to a broader population. According to Pleyers (2022), it is a more accurate methodology. As the prior goal was to collect 400 people's point of view, it seemed the most effective and relevant methodology for my thesis. Creating a questionnaire was the ideal way to collect feedback since people can respond whenever they are free, anonymously, and at a low cost (Pleyers, 2022).

#### **1.1. Research design : Experimental**

In this thesis, the experimental design has been chosen as in a previous study of Walters & Mair in 2012, "The effectiveness of post-disaster recovery marketing messages – The case of the 2009 Australian Bushfires". Indeed, as in this study, we will use an experimental design meaning that the respondents of this thesis will be randomly assigned to four different groups, the number of groups dependent on the research. Thus, it consists of having one control group that is not receiving the intervention and one or more groups being experimental. In this study, one control group and three experimental groups will be used (Em, 2024). As each participant of this study will face only condition and be assigned to one group, the research design is a "between-subject" experimental design (Charness et al., 2012). This research design is mostly used to determine "cause-and-effect relationships between variables" (Em, 2024).

We will be introducing the research design material further to better understand how incorporated this design into my thesis.

#### **1.2. Data collection method: Qualtrics survey**

The questionnaire has been created on Qualtrics in order to gather primary data. Before starting, the data collection, we sent the survey to five people to test it. After this, we shared the survey on the 8th of July on my social media : Instagram, Facebook and LinkedIn. The goal was to obtain 400 responses in order to get 100 responses per version. Participants were aware that the questionnaire will not take more than 5 minutes to fill in and that all answers were anonymous. 490 people took part in the survey, however, 327 respondents fully completed the survey.

In the first part, before starting the questions, each participant has to reply to the agreement question and can only go forward if they agree to take part anonymously to the survey. In the second part, several questions that served to identify the characteristics of the respondents were shown. As we chose to have an experimental design, in the third part, we introduced a randomizer to show to the participant one of the four versions of the Instagram post. Each participant will face one version randomly. Finally, the last part consists of questions with all items on a 7-point Likert scale ranging from *Strongly disagree* to *Strongly agree*. Because of its effectiveness in terms of reliability and validity, we chose this scale (Kusmaryono et al., 2022).

This questionnaire's questions included a question to improve the quality of the sample. The use of reverse items, items being contradictory to each other, helped to check if the participants were consistent (Pleyers, 2022). The two items, « This post makes me want to visit Marseille » and « This post does not make me want to visit Marseille » were included.

### 1.3. Research and experimental material

In the purpose of the questionnaire, four different versions of the Instagram post have been created. To be more realist, the Instagram post is a real picture available on the « indriss\_\_\_ » Instagram page (Indriss, 2022). As a micro influencer based in Marseille, Indriss accepted to take part in this thesis by kindly letting me use her picture. Thanks to that we have created four different versions of a fictive Instagram post and changed only the tagline (Cfr. Figure 2). Each version represent a specific strategy derived from the literature.



Figure 2: Screenshots of the four versions (V1, V2, V3 and V4)

The first version (V1), « Marseille révélée. Venez contempler par vous-même », means that Marseille has been revealed and encourage to come and see the city by yourself. To create this first tagline, we used the source strategy of “Come and see for yourself”, developed in the multi-step model for altering place image by Avraham and Ketter. In fact, this strategy highlights the need for going further and discovering the place by yourself. While a place is seeing as unsafe, it can be a relevant strategy to use. It insists on the fact that what has been said on media is not necessarily reliable. By targeting a French speaking people, with this tagline, we put into practice this strategy by addressing the message to come and see how is really the city of Marseille (Avraham, 2020).

The second version (V2), « Marseille : l’harmonie entre Sécurité et Culture », represents the message strategy of delivering a counter-message to the stereotype, developed by the model as previously. This strategy aims to use a direct message negating the negative characteristics and confronting the stereotypes. It has already been used to fight against an unsafe perception in the case of Egypt (Avraham, 2020). Thus, we chose to counter the unsafe perception by using this strategy.

The third version (V3), « Marseille renaît : Dépassons le passé, construisons l’avenir ensemble », signifies that Marseille is going through its rebirth. It means that we should move beyond the past and build a new future together. This illustrates the Phoenix tourism and aims to show that the city is being rebuilt again. As done for the city of New Orleans with the slogans “Come visit our Rebirth,” “Comeback City,” or even “City on the Rebound” (Miller et al., 2017).

The last version (V4), « Marseille et son Vieux-Port n’attendent que vous », represents the control condition. The experimental design has to include one control group meaning that this last version will be neutral and used for comparison.

In this study, we chose the social media Instagram as an example. In fact, Instagram is a good choice to share pictures. As we target a general audience, in the future, Facebook can also be a good option.

## **2. Hypothesis**

Based on the literature and the research gap identified, seven hypotheses has been defined in order to try to answer to the research question.

Avraham (2020) suggests that place marketing strategies can serve to prove destination safety as for the “Come and see for yourself” strategy. To explore this possible impact of the use of

any place marketing strategies, we chose to test if by using those strategies, visitors will see the city of Marseille as safer as it is one of the stereotypes it has to face.

*H1: When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to see the destination as safer than in the control condition (V4).*

The importance of a positive image has been highlighted by Zhao et al., 2022. Indeed, it is crucial to keep such an image in the long run. In practice, Taecharungroj and Avraham (2021) covered the case of Thailand going through a crisis due to many crises. The use of place marketing helped to restore the positive image of the country. Thus, testing the change of the positive image seemed interesting.

*H2: When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to have a positive image of Marseille than in the control condition (V4).*

Kotsi et al. (2018) affirmed that image and destination attractiveness are strongly linked. Attractiveness is also one of the goals of the strategic plan established by the city. Consequently, we chose to examine whether the city of Marseille would be seen as more attractive after applying three different strategies compared to a neutral condition.

*H3: When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to see the city as more attractive than in the control condition (V4).*

Miller et al. (2017) studied the case of New Orleans, where the city promoted a tagline in addition to other efforts to attract visitors. This Phoenix tourism campaign was successful and brought tourists back to the city. In another study, Walters and Mair (2012) highlighted the effectiveness of recovery messages and invitations to visit, and their influence on potential tourists. This led us to test whether the use of any of the strategies would successfully impact their desire to visit the city of Marseille.

*H4: When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to visit the city than in the control condition (V4).*

Walters and Mair (2012) affirmed that people would be more likely to visit a place touched recently by a disaster or a crisis if they have already visited the place before. Therefore, it seemed interesting to go further and use a more exploratory hypothesis, compared to the H4, testing if people would visit several times the city of Marseille.

*H5: When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to visit several times the city than in the control condition (V4).*

Pike (2017) affirmed that the use of a slogan can be a way to have harmony between the brand identity and the brand image. The city of Marseille, seen here as a brand, wants to emphasize its culture and identity, it can be interesting to see if place marketing strategies would lead people to be interested in the city's identity and culture, this hypothesis is more exploratory as it has not been studied yet in the literature.

*H6: When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to be more interested in the Marseille identity and culture than in the control condition (V4).*

The literature suggests that there is a significant relationship between people who have already visited a place affected by misperceptions or a disaster and their likelihood of returning to that same place. In fact, Walters and Mair (2012) found that people who have previously visited a place affected by such a disaster or misperceptions are more likely to return than those who have never visited. Following the example of the Australian Bushfires in 2009, we would like to explore the potential influence of a past visit in our research.

*H7: The impact of place marketing strategies on the desire to visit Marseille is different for people who have already visited Marseille compared to people who have never visited Marseille.*

### **3. Method of analysis**

Using the software SPSS, I cleaned my dataset before starting my analysis. After removing all the incomplete responses, we recoded the reverse item. Finally, our data were prepared for analysis.

### **4. Concluding summary**

The research method, hypothesis, and analysis method are presented in this chapter. To address the research topic, a between-subjects experimental design was selected. The nature of the study, data availability, and prior study methodologies all influenced the decision to conduct a quantitative study. The next chapter will test the hypotheses and analyse the data from the Qualtrics survey using the selected method.

## Part 3 : Results

### Chapter 1: Analysis of the survey

In this first chapter, the hypotheses developed in the previous chapter will be analysed. Before analysing them, we will start by a brief explanation regarding the sample profile in order to have a better understanding of who took part in this thesis as respondents. Afterwards, we can analyse the hypotheses.

#### 1. Sample profile

Before starting the analysis of the survey, the data set used in this analysis has been cleaned. During this first phase, 327 respondents ( $N = 327$ ) have been kept out of 490 in the data set as 26 participants did not agree to participate in the survey and 134 other participants did not reply fully to the last questions. In addition to this, the reverse item included has been coded to be analysed in the right direction and to guarantee the coherence of the results.

The 327 participants were assigned to one of the four conditions in this between subject experimental design. The number of participants per condition was the following:

- V1 (“Come and see for yourself” strategy condition ):  $N_{V1} = 76$ ;
- V2 (delivering a counter-message to the stereotype strategy condition):  $N_{V2} = 80$ ;
- V3 (phoenix condition):  $N_{V3} = 89$ ;
- V4 (control condition):  $N_{V4} = 82$

From Table 1, it can be seen that 72.2% of the sample consists of women, 27.2% of men, and 0.6% of non-binary individuals. It was largely composed of 18-24 year olds, while the three oldest age groups represented less than 10%. Regarding nationality, 75.2% are Belgian, and 20.4% are French. Most respondents (62.1%) have never visited the city of Marseille. There are 309 respondents (94.5%) who know the city.

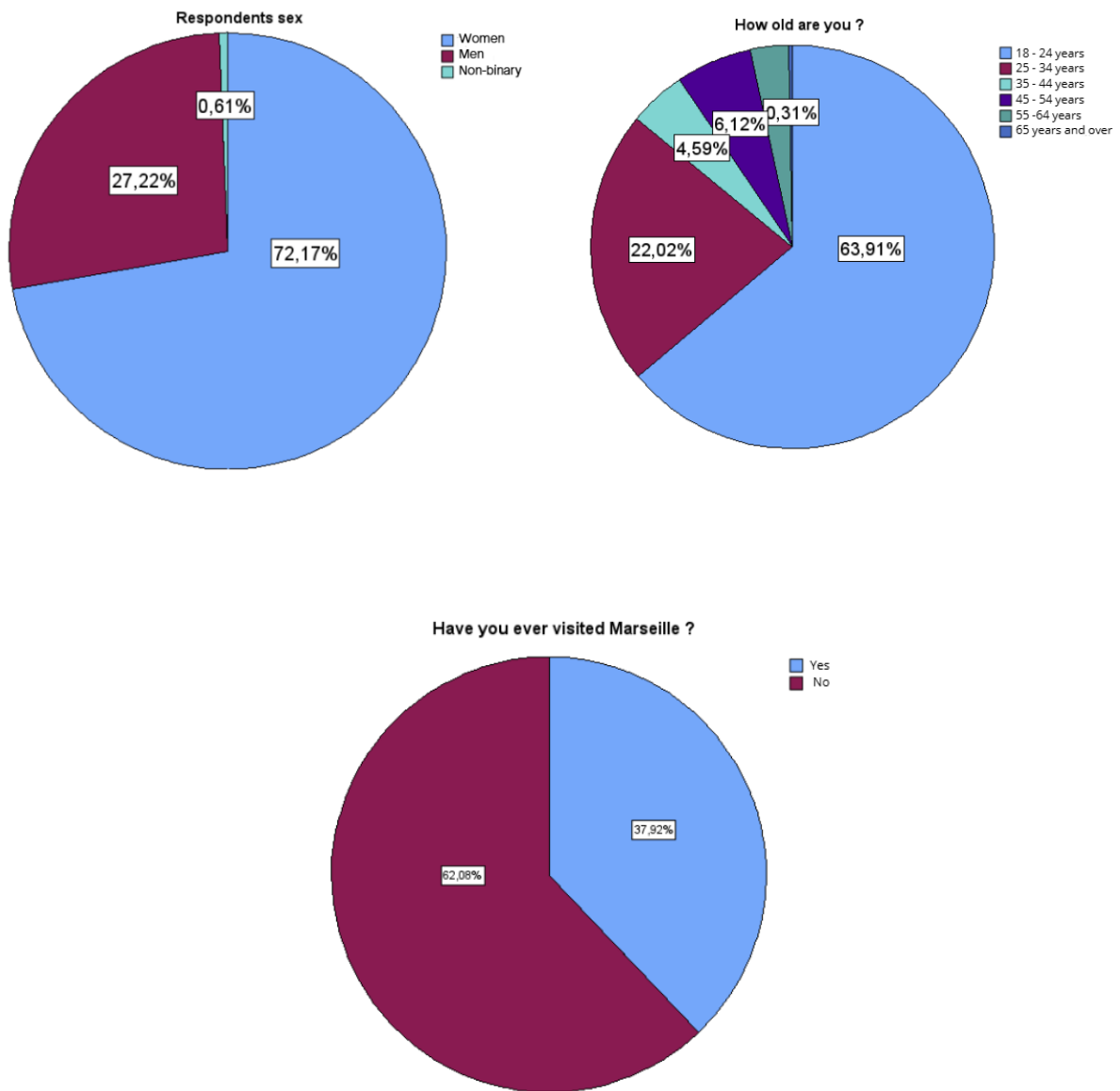


Figure 3: Respondents' sex, age and past visit

## 2. Results

Before analysing the hypotheses and discussing if they are supported or not, it is important to mention the following variables created on the software SPSS:

- scenario
- knowledge\_marseille
- visited\_marseille
- desire\_to\_visit
- attractiveness\_marseille
- positive\_image
- marseille\_identity

- perception\_safety
- desire\_to\_visit\_severaltimes

In order to create those variables, we used a maximum of two items to create them. The Cronbach's alpha coefficient has not been calculated to create a new scale as it needs at least 3 items. In the Appendices 1 and 2, all items used in the quantitative survey and the corresponding variable has been listed. Regarding the variable "desire\_to\_visit", due to the very low communalities in the factor analysis (Cfr. Table 2), we chose to put in a separate variable the item "*I would like to visit the city several times*". Thus, we have created the "desire\_to\_visit\_severaltimes" variable.

### 2.1. Analysis of the perception of safety: H1

The first hypothesis can be tested, H1: "*When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to see the destination as safer than in the control condition (V4)*". To do so, we chose to conduct a one-way ANOVA. Before analysing the results of this ANOVA, we checked one key assumption, the homogeneity of variances across the groups. In Table 3, we can see that the assumption of homogeneity is met. We have equal variances between the four conditions (scenarios) as the Levene's test gives a p-value of 0.425 ( $> 0.05$ ) meaning that we cannot reject the null hypothesis. After that, regarding the ANOVA, a p-value of 0.423 ( $> 0.05$ ) indicates that we failed to reject the null hypothesis as well. This null hypothesis states that there is no significant difference between the scenarios means. As a result, **the H1 is not supported** and respondents are not more likely to see the destination as safer in any of four scenarios (V1, V2, V3 and V4).

### 2.2. Analysis of the positive image of Marseille: H2

The second hypothesis can be tested, H2: "*When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to have a positive image of Marseille than in the control condition (V4)*". Similarly to the previous hypothesis, we performed a one-way ANOVA. In Table 4, the Levene's test is significant, giving a p-value of 0.010 ( $< 0.05$ ). This means that we rejected the null hypothesis. Thus, we do not have equal variances between the four conditions and the assumption of homogeneity of variances is violated. Consequently, the results of the ANOVA should be interpreted with caution and the reliability of the results can be affected. A p-value of 0.810 ( $> 0.05$ ) indicates as in the previous hypothesis that we failed to reject the null hypothesis. This means that there is no significant difference between the

scenarios means and **the H2 is not supported**. Thus, respondents are not more likely to have a positive image of Marseille in any of the four scenarios (V1, V2, V3 and V4).

### 2.3. Analysis of the attractiveness of the destination: H3

The third hypothesis can be tested, H3: *“When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to see the city as more attractive than in the control condition (V4)”*. In a similar way, we conducted a one-way ANOVA. As can be seen in Table 5, the Levene’s test gives a p-value of 0.003 ( $<0.05$ ) and is significant. We reject the null hypothesis, meaning that the assumption of homogeneity is violated as we do not have equal variances between the four conditions. Therefore, as in the H2, the results of the ANOVA should be interpreted with caution and the reliability of the results can be affected. The p-value of 0.922 ( $>0.05$ ) indicates that we failed to reject the null hypothesis. Thus, there is no significant difference between scenarios means and **the H3 is not supported**. The respondents are not more likely to see the city as more attractive in any of the four scenarios.

### 2.4. Analysis of the desire to visit the city: H4

The fourth hypothesis can be tested, H4: *“When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to visit the city than in the control condition (V4)”*. In the same way, we conducted a one-way ANOVA. In Table 6, we can see that the assumption of homogeneity is met as the Levene’s test gives a p-value of 0.219 ( $> 0.05$ ). Hence, we cannot reject the null hypothesis and we have equal variances between the four conditions (scenarios). Regarding the ANOVA, we failed to reject the null hypothesis because of the p-value of 0.371 ( $>0.05$ ). There is no significant difference between scenarios means and **the H4 is not supported**. This means that the respondents are not more likely to visit the city in any of the four scenarios.

### 2.5. Analysis of the desire to visit several times: H5

The fifth hypothesis can be tested, H5: *“When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to visit several times the city than in the control condition (V4)”*. In a similar manner, we conducted a one-way ANOVA. Table 7 shows that the assumption of homogeneity is met as the Levene’s test gives a p-value of 0.154 ( $> 0.05$ ). Consequently, we failed to reject the null hypothesis. This means that we have equal variances between the four conditions (scenarios). Concerning the ANOVA, we failed to reject the null hypothesis because of the p-value being equal to 0.301 ( $>0.05$ ). Therefore, there is no

significant difference between scenarios means and **the H5 is not supported**. It signifies that the respondents are not more likely to visit several times the city in any of the four scenarios.

### 2.6. Analysis of Marseille identity: H6

The sixth hypothesis can be tested, H6: *“When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to be more interested in the Marseille identity and culture than in the control condition (V4)”*. Similarly, we conducted a one-way ANOVA. In Table 8, we can see that the assumption of homogeneity is met as the Levene’s test gives a p-value of 0.128 ( $> 0.05$ ). Thus, we failed to reject the null hypothesis and the variances are equal between the four conditions (scenarios). Regarding, the ANOVA, we failed to reject the null hypothesis because of the p-value is equal to 0.995 ( $> 0.05$ ). Hence, there is no significant difference between scenarios means. **The H6 is not supported** which means that the respondents are not more likely to be interested more in the Marseille identity and culture in any of the four scenarios.

### 2.7. Analysis of the impact of past visit: H7

The seventh hypothesis can be tested, H7: *“The impact of place marketing strategies on the desire to visit Marseille is different for people who have already visited Marseille compared to people who have never visited Marseille”*. To do so, we conducted a Two-way ANOVA (ANOVA 2). The goal is to analyse the interaction effect between the two independent variables (factors) which are the scenario (V1, V2, V3 and V4) and the visited\_marseille variables. This lead us to understand how those factors can influence the desire to visit the city of Marseille. Table 9 shows that the p-value of the interaction effect is equal to 0.009 ( $< 0.05$ ). We rejected the null hypothesis that there is no interaction effect between the independent variables. Consequently, we accept the alternative hypothesis that there is a significant interaction between the independent variables. Thus, **the H7 is supported**. It reveals that there is an impact of place marketing strategies on the desire to visit Marseille which is different for people who have already compared to people who have never visited Marseille. Resultantly, the “visited\_marseille” acts as a moderator.

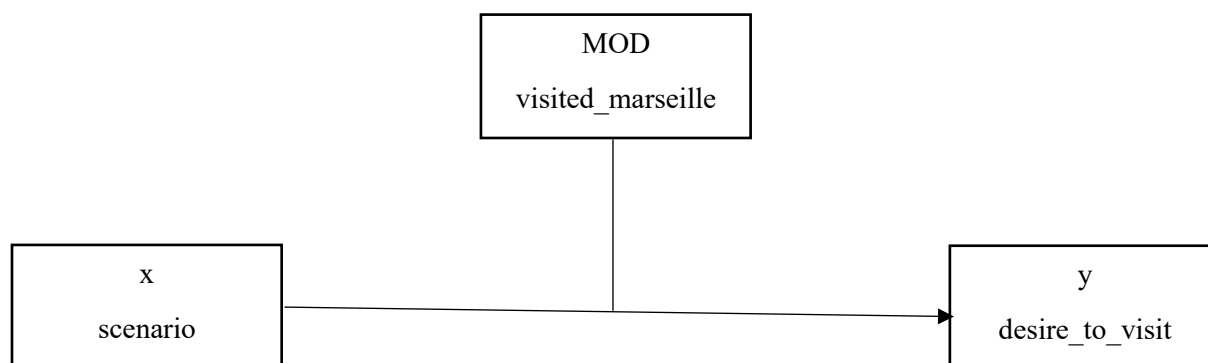


Figure 4: Moderation representation

To delve further, we analysed the Estimated Marginal Means (EM means) in order to compare the mean values (Cfr. Table 9). By using the Pairwise comparisons table, we can examine if there is any difference between the groups. There is a significant difference between the scenarios 2 and 3 when people have already visited the city as the p-values are lower than 0.05. When looking at the means, we can conclude that the second scenario is more effective when people have already visited the city because the mean of the second scenario is of 5.8 while the third scenario has a mean of 5.1. Hence, the message strategy of delivering a counter-message to the stereotype is better in the case of a previous experience visiting the city.

### 2.8. Supplementary Tests

Further tests were conducted to investigate the relationship between the variables as well as the desire to visit.

First of all, as done for the seventh hypothesis, we conducted a Two-way ANOVA to analyse the interaction effect between the scenario (V1, V2, V3 and V4) and the visited\_marseille variables. By doing so, we could evaluate whatever they influenced or not the positive image. As can be seen in Table 10, the homogeneity of variances is met as the Levene's test gives a p-value of 0.051 ( $>0.05$ ). So, the variances are equal and we failed to reject the null hypothesis. In comparison to the H7, the p-value of the interaction effect gives a value of 0.388 ( $>0.05$ ). As a result, we failed to reject the null hypothesis. This implies that the fact that people who have already visited the city will not impact the positive image. Even people who have already visited will not have a more positive image.

Secondly, we chose to conduct an Independent samples T-Test following what came from the seventh hypothesis. As the second scenario seems to be better for people who have already visited Marseille, we wanted to see if there is a difference in the perception of safety. This second scenario was highlighting the perception of unsafe city. As can be seen in Table 11, 124

respondents have already visited the city while 203 respondents have never visited the city. Concerning the homogeneity of variances, the Levene's test gives a p-value greater than 0.05 meaning that the variances are equal. So, the key assumption of variances homogeneity is met. The T-Test is not significant as the p-value is equal to 0.917 ( $>0.05$ ). It means that there is no difference of perception of safety between the people who have already visited and those who have never visited.

Thirdly, we performed a linear regression to explore the relationship between the independent variable of the "desire\_to\_visit" and the dependent variables "positive\_image", "perception\_safety" and "attractiveness". While looking at the ANOVA, Table 12 reveals that the model is significant as the p-value is equal to 0.01 ( $<0.05$ ). So, we rejected the null hypothesis affirming that the independent variables are not impacting the dependent variables. In addition to this, the Adjusted R Square value of 0.489 shows that 48.9% of the variance in the "positive\_image", "perception\_safety" and "attractiveness" variables is explained by the "desire to visit" demonstrating a strong relationship between the two variables. The Durbin-Watson is equal to 1.925, indicating that there is almost no autocorrelation in the residuals. After that, the coefficients table gives us explanation of which variables are impacting the independent variable. The positive image and the attractiveness' p-values being lower than 0.05, we can conclude that those two variables should be include in the linear regression equation. By taking the Beta values and the significant variables, we can formulate the following equation for the linear regression:

$$\text{desire\_to\_visit} = 2.101 + 0.433 * \text{positive\_image} + 0.224 * \text{attractiveness}$$

It reveals that the "positive\_image" and the "attractiveness" will contribute positively to the "desire\_to\_visit" as the coefficients are positive. We can notice also that the "positive\_image" has a greater impact than the "attractiveness" as its coefficient is higher. Thus, the positive image has more impact regarding the desire to visit Marseille. In conclusion, this means that for each additional unit increase in positive\_image, the desire\_to\_visit is expected to increase by 0.433 units, and for each additional unit increase in attractiveness, the desire\_to\_visit is expected to increase by 0.22 units, holding all other factors constant.

Furthermore, we checked the multicollinearity by analysing the VIF value in the coefficient table (Table 12). With its values close to 1, it suggests that our independent variables are not highly correlated and there is no multicollinearity.

## 2.9. Overview of the hypotheses results

This section concludes the analysis of results with a summary of each hypothesis's outcome.

Table 13 : Overview of the hypotheses

<b>Hypothèses</b>	<b>Supported/Not Supported</b>
H1: When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to see the destination as safer than in the control condition (V4).	Not Supported
H2: When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to have a positive image of Marseille than in the control condition (V4).	Not Supported
H3: When respondents are facing place marketing strategies (V1, V2 & V3), they are more likely to see the city as more attractive than in the control condition (V4).	Not Supported
H4: When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to visit the city than in the control condition (V4).	Not Supported
H5: When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to visit several time the city than in the control condition (V4).	Not Supported
H6: When respondents are facing place marketing strategies (V1, V2, V3), they are more likely to be more interested in the Marseille identity and culture than in the control condition (V4).	Not Supported
H7: The impact of place marketing strategies on the desire to visit Marseille is different for people who have already visited Marseille compared to people who have never visited Marseille.	Supported

## Chapter 2: Discussion

Following the results analysis, we can give some answers to the research question: “What are the best place marketing strategies to attract people to visit Marseille in the context of a long-term image crisis?”.

Firstly, the first six hypotheses were not supported which led us to conduct some supplementary tests to deeply understand what can influence people to visit the city. Therefore, we can not conclude that any conditions of this quantitative research would be better than the others, in general.

Secondly, the significant results of hypothesis H7 reveal that, in the case of the city of Marseille, there is a difference between people who have never visited and those who have already visited the city. Indeed, the slogan “Marseille: l’harmonie entre Sécurité et Culture”, representing the message strategy of delivering a counter-message to the stereotype, will have a different impact on the desire to visit the city depending on whether people have previous experience visiting. This strategy is more effective when people have already visited the city. Thus, people who have already visited Marseille will be more likely to visit again when they see the second slogan. The third slogan is also effective but less so than the second for them. As a reminder, the third slogan was the Phoenix tourism strategy, « Marseille renaît : Dépassons le passé, construisons l’avenir ensemble ». From the multi-step model for altering place image developed by Avraham and Ketter, delivering a counter-message to the stereotype strategy can be the best strategy for Marseille to attract people who have already visited the city in the past. This strategy emphasizes the fact that the city was previously seen as unsafe (Avraham, 2020). Regarding the Phoenix tourism, it aligns with what the literature regarding a previous case said that it will bring people back. However, there is a nuance, using a Phoenix tourism strategy can bring people back if they have already visited the city was the finding in our study. But it is the second best strategy identified.

Thirdly, the supplementary tests showed that people who have already visited the city do not have a more positive image in any of the four conditions (versions). To delve further, as the second scenario emphasized safety, we sought to see if there is a difference in the perception of safety between those who have visited and those who have never visited. Our findings indicated that there is no difference; thus, people who have visited the city do not perceive it as more or less safe. An additional regression was conducted to explore the relationship between the

variables, particularly regarding the desire to visit. The more positive the image, the more people will desire to visit the place. Additionally, attractiveness also plays a significant role.

Finally, we can conclude this discussion chapter by taking the results as a strong starting point for further research concerning the city of Marseille. As mentioned before, some hypotheses were exploratory, as this is a first approach regarding the city of Marseille, so we chose to add supplementary tests to delve deeper. However, the limitations of this study and the recommendations for future research are important to consider and will be discussed in the following chapter.

### **Chapter 3: Limitations, future research and managerial**

In this chapter, we will discuss the study limitations as well as future research that can be conducted in this area. We will conclude this chapter with the managerial implications to consider.

#### **1. Limitations**

This section should cover the limitations of the study as well as the hypothesis, as they will affect the final result.

The sample is mostly composed of women, which may impact our results, as women and men can have different points of view. Consequently, the representativeness of the sample could be affected. Indeed, it was difficult to find male respondents during data collection. Due to voluntary participation, more women than men took part in the study. As the goal was at least 400 respondents, we included all participants except those who did not fully complete the survey.

Additionally, the survey was shared on a few social networks, leading to a higher proportion of young respondents. The 18 to 25 age group is the most represented in the sample. Thus, the age distribution is not equal, which could affect the reliability of the results.

Furthermore, the online survey limited some people to take part in the study. It can include older people that are not that comfortable of using technology. We saw that less older people replied to the survey thus it impacts our sample representativeness.

Finally, the control condition included also a tagline to fit with the study design. This version of the Instagram post represents a limit. As it can be neutral for us, but it depends on each respondents' point of view. That control version of the Instagram post does not correspond to any strategy from the literature. However, it had to be included in the study to ensure the reliability of the study.

In spite of the fact that the study provided interesting insights, it is important to remember that the limitations are present in order to correctly interpret the results.

#### **2. Future research**

Future research should focus on a qualitative approach. By doing some in-depth interviews, we could get more insights into how to attract people to the city and which strategies would suit them. It would be interesting to adopt this approach as done in other studies in the field of place

marketing and phoenix tourism. Causevic and Lynch in 2008 used this method by interviewing decision makers and tour providers in addition to the visitors in Northern Ireland. Moreover, a qualitative approach could help to understand the overall image management of the city of Marseille. Taecharunroj and Avraham (2021) adopted this approach in their study over crisis communication strategies and recovery campaigns to combat the Thailand's tourism crises.

Furthermore, putting into practice other slogans representing another strategies of the multi-step model for altering place image developed by Avraham and Ketter could help to find a strategy effective on people who never visited the city of Marseille. Our study represented a first approach and we selected two out of twenty-four of the strategies.

In addition to this, it could be interesting to include in future research content posted on media as it can influence people motivation and perception of any cities. This could complete the general insights given by the campaign with an external effect.

Finally, we chose to make an Instagram post to expose the respondents to different conditions, it could be interesting to test it with other formats such as a Facebook ads, a video, etc.

### **3. Managerial implications**

To follow up on our study, we suggest that destination management organizations (DMOs) and marketers build strong relationships with each other over the coming years. The city has prepared a strategic plan for 2024-2030, which they are beginning to implement this year. We suggest that DMOs show solidarity and support for locals, as their involvement could help them act as ambassadors, potentially leading to the city's rebirth. Additionally, the city's investment plan of 1.9 billion euros is a good sign for the future, indicating that the city has the funds to start rebuilding its destination brand image and aims to attract more tourists and scientific congresses. As this plan is now being implemented, it could be beneficial to include the most successful tagline, "Marseille révélée: l'harmonie entre Sécurité et Culture." This could be supported by positive media coverage, which could effectively serve as a free campaign if the media is encouraged to communicate extensively about all the planned improvements: equal accommodation conditions for everyone, new construction, renovation of old buildings, a safer city, support for culture for all, etc. We recommend that they follow their investment and strategic plans by investing in cultural attractions, events, and improving safety, as it remains a persistent stereotype. Achieving this change may take time, but by promoting their city as attractive and sustainable, they can achieve a rebirth. The inclusion of a tagline could significantly aid in rebranding the city.

## Conclusion

In conclusion, in this thesis, we tried to answer the following research question: “What are the best place marketing strategies to attract people to visit Marseille in the context of a long-term image crisis?” The relevance of the city of Marseille is high, as this city is suffering from a long-term image crisis. We chose to use three different strategies and test them to see if we could attract people to Marseille. The source strategy “Come and see for yourself,” the message strategy of delivering a counter-message to the stereotype, and the Phoenix tourism strategy were used and compared to determine which one is best at attracting people and enhancing the city’s image. We adopted a between-subjects experimental design by distributing a quantitative questionnaire to compare these three strategies and one additional control condition. The insights gained from this analysis led us to conclude that none of the four conditions could universally attract people. Thus, in general, there is no single best strategy. However, if we consider only people who have already visited the city, the message strategy of delivering a counter-message to the stereotype is the most effective. From my perspective, people who have visited the city know it better, which allows them to have a more accurate understanding of its reality. Nonetheless, it is important to test other taglines that could attract people who have never visited the city, as these might be more powerful than the two suggested below.

Our final proposal would be to integrate one or more taglines into the city's strategic plan. Based on our results, we identified two taglines as the most effective: “Marseille: l’harmonie entre Sécurité et Culture” and “Marseille renaît : Dépassons le passé, construisons l’avenir ensemble.” However, the city should test other taglines, as our study has some limitations. The most effective use of these two taglines would be to encourage those who have already visited to return, as our analysis suggests.

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## Appendices

### Appendix 1: Variables/Scales in SPSS

Name	Description	Variables/Scales
gender	3 categories	Qualitative nominal
age_group	7 categories	Qualitative ordinal
Nationality	3 categories: Belgian, French and other	Qualitative nominal
knowledge_marseille	2 categories: yes, no	Qualitative nominal
visited_marseille	2 categories: yes, no	Qualitative nominal
positive_image	7-points scales	Quantitative interval
desire_to_visit	7-points scales	Quantitative interval
attractiveness_marseille	7-points scales	Quantitative interval
Perception_safety	7-points scales	Quantitative interval
Recommendation	7-points scales	Quantitative interval
Scenario	4 categories: V1, V2, V3 and V4	Qualitative nominal

### Appendix 2: Items, variables and hypotheses

Items	Variable	New variable/same as before	Hypothesis
I know the city of Marseille	knowledge_marseille	/	/
I have already visited the city of Marseille	/	visited_marseille	H7
I like this post	/	/	/
This post makes me want to visit Marseille	Willingness_to_visit	desire_to_visit	H4 & H7
The post makes Marseille more attractive	/	attractiveness_marseille	H3
The post does not make me want to visit Marseille <i>Reverse item</i>	/	/	/

I have a positive image of the city of Marseille after seeing this post		positive_image	H2
The post reflects the spirit and the identity of the city	/	Marseille_identity	H6
The post increases my interest in the culture and heritage of the city of Marseille	/	Marseille_identity	H6
I will recommend visiting Marseille	Recommendation_visit	/	/
Marseille looks like a safe destination	Perception_safe	Perception_safety	H1
I see Marseille as a safer destination	Perception_safer	Perception_safety	H1
I would like to visit the city several time	Visit_more	desire_to_visit_severaltimes	H5
<b>Reverse item</b>		Desire_to_visit	H4 & H7

Table 1: Descriptive statistics

**Frequencies**

[DataSet2] C:\Users\fulif\OneDrive\Desktop\mémoire questionnaire\Mémoire analyse questionnaire.sav version 1.sav

		<b>Statistics</b>				
		A quel genre vous identifiez-vous ?	Quel âge avez-vous ?	Quelle est votre nationalité ?	Avez-vous déjà visité la ville de Marseille ?	Connaissez-vous la ville de Marseille ?
N	Valid	327	327	327	327	327
	Missing	0	0	0	0	0

**Frequency Table****A quel genre vous identifiez-vous ?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Femme	236	72,2	72,2	72,2
	Homme	89	27,2	27,2	99,4
	Non-binaire	2	,6	,6	100,0
	Total	327	100,0	100,0	

**Quel âge avez-vous ?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24 ans	209	63,9	63,9	63,9
	25 - 34 ans	72	22,0	22,0	85,9
	35 - 44 ans	15	4,6	4,6	90,5
	45 - 54 ans	20	6,1	6,1	96,6
	55 - 64 ans	10	3,1	3,1	99,7
	65 ans ou plus âgé	1	,3	,3	100,0
	Total	327	100,0	100,0	

**Quelle est votre nationalité ?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belge	246	75,2	75,2	75,2
	Française	66	20,2	20,2	95,4
	Autres	15	4,6	4,6	100,0
	Total	327	100,0	100,0	

### Avez-vous déjà visité la ville de Marseille ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oui	124	37,9	37,9	37,9
	Non	203	62,1	62,1	100,0
	Total	327	100,0	100,0	

### Connaissez-vous la ville de Marseille ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oui	309	94,5	94,5	94,5
	Non	18	5,5	5,5	100,0
	Total	327	100,0	100,0	

Table 2: Factor analysis for the creation of the desire\_to\_visit variable

#### Factor Analysis

##### Correlation Matrix

		Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Ce post me donne envie de visiter Marseille	RQ104	Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Je serai prêt à visiter Marseille plus d'une fois
Correlation	Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Ce post me donne envie de visiter Marseille	1,000	,629	,251
	RQ104	,629	1,000	,277
	Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Je serai prêt à visiter Marseille plus d'une fois	,251	,277	1,000

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,574
Bartlett's Test of Sphericity	Approx. Chi-Square
	192,412
	df
	3
	Sig.
	<,001

**Communalities**

	Initial	Extraction
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Ce post me donne envie de visiter Marseille	1,000	,732
RQ104	1,000	,750
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Je serai prêt à visiter Marseille plus d'une fois	1,000	,321

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,803	60,087	60,087	1,803	60,087	60,087
2	,827	27,559	87,646			
3	,371	12,354	100,000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component 1
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Ce post me donne envie de visiter Marseille	,856
RQ104	,866
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Je serai prêt à visiter Marseille plus d'une fois	,567

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Rotated Component Matrix<sup>a</sup>**

a. Only one component was extracted. The solution cannot be rotated.

We tested to group together the three items by using the factor analysis and testing. The last item “I would like to visit the city several time” will be used as a separate variable “desire\_to\_visit\_severaltime”.

Table 3: Analysis of the perception of safety (H1)

**Descriptives**

perception\_safety

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	76	3,9605	1,49167	,17111	3,6197	4,3014	1,00	7,00
2,00	80	3,6563	1,54181	,17238	3,3131	3,9994	1,00	7,00
3,00	89	3,9101	1,51050	,16011	3,5919	4,2283	1,00	7,00
4,00	82	3,6707	1,32222	,14601	3,3802	3,9613	1,00	7,00
Total	327	3,7997	1,46862	,08121	3,6399	3,9595	1,00	7,00

**Tests of Homogeneity of Variances**

perception\_safety

		Levene Statistic	df1	df2	Sig.
perception_safety	Based on Mean	,933	3	323	,425
	Based on Median	,884	3	323	,449
	Based on Median and with adjusted df	,884	3	316,779	,449
	Based on trimmed mean	,941	3	323	,421

**ANOVA**

perception\_safety

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,061	3	2,020	,936	,423
Within Groups	697,069	323	2,158		
Total	703,130	326			

**ANOVA Effect Sizes<sup>a,b</sup>**

perception\_safety

		Point Estimate	95% Confidence Interval	
			Lower	Upper
perception_safety	Eta-squared	,009	,000	,030
	Epsilon-squared	-,001	-,009	,021
	Omega-squared Fixed-effect	-,001	-,009	,021
	Omega-squared Random-effect	,000	-,003	,007

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

## Post Hoc Tests

### Multiple Comparisons

Dependent Variable: perception\_safety

Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,30428	,23531	1,000	-,3204	,9289
	3,00	,05041	,22944	1,000	-,5587	,6595
	4,00	,28979	,23391	1,000	-,3311	,9107
2,00	1,00	-,30428	,23531	1,000	-,9289	,3204
	3,00	-,25386	,22633	1,000	-,8547	,3470
	4,00	-,01448	,23086	1,000	-,6273	,5984
3,00	1,00	-,05041	,22944	1,000	-,6595	,5587
	2,00	,25386	,22633	1,000	-,3470	,8547
	4,00	,23938	,22487	1,000	-,3576	,8363
4,00	1,00	-,28979	,23391	1,000	-,9107	,3311
	2,00	,01448	,23086	1,000	-,5984	,6273
	3,00	-,23938	,22487	1,000	-,8363	,3576

Table 4: Analysis of the positive image (H2)

### Descriptives

Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram qu

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	76	4,92	1,383	,159	4,60	5,24	1	7
2,00	80	4,74	1,412	,158	4,42	5,05	1	7
3,00	89	4,82	1,275	,135	4,55	5,09	2	7
4,00	82	4,89	1,030	,114	4,66	5,12	2	7
Total	327	4,84	1,277	,071	4,70	4,98	1	7

### Tests of Homogeneity of Variances

	Based on	Levene Statistic	df1	df2	Sig.
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	Based on Mean	3,844	3	323	,010
	Based on Median	3,270	3	323	,022
	Based on Median and with adjusted df	3,270	3	312,888	,022
	Based on trimmed mean	3,549	3	323	,015

### ANOVA

Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au po

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,581	3	,527	,321	,810
Within Groups	530,150	323	1,641		
Total	531,731	326			

### ANOVA Effect Sizes<sup>a,b</sup>

	Effect	Point Estimate	95% Confidence Interval	
			Lower	Upper
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	Eta-squared	,003	,000	,015
	Epsilon-squared	-,006	-,009	,006
	Omega-squared Fixed-effect	-,006	-,009	,006
	Omega-squared Random-effect	-,002	-,003	,002

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

## Post Hoc Tests

### Multiple Comparisons

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accor Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,184	,205	1,000	-,36	,73
	3,00	,101	,200	1,000	-,43	,63
	4,00	,031	,204	1,000	-,51	,57
2,00	1,00	-,184	,205	1,000	-,73	,36
	3,00	-,083	,197	1,000	-,61	,44
	4,00	-,153	,201	1,000	-,69	,38
3,00	1,00	-,101	,200	1,000	-,63	,43
	2,00	,083	,197	1,000	-,44	,61
	4,00	-,070	,196	1,000	-,59	,45
4,00	1,00	-,031	,204	1,000	-,57	,51
	2,00	,153	,201	1,000	-,38	,69
	3,00	,070	,196	1,000	-,45	,59

Table 5: Analysis of the attractiveness of the destination (H3)

### Descriptives

Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram qt

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	76	4,49	1,596	,183	4,12	4,85	1	7
2,00	80	4,46	1,475	,165	4,13	4,79	1	7
3,00	89	4,53	1,567	,166	4,20	4,86	1	7
4,00	82	4,61	1,086	,120	4,37	4,85	2	7
Total	327	4,52	1,440	,080	4,37	4,68	1	7

### Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
	Based on Median	3,936	3	323	,009
	Based on Median and with adjusted df	3,936	3	306,806	,009
	Based on trimmed mean	4,674	3	323	,003

**ANOVA**

Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite a

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,012	3	,337	,161	,922
Within Groups	674,566	323	2,088		
Total	675,578	326			

**ANOVA Effect Sizes<sup>a,b</sup>**

	Eta-squared	Point Estimate	95% Confidence Interval	
			Lower	Upper
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive	Eta-squared	,001	,000	,008
	Epsilon-squared	-,008	-,009	-,002
	Omega-squared Fixed-effect	-,008	-,009	-,002
	Omega-squared Random-effect	-,003	-,003	-,001

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

**Post Hoc Tests****Multiple Comparisons**

Dependent Variable: Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive  
Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,024	,231	1,000	-,59	,64
	3,00	-,041	,226	1,000	-,64	,56
	4,00	-,123	,230	1,000	-,73	,49
2,00	1,00	-,024	,231	1,000	-,64	,59
	3,00	-,066	,223	1,000	-,66	,53
	4,00	-,147	,227	1,000	-,75	,46
3,00	1,00	,041	,226	1,000	-,56	,64
	2,00	,066	,223	1,000	-,53	,66
	4,00	-,082	,221	1,000	-,67	,51
4,00	1,00	,123	,230	1,000	-,49	,73
	2,00	,147	,227	1,000	-,46	,75
	3,00	,082	,221	1,000	-,51	,67

Table 6: Analysis of the desire to visit the city (H4)

**Oneway****Descriptives**

desire\_to\_visit

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	76	5,4408	1,14008	,13078	5,1803	5,7013	3,00	7,00
2,00	80	5,3563	1,05900	,11840	5,1206	5,5919	2,50	7,00
3,00	89	5,1854	1,24175	,13163	4,9238	5,4470	2,00	7,00
4,00	82	5,1829	1,04087	,11494	4,9542	5,4116	3,00	7,00
Total	327	5,2859	1,12626	,06228	5,1634	5,4085	2,00	7,00

### Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
desire_to_visit	Based on Mean	1,482	3	323	,219
	Based on Median	1,051	3	323	,370
	Based on Median and with adjusted df	1,051	3	310,274	,370
	Based on trimmed mean	1,400	3	323	,243

### ANOVA

desire\_to\_visit

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,988	3	1,329	1,048	,371
Within Groups	409,528	323	1,268		
Total	413,515	326			

### ANOVA Effect Sizes<sup>a,b</sup>

		Point Estimate	95% Confidence Interval	
			Lower	Upper
desire_to_visit	Eta-squared	,010	,000	,033
	Epsilon-squared	,000	-,009	,024
	Omega-squared Fixed- effect	,000	-,009	,024
	Omega-squared Random- effect	,000	-,003	,008

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

### Post Hoc Tests

#### Multiple Comparisons

Dependent Variable: desire\_to\_visit

Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,08454	,18036	1,000	-,3943	,5633
	3,00	,25540	,17587	,884	-,2115	,7222
	4,00	,25786	,17929	,908	-,2181	,7338
2,00	1,00	-,08454	,18036	1,000	-,5633	,3943
	3,00	,17086	,17348	1,000	-,2897	,6314
	4,00	,17332	,17695	1,000	-,2964	,6431
3,00	1,00	-,25540	,17587	,884	-,7222	,2115
	2,00	-,17086	,17348	1,000	-,6314	,2897
	4,00	,00247	,17236	1,000	-,4551	,4600
4,00	1,00	-,25786	,17929	,908	-,7338	,2181
	2,00	-,17332	,17695	1,000	-,6431	,2964
	3,00	-,00247	,17236	1,000	-,4600	,4551

Table 7: Analysis of the desire to visit several time (H5)

**Descriptives**

Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram c

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	76	4,42	1,659	,190	4,04	4,80	1	7
2,00	80	4,05	1,386	,155	3,74	4,36	2	7
3,00	89	4,24	1,574	,167	3,90	4,57	1	7
4,00	82	4,01	1,401	,155	3,70	4,32	1	7
Total	327	4,18	1,510	,084	4,01	4,34	1	7

**Tests of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Je serai prêt à visiter Marseille plus d'une fois	Based on Mean	1,763	3	323	,154
	Based on Median	1,703	3	323	,166
	Based on Median and with adjusted df	1,703	3	320,008	,166
	Based on trimmed mean	1,843	3	323	,139

**ANOVA**

Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite :

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,353	3	2,784	1,223	,301
Within Groups	735,359	323	2,277		
Total	743,713	326			

**ANOVA Effect Sizes<sup>a,b</sup>**

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Veillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Je serai prêt à visiter Marseille plus d'une fois	Eta-squared	,011	,000	,036
	Epsilon-squared	,002	-,009	,027
	Omega-squared Fixed-effect	,002	-,009	,027
	Omega-squared Random-effect	,001	-,003	,009

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 8: Analysis of Marseille identity (H6)

**Descriptives**

marseille\_identity

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	76	4,3289	1,41316	,16210	4,0060	4,6519	1,00	7,00
2,00	80	4,3438	1,23143	,13768	4,0697	4,6178	1,00	7,00
3,00	89	4,3596	1,34627	,14270	4,0760	4,6431	1,00	7,00
4,00	82	4,3780	1,02005	,11265	4,1539	4,6022	2,00	6,50
Total	327	4,3532	1,25500	,06940	4,2167	4,4897	1,00	7,00

**Tests of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.
marseille_identity	Based on Mean	1,910	3	323	,128
	Based on Median	1,997	3	323	,114
	Based on Median and with adjusted df	1,997	3	301,184	,115
	Based on trimmed mean	1,930	3	323	,125

**ANOVA**

marseille\_identity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,106	3	,035	,022	,995
Within Groups	513,348	323	1,589		
Total	513,454	326			

**ANOVA Effect Sizes<sup>a,b</sup>**

		Point Estimate	95% Confidence Interval	
			Lower	Upper
marseille_identity	Eta-squared	,000	,000	,000
	Epsilon-squared	-,009	-,009	-,009
	Omega-squared Fixed-effect	-,009	-,009	-,009
	Omega-squared Random-effect	-,003	-,003	-,003

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

**Post Hoc Tests****Multiple Comparisons**

Dependent Variable: marseille\_identity

Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	-,01480	,20194	1,000	-,5509	,5213
	3,00	-,03060	,19690	1,000	-,5533	,4921
	4,00	-,04910	,20073	1,000	-,5820	,4838
2,00	1,00	,01480	,20194	1,000	-,5213	,5509
	3,00	-,01580	,19423	1,000	-,5314	,4998
	4,00	-,03430	,19811	1,000	-,5602	,4916
3,00	1,00	,03060	,19690	1,000	-,4921	,5533
	2,00	,01580	,19423	1,000	-,4998	,5314
	4,00	-,01850	,19297	1,000	-,5308	,4938
4,00	1,00	,04910	,20073	1,000	-,4838	,5820
	2,00	,03430	,19811	1,000	-,4916	,5602
	3,00	,01850	,19297	1,000	-,4938	,5308

Table 9: Analysis of the impact of past visit (H7)

**Univariate Analysis of Variance****Warnings**

Post hoc tests are not performed for Avez-vous déjà visité la ville de Marseille ? because there are fewer than three groups.

**Between-Subjects Factors**

	Value	Label	N
scenario	1,00		76
	2,00		80
	3,00		89
	4,00		82
Avez-vous déjà visité la ville de Marseille ?	1	Oui	124
	2	Non	203

**Descriptive Statistics**

Dependent Variable: desire\_to\_visit

scenario	Avez-vous déjà visité la ville de Marseille ?	Mean	Std. Deviation	N
1,00	Oui	5,1607	1,22515	28
	Non	5,6042	1,06670	48
	Total	5,4408	1,14008	76
2,00	Oui	5,8448	,81398	29
	Non	5,0784	1,08799	51
	Total	5,3563	1,05900	80
3,00	Oui	5,1053	1,31600	38
	Non	5,2451	1,19320	51
	Total	5,1854	1,24175	89
4,00	Oui	5,2586	,99661	29
	Non	5,1415	1,07138	53
	Total	5,1829	1,04087	82
Total	Oui	5,3266	1,14594	124
	Non	5,2611	1,11618	203
	Total	5,2859	1,12626	327

**Levene's Test of Equality of Error Variances<sup>a,b</sup>**

		Levene Statistic	df1	df2	Sig.
desire_to_visit	Based on Mean	1,320	7	319	,240
	Based on Median	1,151	7	319	,331
	Based on Median and with adjusted df	1,151	7	303,983	,331
	Based on trimmed mean	1,317	7	319	,241

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: desire\_to\_visit

b. Design: Intercept + scenario + visited\_marseille + scenario \* visited\_marseille

### Tests of Between-Subjects Effects

Dependent Variable: desire\_to\_visit

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	19,007 <sup>a</sup>	7	2,715	2,196	,034
Intercept	8579,942	1	8579,942	6937,756	<,001
scenario	4,517	3	1,506	1,218	,303
visited_marseille	,429	1	,429	,347	,556
scenario * visited_marseille	14,628	3	4,876	3,943	,009
Error	394,508	319	1,237		
Total	9550,250	327			
Corrected Total	413,515	326			

a. R Squared = ,046 (Adjusted R Squared = ,025)

### Post Hoc Tests

#### scenario

#### Multiple Comparisons

Dependent Variable: desire\_to\_visit

Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,0845	,17813	1,000	-,3884	,5574
	3,00	,2554	,17369	,855	-,2057	,7165
	4,00	,2579	,17707	,878	-,2122	,7280
2,00	1,00	-,0845	,17813	1,000	-,5574	,3884
	3,00	,1709	,17133	1,000	-,2840	,6257
	4,00	,1733	,17476	1,000	-,2906	,6373
3,00	1,00	-,2554	,17369	,855	-,7165	,2057
	2,00	-,1709	,17133	1,000	-,6257	,2840
	4,00	,0025	,17023	1,000	-,4495	,4544
4,00	1,00	-,2579	,17707	,878	-,7280	,2122
	2,00	-,1733	,17476	1,000	-,6373	,2906
	3,00	-,0025	,17023	1,000	-,4544	,4495

Based on observed means.

The error term is Mean Square(Error) = 1,237.

### Estimated Marginal Means

#### 1. scenario \* Avez-vous déjà visité la ville de Marseille ?

#### Estimates

Dependent Variable: desire\_to\_visit

scenario	Avez-vous déjà visité la ville de Marseille ?	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1,00	Oui	5,161	,210	4,747	5,574
	Non	5,604	,161	5,288	5,920
2,00	Oui	5,845	,207	5,439	6,251
	Non	5,078	,156	4,772	5,385
3,00	Oui	5,105	,180	4,750	5,460
	Non	5,245	,156	4,939	5,551
4,00	Oui	5,259	,207	4,852	5,665
	Non	5,142	,153	4,841	5,442

### Pairwise Comparisons

Dependent Variable: desire\_to\_visit

Avez-vous déjà visité la ville de Marseille ?	(I) scenario	(J) scenario	Mean		Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
			Difference (I-J)	Std. Error		Lower Bound	Upper Bound
Oui	1,00	2,00	-,684	,295	,125	-1,466	,098
		3,00	,055	,277	1,000	-,680	,791
		4,00	-,098	,295	1,000	-,880	,684
	2,00	1,00	,684	,295	,125	-,098	1,466
		3,00	,740*	,274	,044	,012	1,468
		4,00	,586	,292	,273	-,189	1,362
	3,00	1,00	-,055	,277	1,000	-,791	,680
		2,00	-,740*	,274	,044	-1,468	-,012
		4,00	-,153	,274	1,000	-,881	,575
	4,00	1,00	,098	,295	1,000	-,684	,880
		2,00	-,586	,292	,273	-1,362	,189
		3,00	,153	,274	1,000	-,575	,881
Non	1,00	2,00	,526	,224	,116	-,068	1,119
		3,00	,359	,224	,656	-,235	,953
		4,00	,463	,222	,226	-,126	1,051
	2,00	1,00	-,526	,224	,116	-1,119	,068
		3,00	-,167	,220	1,000	-,751	,418
		4,00	-,063	,218	1,000	-,642	,516
	3,00	1,00	-,359	,224	,656	-,953	,235
		2,00	-,167	,220	1,000	-,418	,751
		4,00	,104	,218	1,000	-,476	,683
	4,00	1,00	-,463	,222	,226	-1,051	,126
		2,00	,063	,218	1,000	-,516	,642
		3,00	-,104	,218	1,000	-,683	,476

Based on estimated marginal means

\*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

### Univariate Tests

Dependent Variable: desire\_to\_visit

Avez-vous déjà visité la ville de Marseille ?		Sum of Squares	df	Mean Square	F	Sig.
Oui	Contrast	10,554	3	3,518	2,845	,038
	Error	394,508	319	1,237		
Non	Contrast	8,122	3	2,707	2,189	,089
	Error	394,508	319	1,237		

Each F tests the simple effects of scenario within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

## 2. scenario \* Avez-vous déjà visité la ville de Marseille ?

### Estimates

Dependent Variable: desire\_to\_visit

scenario	Avez-vous déjà visité la ville de Marseille ?	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1,00	Oui	5,161	,210	4,747	5,574
	Non	5,604	,161	5,288	5,920
2,00	Oui	5,845	,207	5,439	6,251
	Non	5,078	,156	4,772	5,385
3,00	Oui	5,105	,180	4,750	5,460
	Non	5,245	,156	4,939	5,551
4,00	Oui	5,259	,207	4,852	5,665
	Non	5,142	,153	4,841	5,442

### Pairwise Comparisons

Dependent Variable: desire\_to\_visit

scenario	(I) Avez-vous déjà visité la ville de Marseille ?	(J) Avez-vous déjà visité la ville de Marseille ?	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
						Lower Bound	Upper Bound
1,00	Oui	Non	-,443	,264	,095	-,964	,077
	Non	Oui	,443	,264	,095	-,077	,964
2,00	Oui	Non	,766*	,259	,003	,258	1,275
	Non	Oui	-,766*	,259	,003	-1,275	-,258
3,00	Oui	Non	-,140	,238	,558	-,609	,329
	Non	Oui	,140	,238	,558	-,329	,609
4,00	Oui	Non	,117	,257	,649	-,388	,622
	Non	Oui	-,117	,257	,649	-,622	-,388

Based on estimated marginal means

\*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

### Univariate Tests

Dependent Variable: desire\_to\_visit

scenario		Sum of Squares	df	Mean Square	F	Sig.
1,00	Contrast	3,478	1	3,478	2,812	,095
	Error	394,508	319	1,237		
2,00	Contrast	10,859	1	10,859	8,781	,003
	Error	394,508	319	1,237		
3,00	Contrast	,426	1	,426	,344	,558
	Error	394,508	319	1,237		
4,00	Contrast	,257	1	,257	,208	,649
	Error	394,508	319	1,237		

Each F tests the simple effects of Avez-vous déjà visité la ville de Marseille ? within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

### Post Hoc Tests

scenario

### Multiple Comparisons

Dependent Variable: desire\_to\_visit

Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,0845	,17813	1,000	-,3884	,5574
	3,00	,2554	,17369	,855	-,2057	,7165
	4,00	,2579	,17707	,878	-,2122	,7280
2,00	1,00	-,0845	,17813	1,000	-,5574	,3884
	3,00	,1709	,17133	1,000	-,2840	,6257
	4,00	,1733	,17476	1,000	-,2906	,6373
3,00	1,00	-,2554	,17369	,855	-,7165	,2057
	2,00	-,1709	,17133	1,000	-,6257	,2840
	4,00	,0025	,17023	1,000	-,4495	,4544
4,00	1,00	-,2579	,17707	,878	-,7280	,2122
	2,00	-,1733	,17476	1,000	-,6373	,2906
	3,00	-,0025	,17023	1,000	-,4544	,4495

Based on observed means.

The error term is Mean Square(Error) = 1,237.

Table 10: Supplementary test 1

**Univariate Analysis of Variance****Warnings**

Post hoc tests are not performed for Avez-vous déjà visité la ville de Marseille ? because there are fewer than three groups.

**Between-Subjects Factors**

	Value	Label	N
scenario	1,00		76
	2,00		80
	3,00		89
	4,00		82
Avez-vous déjà visité la ville de Marseille ?	1	Oui	124
	2	Non	203

**Descriptive Statistics**

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquez

scenario	Avez-vous déjà visité la ville de Marseille ?	Mean	Std. Deviation	N
1,00	Oui	4,89	1,315	28
	Non	4,94	1,435	48
	Total	4,92	1,383	76
2,00	Oui	5,10	1,319	29
	Non	4,53	1,433	51
	Total	4,74	1,412	80
3,00	Oui	4,79	1,398	38
	Non	4,84	1,189	51
	Total	4,82	1,275	89
4,00	Oui	5,03	,865	29
	Non	4,81	1,110	53
	Total	4,89	1,030	82
Total	Oui	4,94	1,245	124
	Non	4,78	1,296	203
	Total	4,84	1,277	327

**Levene's Test of Equality of Error Variances<sup>a,b</sup>**

		Levene Statistic	df1	df2	Sig.
Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	Based on Mean	2,026	7	319	,051
	Based on Median	1,717	7	319	,104
	Based on Median and with adjusted df	1,717	7	298,610	,104
	Based on trimmed mean	2,000	7	319	,055

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

- a. Dependent variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post  
 b. Design: Intercept + scenario + visited\_marseille + scenario \* visited\_marseille

### Tests of Between-Subjects Effects

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'ac

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8,705 <sup>a</sup>	7	1,244	,758	,623
Intercept	7224,203	1	7224,203	4406,128	<,001
scenario	,810	3	,270	,165	,920
visited_marseille	2,327	1	2,327	1,419	,234
scenario * visited_marseille	4,975	3	1,658	1,011	,388
Error	523,026	319	1,640		
Total	8195,000	327			
Corrected Total	531,731	326			

a. R Squared = ,016 (Adjusted R Squared = -,005)

### Estimated Marginal Means

#### 1. scenario \* Avez-vous déjà visité la ville de Marseille ?

#### Estimates

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'

scenario	Avez-vous déjà visité la ville de Marseille ?	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1,00	Oui	4,893	,242	4,417	5,369
	Non	4,938	,185	4,574	5,301
2,00	Oui	5,103	,238	4,636	5,571
	Non	4,529	,179	4,177	4,882
3,00	Oui	4,789	,208	4,381	5,198
	Non	4,843	,179	4,490	5,196
4,00	Oui	5,034	,238	4,567	5,502
	Non	4,811	,176	4,465	5,157

#### Pairwise Comparisons

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Ins

Avez-vous déjà visité la ville de Marseille ?	(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig. <sup>a</sup>	95% Confidence Interval for Difference <sup>a</sup>	
						Lower Bound	Upper Bound
Oui	1,00	2,00	-,211	,339	1,000	-1,111	,690
		3,00	,103	,319	1,000	-,743	,950
		4,00	-,142	,339	1,000	-1,042	,759
	2,00	1,00	,211	,339	1,000	-,690	1,111
		3,00	,314	,316	1,000	-,524	1,152
		4,00	,069	,336	1,000	-,824	,962
	3,00	1,00	-,103	,319	1,000	-,950	,743
		2,00	-,314	,316	1,000	-1,152	,524
		4,00	-,245	,316	1,000	-1,083	,593
	4,00	1,00	,142	,339	1,000	-,759	1,042
		2,00	-,069	,336	1,000	-,962	,962
		3,00	,245	,316	1,000	-,593	1,083
Non	1,00	2,00	,408	,258	,684	-,276	1,092
		3,00	,094	,258	1,000	-,589	,778
		4,00	,126	,255	1,000	-,551	,804
	2,00	1,00	-,408	,258	,684	-1,092	,276
		3,00	-,314	,254	1,000	-,987	,359
		4,00	-,282	,251	1,000	-,949	,385
	3,00	1,00	-,094	,258	1,000	-,778	,589
		2,00	,314	,254	1,000	-,359	,987
		4,00	,032	,251	1,000	-,635	,699
	4,00	1,00	-,126	,255	1,000	-,804	,551
		2,00	,282	,251	1,000	-,385	,949
		3,00	-,032	,251	1,000	-,699	,635

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

### Univariate Tests

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci

Avez-vous déjà visité la ville de Marseille ?		Sum of Squares	df	Mean Square	F	Sig.
Oui	Contrast	1,955	3	,652	,398	,755
	Error	523,026	319	1,640		
Non	Contrast	4,648	3	1,549	,945	,419
	Error	523,026	319	1,640		

Each F tests the simple effects of scenario within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

## 2. scenario \* Avez-vous déjà visité la ville de Marseille ?

### Estimates

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci

scenario	Avez-vous déjà visité la ville de Marseille ?	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1,00	Oui	4,893	,242	4,417	5,369
	Non	4,938	,185	4,574	5,301
2,00	Oui	5,103	,238	4,636	5,571
	Non	4,529	,179	4,177	4,882
3,00	Oui	4,789	,208	4,381	5,198
	Non	4,843	,179	4,490	5,196
4,00	Oui	5,034	,238	4,567	5,502
	Non	4,811	,176	4,465	5,157

### Pairwise Comparisons

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vc

scenario	(I) Avez-vous déjà visité la ville de Marseille ?	(J) Avez-vous déjà visité la ville de Marseille ?	Mean Difference (I-J)	Std. Error	Sig. <sup>a</sup>	95% Confidence Interval for Difference <sup>a</sup>	
						Lower Bound	Upper Bound
1,00	Oui	Non	-,045	,304	,884	-,644	,554
	Non	Oui	,045	,304	,884	-,554	,644
2,00	Oui	Non	,574	,298	,055	-,012	1,160
	Non	Oui	-,574	,298	,055	-1,160	,012
3,00	Oui	Non	-,054	,274	,845	-,594	,486
	Non	Oui	,054	,274	,845	-,486	,594
4,00	Oui	Non	,223	,296	,451	-,359	,805
	Non	Oui	-,223	,296	,451	-,805	,359

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

### Univariate Tests

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci

scenario		Sum of Squares	df	Mean Square	F	Sig.
1,00	Contrast	,035	1	,035	,021	,884
	Error	523,026	319	1,640		
2,00	Contrast	6,092	1	6,092	3,716	,055
	Error	523,026	319	1,640		
3,00	Contrast	,063	1	,063	,038	,845
	Error	523,026	319	1,640		
4,00	Contrast	,933	1	,933	,569	,451
	Error	523,026	319	1,640		

Each F tests the simple effects of Avez-vous déjà visité la ville de Marseille ? within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

## Post Hoc Tests

### scenario

#### Multiple Comparisons

Dependent Variable: Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'acco  
Bonferroni

(I) scenario	(J) scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,18	,205	1,000	-,36	,73
	3,00	,10	,200	1,000	-,43	,63
	4,00	,03	,204	1,000	-,51	,57
2,00	1,00	-,18	,205	1,000	-,73	,36
	3,00	-,08	,197	1,000	-,61	,44
	4,00	-,15	,201	1,000	-,69	,38
3,00	1,00	-,10	,200	1,000	-,63	,43
	2,00	,08	,197	1,000	-,44	,61
	4,00	-,07	,196	1,000	-,59	,45
4,00	1,00	-,03	,204	1,000	-,57	,51
	2,00	,15	,201	1,000	-,38	,69
	3,00	,07	,196	1,000	-,45	,59

Based on observed means.

The error term is Mean Square(Error) = 1,640.

Table 11: Analysis of difference of perception when past visit

## T-Test

### Group Statistics

Avez-vous déjà visité la ville de Marseille ?		N	Mean	Std. Deviation	Std. Error Mean
perception_safety	Oui	124	3,8105	1,45193	,13039
	Non	203	3,7931	1,48226	,10403

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference			
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
perception_safety	Equal variances assumed	,068	,795	,104	325	,459	,917	,01738	,16764	-,31242	,34718
	Equal variances not assumed			,104	264,247	,459	,917	,01738	,16680	-,31106	,34582

### Independent Samples Effect Sizes

		Standardizer <sup>a</sup>	Point Estimate	95% Confidence Interval	
				Lower	Upper
perception_safety	Cohen's d	1,47085	,012	-,212	,235
	Hedges' correction	1,47426	,012	-,211	,235
	Glass's delta	1,48226	,012	-,212	,235

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Table 12: Linear regression between the independent variable of the “desire\_to\_visit” and the dependent variables “positive\_image”, “perception\_safety” and “attractiveness”

### Regression

#### Descriptive Statistics

	Mean	Std. Deviation	N
desire_to_visit	5,2859	1,12626	327
Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	4,84	1,277	327
perception_safety	3,7997	1,46862	327
Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive	4,52	1,440	327

#### Correlations

	desire_to_visit	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	perception_safety	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive
Pearson Correlation	desire_to_visit	1,000	,658	,363
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	,658	1,000	,451
	perception_safety	,363	,451	1,000
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive	,562	,541	,404
				1,000

Sig. (1-tailed)	desire_to_visit	.	<,001	<,001	<,001
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	,000	.	,000	,000
	perception_safety	,000	,000	.	,000
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive	,000	,000	,000	.
N	desire_to_visit	327	327	327	327
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	327	327	327	327
	perception_safety	327	327	327	327
	perception_safety	327	327	327	327
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive	327	327	327	327

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive, perception_safety, Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post <sup>b</sup>	.	Enter

a. Dependent Variable: desire\_to\_visit

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,702 <sup>a</sup>	,493	,489	,80547	1,925

a. Predictors: (Constant), Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive, perception\_safety, Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post

b. Dependent Variable: desire\_to\_visit

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203,958	3	67,986	104,790	<,001 <sup>b</sup>
	Residual	209,557	323	,649		
	Total	413,515	326			

a. Dependent Variable: desire\_to\_visit

b. Predictors: (Constant), Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive, perception\_safety, Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,101	,187		11,234	<,001		
	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - J'ai une image positive de la ville suite à ce post	,433	,044	,491	9,943	<,001	,643	1,555
	perception_safety	,020	,035	,027	,584	,559	,760	1,315
1	Veuillez lire attentivement les propositions suivantes et indiquer votre degré d'accord avec celles-ci suite au post Instagram que vous avez vu. - Le slogan utilisé dans ce post rend Marseille plus attractive	,224	,038	,286	5,927	<,001	,675	1,481

a. Dependent Variable: desire\_to\_visit

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					perception_safety		
1	1	3,847	1,000	,00	,00	,01	,00
	2	,076	7,110	,09	,02	,97	,08
	3	,047	9,024	,50	,01	,00	,75
	4	,030	11,320	,41	,97	,03	,17

a. Dependent Variable: desire\_to\_visit

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,7779	6,8399	5,2859	,79097	327
Residual	-2,47571	2,22209	,00000	,80176	327
Std. Predicted Value	-3,171	1,965	,000	1,000	327
Std. Residual	-3,074	2,759	,000	,995	327

a. Dependent Variable: desire\_to\_visit

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