

# The Relationships among Recreation Farming' Image, Brand Personality and Travelers' Intention: The Test of Mediating Effect of Self- Congruity\*\*\*\*

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**【Abstract】** This paper examines the factors involved in the destination image, brand and travelers' intention. The study explores the relationships among tourism image, brand personality, self-congruity, and travel intention. The study conducts data collection at 2010 Taipei International Travel Fair, select participants who have heard but never visit Flying Cow Ranch and 277 useable responses are obtained. The results revealed that tourism image, brand personality and self-congruity are positively associated with travelers' intention. Moreover, tourism image and brand personality directly and indirectly (via the mediating effect of self-congruity) affects travelers' intention. Self-congruity is also an important mediator. Finally, marketing managerial implications and suggestions for future researches are also discussed.

**【Keywords】** Tourism image, Brand personality, Self-congruity, Travel intention