

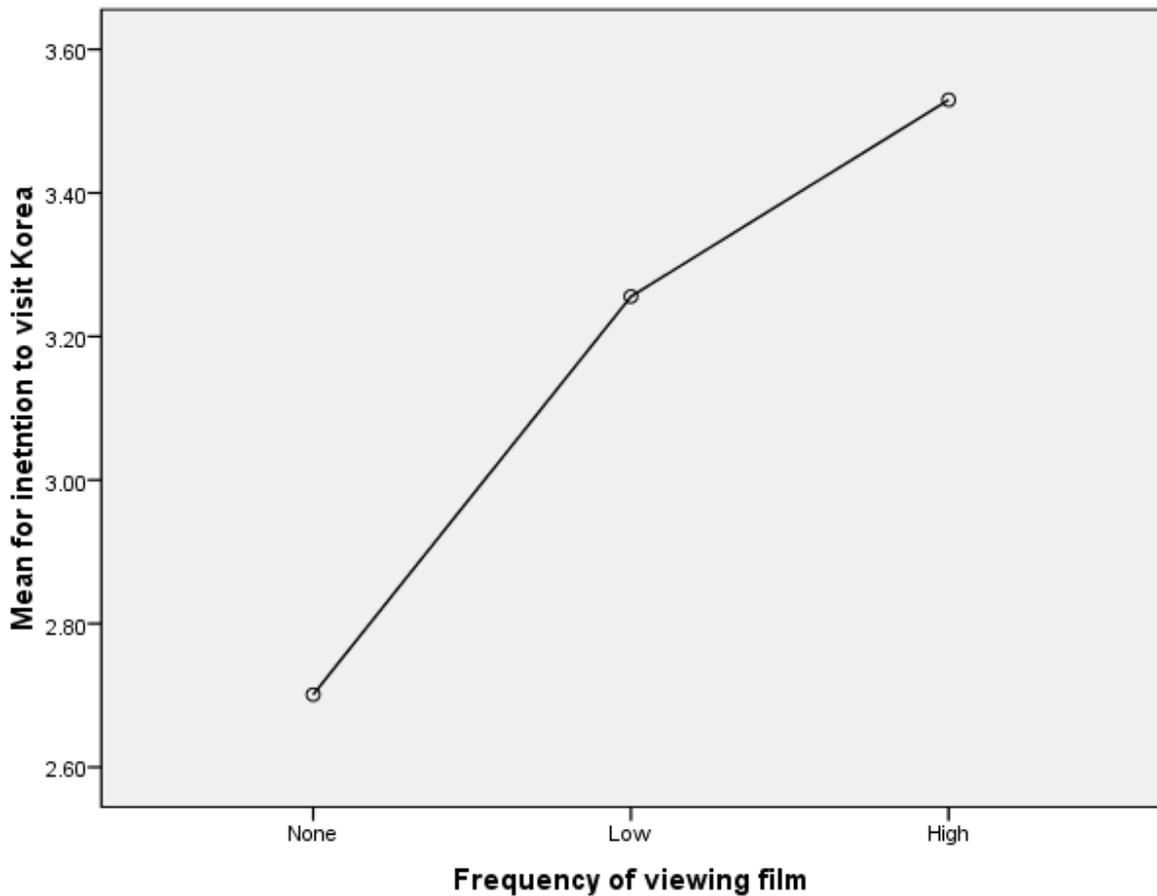
Appendix C
Additional analyses

**Mean of intention to visit Korea and preference for Korea between group
(MANCOVA)**

Dependent Variable	frequency	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
intention	None	2.701 ^a	.067	2.570	2.832
	Low	3.256 ^a	.058	3.142	3.369
	High	3.530 ^a	.069	3.394	3.666
preference	None	2.996 ^a	.056	2.887	3.106
	Low	3.411 ^a	.048	3.316	3.507
	High	3.647 ^a	.058	3.533	3.761

a. Covariates appearing in the model are evaluated at the following values: gender = 1.66, age = 3.47.

Mean plot of intention to visit Korea (MANCOVA)



Mean plot of preference for Korea (MANCOVA)

