

Table 1. Demographic and Trip Characteristics

Gender	n	%	Education	n	%
Male	181	48.9%	High school and below	57	15.2%
Female	189	51.1%	Bachelor	146	38.9%
Age			Master	142	37.9%
Under 18	6	1.6%	PhD	30	8.0%
18-30	203	54.0%	Continent		
31-45	67	17.8%	Europe	262	73.0%
46-60	70	18.6%	North America	54	14.9%
61 and above	30	8.0%	Asia	24	6.6%
Travel Types			Australia	10	2.8%
Single/Independent	91	23.5%	Africa	7	1.9%
With friends	125	32.3%	South America	3	0.8%
Family trip	64	16.5%	Number of Visits to China		
Package tour	46	11.9%	1 (First)	241	64.6%
Business trip	40	10.3%	2	57	15.3%
Trip Length			3	29	7.8%
Less than 7 nights	48	12.9%	4	9	2.4%
8-13 nights	104	27.9%	5	4	1.1%
14-30 nights	101	27.1%	6 or more	33	8.8%
31-90 nights	38	10.2%			
More than 90 nights	82	22.0%			

Table 2. Variables with Descriptive Statistics, Cronbach's Alphas, and Correlations

Variables	Mean	SD	1	2	3	4	5	6
1. Familiarity	3.54	1.26	(0.64)					
2. Country Image	4.12	0.70	0.02	(0.77)				
3. Destination Image	4.88	0.68	0.11*	0.58**	(0.87)			
4. Functional DI	5.17	0.76	0.16**	0.47**	0.91**	(0.80)		
5. Psychological DI	4.62	0.74	0.04	0.62**	0.92**	0.66**	(0.79)	
6. Destination Evaluation	5.69	1.09	0.12*	0.41**	0.56**	0.47**	0.54**	(0.73)

Note. Reliabilities (Cronbach's alpha) appear in parentheses on the diagonal.

* $p < 0.05$ ** $p < 0.01$

Table 3. Paired samples t-tests

Pair	Mean	SD	SE	t	Sig
Country Image - Destination Image	-0.76	0.64	0.03	-23.14	0.00
Functional DI - Psychological DI	0.55	0.03	0.03	17.11	0.00

Table 4. Regression Results for Theoretical Model

Variables	β coefficient	(SE)	t value	p value
Model 1: Total Effect Model				
Constant	5.69	(0.05)	111.09	0.00**
Country Image	0.45	(0.05)	8.70	0.00**
R ²	0.17			0.00**
Model 2: Moderation Model of DI				
Constant	0.00	(0.04)	0.05	0.96
Country Image	0.56	(0.04)	13.17	0.00**
Familiarity	0.10	(0.04)	2.38	0.02*
CI X Familiarity	-0.10	(0.04)	-2.32	0.02*
R ² (Δ R)	0.35	(0.01)*		0.00**
Model 3: Moderation Model of FDI				
Constant	0.00	(0.05)	0.04	0.97
Country Image	0.41	(0.05)	8.81	0.00**
Familiarity	0.16	(0.05)	3.37	0.00**
CI X Familiarity	-0.08	(0.05)	-1.68	0.09
R ² (Δ R)	0.21	(ns)		0.00**
Model 4: Moderation Model of PDI				
Constant	0.00	(0.04)	0.05	0.96
Country Image	0.60	(0.04)	14.65	0.00**
Familiarity	0.03	(0.04)	0.73	0.46
CI X Familiarity	-0.10	(0.04)	-2.39	0.02*
R ² (Δ R)	0.39	(0.01)*		0.00**
Model 5: Moderated Mediation Model of DI				
Constant	5.69	(0.05)	122.85	0.00**
Country Image	0.15	(0.06)	2.58	0.01*
Destination Image	0.52	(0.06)	9.21	0.00**
R ²	0.32			0.00**
Model 6: Moderated Mediation Model of FDI and PDI				
Constant	5.69	(0.05)	122.82	0.00**
Country Image	0.13	(0.06)	3.66	0.03*
Functional DI	0.23	(0.06)	5.04	0.00**
Psychological DI	0.36	(0.05)	2.21	0.00**
R ²	0.32			0.00**

Note. * $p < 0.05$. ** $p < 0.01$

Table 5. Indirect Effects of Country Image on Destination Evaluations

Level of Familiarity	Conditional Indirect Effect	SE	95% Bias-corrected Bootstrap Confidence Interval	
			Lower	Upper
Mediated by DI				
General	0.32	0.05	0.22	0.42
Low: -1 SD (2.28)	0.34	0.05	0.25	0.45
Moderate: Mean (3.54)	0.29	0.04	0.21	0.38
High: +1 SD (4.80)	0.24	0.04	0.16	0.34
Mediated by FDI				
General	0.10	0.03	0.05	0.16
Mediated by PDI				
General	0.22	0.05	0.12	0.32
Low: -1 SD (2.28)	0.25	0.06	0.13	0.37
Moderate: Mean (3.54)	0.21	0.05	0.11	0.31
High: +1 SD (4.80)	0.18	0.04	0.10	0.27

Note. Results were based on 5000 bootstrap samples.

Appendix
List of Items

Items	Mean	Std. Deviation
Familiarity		
Knowledge Of China	3.46	1.323
Knowledge of Attractions in China	2.50	1.480
Knowledge of Cities in China	4.62	2.029
Country Image		
Economic Development	4.76	1.120
Stability Of Economic Environment	4.55	1.396
Technology Development	4.98	1.283
Polity	3.04	1.577
Product Quality	3.59	1.292
Environment Quality	2.57	1.611
Living Standard	3.56	1.045
Educational Level	4.24	1.262
Trustworthiness	4.81	1.347
Friendliness	5.30	1.305
Culture Differential	4.39	1.598
Social Value	3.71	1.226
Worldliness	3.50	1.244
Destination Image		
Functional Destination Image		
National Parks	4.90	1.555
Wilderness Activities	4.33	1.595
Historic Sites / Museums	6.23	.987
Fairs / Exhibitions / Festivals	4.94	1.308
Scenery Natural Attractions	5.68	1.262
Nightlife and Entertainment	4.75	1.445

Shopping Facilities	5.59	1.295
Travel Information Facilities	4.20	1.530
Accommodation	5.09	1.298
Restaurants	5.70	1.280
Modern Architecture	5.12	1.496
Historic Building	6.05	1.165
Psychological Destination Image		
Climate	4.55	1.550
Uncrowded	2.05	1.400
Cleanliness	3.28	1.605
Degree of Urbanization	4.88	1.390
Extent of Commercialization	5.14	1.183
Accessibility	4.46	1.512
Personal Safety	5.26	1.384
Ease of Communication	3.27	1.719
Customs	5.55	1.231
Cuisine Food and Drink	5.63	1.413
Restful Relaxing	4.19	1.485
Exotic Atmosphere	5.18	1.473
Opportunity for Adventure	5.40	1.347
Opportunity for Increase Knowledge	5.78	1.234
Quality of Service	4.57	1.433
Destination Evaluation		
Desirable Tourism Destination	5.71	1.246
Experience Matches Expectation	5.67	1.214