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Constructing a Tourists' Behavioral Model of Theory of Planned Behavior Integrated with Electronic Word-of Mouth and Destination Image

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Abstract

Based on theory of planned behavior (TPB), to be integrated with eWOM and destination image, a tourist's behavior model was established. The Taiwan inbound tourists from Southeast Asian Countries were taken as the objects. By utilizing questionnaire survey, a total of 308 valid samples were obtained. SPSS 20.0 and Amos 20.0 were employed to conduct statistical analysis and the complete model analysis. According to the results, attitude toward behavior significantly influenced behavioral intention, subjective norm and perceived behavioral control had no significant influence on behavioral intention. And, eWOM and destination image had significantly positive influence on the variables of TPB. For the proposed model, the goodness-of-fit was acceptable. Finally, theoretical and practical implications, the limitations of this study and directions for future research were proposed.

Keywords: Theory of planned behavior, Electronic word-of-mouth, Destination image, eWOM

1. Introduction

The tourism industry was a priority of economic development in Taiwan, and was an important economic source. In 2015, the number of inbound tourists of Taiwan has reached more than 10,000,000 which was double in ten years. It revealed the government's effort and achievement on tourism development. With the increase of inbound tourists, the goal of tourism policy was to extend the high potential market including China, Muslim countries, Southeast area, European countries and the United States. In Taiwan, the guidelines for "New Southbound Policy" were adopted by the Republic of China Executive Yuan in 2016. For the tourism promotion policies, it was proposed that simplifying the visa to Taiwan for the tourists from the Southeast Asian countries (The Association of Southeast Asian Nations; ASEAN), driving multivariant promotional policies for tourism, upgrading tour guides' quality and establishing Muslim tourist-friendly environment (The Republic of China Executive Yuan, 2016). While developing the tourism compatible with the New Southbound Policy, focused on the tourists from ASEAN countries (including Malaysia, Singapore, Indonesia, Vietnam, Thailand and Philippines, and so on), their intention and attitude toward Taiwan was worth of attention and exploration.

In recent years, the ASEAN countries have been the second place of export and investment markets for Taiwan. The mutual relationship of the ASEAN countries and Taiwan has been extended to technology, tourism, education, labor and culture, and so on. While facing the trend of integrating regional economy and trade, with the consideration of entire

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export trading strategy, The Republic of China Executive Yuan (2016) released guiding principles and proposed promotion plans of "New Southbound Policy". For tourism development, the visa to Taiwan from ASEAN countries was loosen. Promoting multi-variant tourism, enhancing the quality of tour guides and establishing muslin-friendly environment were also implemented (The Republic of China Executive Yuan, 2016). Additionally, according to the statistics of "2015 Visitor Arrivals by Residence" (Tourism Bureau Taiwan, 2016), the number of visitors to Taiwan from Southeast Asian countries in 2015 occupied 14% of total inbound tourists; to be compared with 2014, the growth rate was 2.68%. As it can be seen, while driving the "New Southbound Policy", for tourism development and relevant policy, it's worth of continuous input and operation.

As the increase of visitors, Southeast Asian tourists' attitude and perception on Taiwan should be paid more attention. However, what are the tourists' attitude and perception toward visiting Taiwan? According to the World Economic Forum (2020), the global travel and tourism competitiveness report addressed that Taiwan was ranked the 37th and noted that Taiwan travel international visibility was not the top choice of respondents' mind. Therefore, while expanding the number of visitors, how to enhance visitors' positive image and attitude toward Taiwan will be an important issue of developing the tourism in the future.

For the research of socio-psychology, regarding the exploration of the relationship of attitude and behavior, it was found that the behavior could be predicted through attitude. The Theory of Reasoned Action (TRA) was proposed, and further developed to Theory of Planned Behavior (TPB). In TPB, the mechanism of influencing human behavior was in-depth explored and more solid arguments were addressed. The TPB was applied to explore people's leisure intention and behavior in the field of tourism and hospitality industries (Ajzen and Driver, 1992). By employing TPB, Jalilvand and Samiei (2012) explored the travel intention for a specific tourist destination. In recent years, more research tended to employ relevant variables as the antecedents to be integrated with TPB to explore the impact on human behavior. Jalilvand and Samiei (2012) used electronic Word-of-Mouth (eWOM) combined with TPB to explore travel intention. Han (2015) utilized value, belief, norm and TPB to explore the staying intention of green hotels. Horng *et al.* (2014) applied TPB combined with lifestyle to explore the visitors' intention to visit food festival. Goh *et al.* (2017) integrated new ecological paradigm of pro-environmental values with TPB to examine tourists' intention of off-trail tourism. From the trend of recent research, employing the antecedents and TPB will facilitate theoretical development of TPB.

With more and more accessible to internet and generate online content, the consumers are increasingly reliant on online review by tourists for tourist destinations and hotels (Sparks and Browning, 2011; Xie *et al.*, 2011; Ye *et al.*, 2011). The increase of online review websites (e.g. Tripadvisor) allowed the users to exchange information, comments, or suggestions about a tourist destination, hotels, and other travel services with people (Liu and Park, 2015; Ye *et al.*, 2011). These online review websites provided tourists the best tools, reserved and reactivated their travel experience (Filieri and McLeay, 2014; Ip *et al.*, 2012). In order to reduce the risk of consumption, the consumers made decisions based on the eWOM (Luo and Zhong, 2015). This kind of Word of Mouth (WOM) formed through online was electronic Word of-Mouth (eWOM).

The differentiation between eWOM and traditional WOM was mainly in the influential range and interacting speed based on its convenience. The eWOM not only could contact with more people, but also maintain the opinions and suggestions for a longer period of time. It could be easily found by anyone who was interested in the product or company. These characteristics allowed the online users gathered to form virtual communities through the internet, and display its influence (Jeong and Jang, 2011). The social relationship of SNSs and social interaction of eWOM was emphasized. Strong social interaction easily influenced the effect of eWOM and users' attitude and decision (Luo and Zhong, 2015). Cantallops and Salvi (2014) pointed out that the tourism industry was strongly influenced by eWOM, especially for the hotel industry. Due to the characteristics of the products and service of tourism industry, WOM always influenced the tourists' purchasing behavior (Litvin *et al.*, 2008; Luo and Zhong, 2015; Park and Nicolau, 2015). In the past, one customer with unhappy experience had to share his negative experience face to face, to the most it could influence ten or more people. Now, through the SNSs it could influence a thousand people, or even ten thousand people. Hence, the importance of online review was recognized. It resulted in the increasing popularity among the tourists. To sum up the above, it revealed that eWOM was an important tool for the communication between the managers and consumers, and understanding the consumers. Therefore, while exploring the tourists' behavior, eWOM was an issue worth of being deeply explored for its impact on tourists' attitude and perception.

Destination image was a key determinant of tourists' attitude toward a destination (Oh, 1999; Yoon and Uysal, 2005). It played a crucial role in influencing visitors' decision, travel quality, perceived value, visitors' satisfaction, and behavioral intention (Bigné, *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008). It furtherly influenced tourists' satisfaction for the

destination image (Baker and Crompton, 2000; Su *et al.*, 2011). Hence, destination image was involved into this research to more in-depth understand tourists' perception and intention.

To sum up the above, the inbound tourists of Taiwan from Southeast Asian Nations were taken as objects, it attempted to use eWOM, destination image to be combined with TPB to explore the influential mechanism of tourists' behavioral intention. It's expected to further analyze travel behavior of the tourists from Southeast Asian Nations and facilitate the government and related industries to draft more effective strategies.

The aims of this research are as follows:

1. To understand the relationships of eWOM and the variables of TPB.

2. To understand the relationship of eWOM and destination image.

3. To understand the relationships of destination image and the variables of TPB.

4. To understand the influence of eWOM, destination image and the variables of TPB on tourists' behavioral intention.

5. To construct the tourists' behavioral model of eWOM, destination image integrated with TPB.

2. Conceptual Background and Hypotheses

2.1. Theory of Planned Behavior (TPB)

In terms of predicting human behavior, Theory of Planned Behavior (TPB, see Ajzen, 1991) was the most well-known theory (Fishbein and Ajzen, 1975). In TPB, it argued that the influence of three antecedents (behavioral beliefs and outcome evaluation, normative beliefs and motivation to comply and control beliefs) on the three variables (human attitude toward behavior, subjective norm and perceived behavioral control) would affect his behavioral intention, and thus affect his behavior (see Figure 1). Previous research showed that TPB was a socio-psychological theory that has been proven with many empirical studies and applied in diverse fields (Armitage and Conner, 2001; Bagozzi *et al.*, 2000; Cheng *et al.*, 2005; Lam and Hsu, 2004; 2006; Lautenschlage and Smith, 2007; Ryu and Jang, 2006; Sparks, 2007; Sparks and Pan, 2009). However, according to previous studies, attitude toward behavior, subjective norm and perceived behavioral control were the main variables influencing behavioral intention, the mechanism of the antecedents was nearly disregarded.
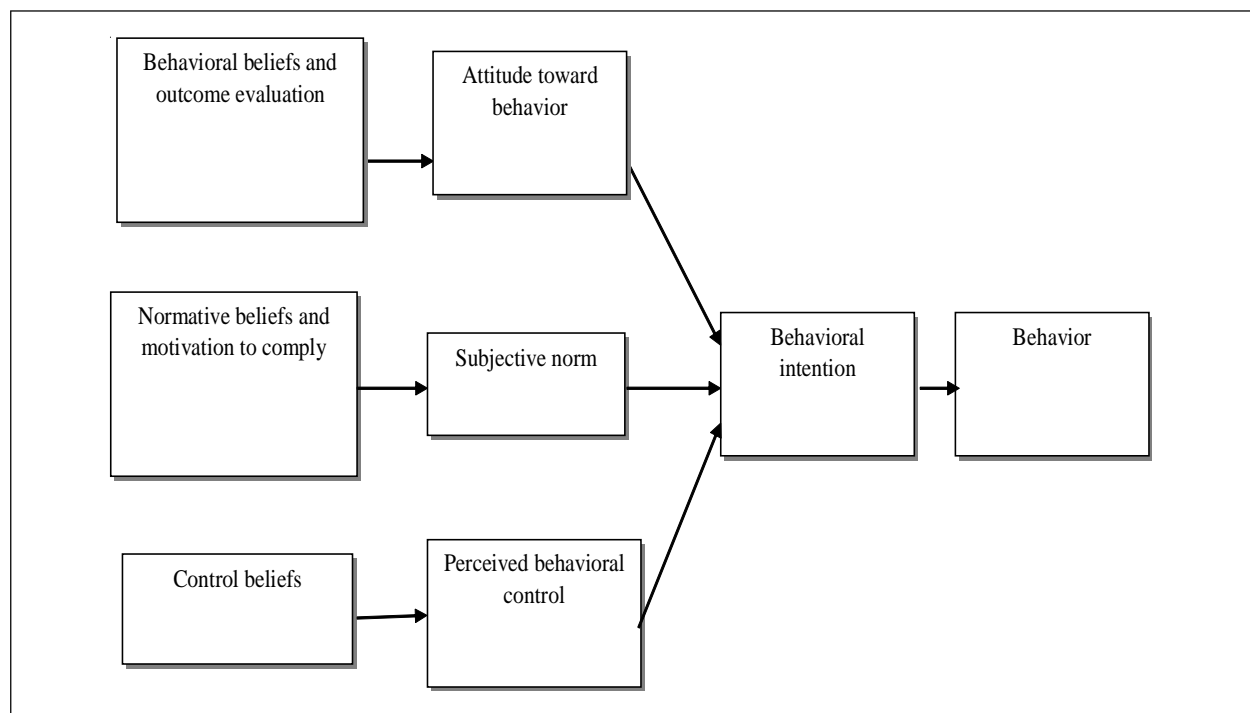

Figure 1: Theory of Planned Behavior (TPB)

Source: Ajzen and Driver (1992)

2.2. Electronic Word-of Mouth (eWOM)

eWOM was defined as any positive or negative statement made by potential, actual, or former customers about a product or company, which was made available to a multitude of people and institutions via the internet (Hennig-Thurau *et al.*, 2004). Vacationers not only read and used information from the internet during their choice process, but also posted information on the internet. This posted information was described as eWOM (Bronner and Hoog, 2011). eWOM communications had a significant impact on tourists' intention to travel (Jalilvand and Samiei, 2012; Jalilvand *et al.*, 2012). Jalilvand *et al.* (2012) addressed that eWOM influenced the destination image, and eWOM and destination image affected intention to travel.

2.3. Destination Image

Destination image could be defined as the sum of beliefs, ideas and impressions that a person has toward a destination (Crompton, 1979). Destination image was a decisive factor for a visitor' destination choice (Mayo, 1975), and, a key concept related to understanding tourists' destination selection processes (Baloglu and Brinberg, 1997). Thus, destination image was a key determinant influencing tourists' attitude toward the destination (Oh, 1999; Yoon and Uysal, 2005). Destination image was a multidimensional construct encompassing both cognitive and affective components (Baloglu and Brinberg, 1997; Gartner, 1993). The cognitive part regarded destination image as an evaluation of different destination attributes (Gartner, 1993), whereas the affective part viewed destination image as an individual's subjective feeling toward the destination (Baloglu and Brinberg, 1997).

2.4. Behavioral Intention

Behavioral intention, an attitudinal loyalty, could predict an enterprise's performance. Because it could point out customers' intention to behave, it could influence an enterprise's revenue (Ajzen, 1991). Folkes (1988) addressed that behavioral intention was individual subjective judgement for the action in the future, and the behavior was forecasted by behavioral intention. The concept of behavioral intention was from attitude theory, and the attitude was composed of the three elementscognitive, affective and conative. Cognitive was an individual's knowledge and belief toward the object. Affective was an individual's feeling toward the object. Conative was an individual's action toward the object (Engel *et al.*, 1995).

Jones and Sasser (1995) proposed that customers' loyalty was reflected by the behavioral intention with the three forms of repurchasing intention, repeat purchasing and recommending behavior. Behavioral intention could be divided into favorable and unfavorable, and the favorable behavioral intention included intending to transfer the enterprise's good performance to others, recommend to others, loyalty to the enterprise, purchase more and pay in higher price (Cronin *et al.*, 2000). On the contrary, if the customers had unfavorable behavioral intention, they usually choose to leave the enterprise and decrease the enterprise's amount to purchase. It could be seen as the indicator of keeping the customers successfully (Zeithaml *et al.*, 1996). Previous research addressed that the quality of favorable cognitive could cause beneficial behavioral intention (Boulding *et al.*, 1993; Zeithaml *et al.*, 1996). Behavioral intention was proved to have high correlation with real behavior (Venkatesh and Agarwal, 2006; Venkatesh and Davis, 2000). Lee *et al.* (2014) pointed out that the visitors would have positive behavioral intention-positive eWOM, recommendation and revisiting intention if the visitors had positive perception on the mega event. To sum up the above, behavioral intention was an actual indicator while predicting an individual's behavior; namely, behavioral intention was an essential process of any behavior.

2.5. Research Hypotheses

2.5.1. eWOM as an Antecedent of TPB

In TPB, attitude toward behavior, subjective norm and perceived behavioral control was influenced by behavioral beliefs, normative beliefs and control beliefs (Ajzen, 1991). For the factors influencing attitude toward behavior, the impact of online reviews on customers' attitude was proved in the tourism and hospitality related research (Ladhari and Michaud, 2015; Lee *et al.*, 2008; Vermeulen and Seegers, 2009). Luo and Zhong (2015) emphasized the social relationship and social interaction of eWOM in Social Networking Sites (SNSs). Strong social relationship influenced the effect of eWOM; through the strong social relationship, eWOM influenced the users' attitude and decision. The impact of eWOM on tourists' travel attitude was also proved (Jalilvand and Samiei, 2012). Therefore, the inference of this research was that eWOM would have significantly positive influence on tourists' behavioral attitude. The following hypotheses were proposed:

Hypothesis 1$_0$: eWOM didn't have significantly positive influence on tourists' behavioral attitude.

Hypothesis 1$_A$: eWOM had significantly positive influence on tourists' behavioral attitude.

In TPB, the implication of subjective norm was important others' opinions and the motivation to comply with subjective norm. Since the experiential characteristics of the products and service in tourism and hospitality industry (Litvin *et al.*, 2008; Luo and Zhong, 2015; Park and Nicolau, 2015). Not as WOM usually offered by the acquaintances, the online opinions were provided by the unfamiliar people (Xie *et al.,* 2011). Nowadays, the tourists usually obtained other people's reviews (eWOM) and influenced their decision; namely, important others' influence. And, Jalilvand and Samiei (2012) proved that eWOM had significantly positive influence on travel intention. The following hypotheses were proposed:

Hypothesis 2$_0$: eWOM didn't have significantly positive influence on tourists' subjective norm.

Hypothesis 2$_A$: eWOM had significantly positive influence on tourists' subjective norm.

In TPB, the implication of perceived behavioral control was the level that an individual behaved. If a person thought that a specific behavior was hard to be executed, he wouldn't have strong intention to do it. When a person thought that he owned more resources and opportunities, the anticipated obstacles were less, he would have stronger perceived behavioral control. These online platforms provided the tourists better tools, reserved and reactivated their travel experience. In order to reduce the risks of consumption, the consumers would make decision according to the peers' experience and suggestions. Jalilvand and Samiei (2012) also showed that eWOM had significant impact on perceived behavioral control. Hence, eWOM would have impact on the judgement for the availability of travelling in a tourist destination. The following hypotheses were proposed:

Hypothesis 3$_0$: eWOM didn't have significantly positive influence on tourists' perceived behavioral control.

Hypothesis 3$_A$: eWOM had significantly positive influence on tourists' perceived behavioral control.

Behavioral intention was an intention that the people displayed their specific behavior (Ajzen, 1991). Behavioral intention was the tendency that the consumers could adopt specific action or behavior after consumption (Engel *et al.,* 1995). Focused on hospitality industry, Ladhari and Michaud (2015) proposed that the content of online reviews would influence the intention of booking hotel rooms. Casaló *et al.* (2010) addressed that participating in travel social network would have positive effect on "the intention of utilizing the products and service of this enterprise" and "the intention of recommending this enterprise". And, the impact of eWOM on the tourists' attitude and travel intention was proved (Jalilvand and Samiei, 2012; Jalilvand *et al.,* 2012). The following hypotheses were proposed:

Hypothesis 4$_0$: eWOM didn't have significantly positive influence on tourists' behavioral intention.

Hypothesis 4$_A$: eWOM had significantly positive influence on tourists' behavioral intention.

2.5.2. The Relationship of eWOM and Destination Image

eWOM could influence the reputation and success of a tourist destination. Jalilvand *et al*. (2012) pointed out that eWOM could influence tourists' destination image. The following hypotheses were proposed:

Hypothesis 5$_0$: eWOM didn't have significantly positive influence on tourists' destination image.

Hypothesis 5$_A$: eWOM had significantly positive influence on tourists' destination image.

2.5.3. Destination Image as an Antecedent of TPB

Destination image played a crucial role for the tourists' decision, travel quality, perceived value, tourist satisfaction and behavioral intention (Bigne *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008). Lin *et al.* (2007) also showed that the perception and feeling of destination image could influence the preference for a destination image. Jalilvand *et al*. (2012) further proved that destination image could influence tourists' attitude. To sum up the above, destination image could influence tourists' belief on a specific destination, so it could be treated as the antecedents of TPB which influenced the attitude toward behavior, subjective norm and perceived behavioral control. Hence, the following hypotheses were proposed:

Hypothesis 6$_0$: Destination image didn't have significantly positive influence on tourists' attitude toward behavior.

Hypothesis 6$_A$: Destination image had significantly positive influence on tourists' attitude toward behavior.

Hypothesis 7$_0$: Destination image didn't have significantly positive influence on tourists' subjective norm.

Hypothesis 7$_A$: Destination image had significantly positive influence on tourists' subjective norm.

Hypothesis 8_0: Destination image didn't have significantly positive influence on tourists' perceived behavioral control.

Hypothesis 8_A: Destination image had significantly positive influence on tourists' perceived behavioral control.

Regarding the impact of destination image on behavioral intention, Alcaniz *et al.* (2009) addressed that perception of destination image could influence tourists' intention of revisiting and recommending to others through entire image. Jalilvand *et al.* (2012) also proposed that destination image had significant influence on destination image. Therefore, the following hypotheses were proposed:

Hypothesis 9_0: Destination image didn't have significantly positive influence on tourists' behavioral intention.

Hypothesis 9_A: Destination image had significantly positive influence on tourists' behavioral intention.

2.5.4. Examination of TPB

In TPB, attitude toward behavior, subjective norm and perceived behavioral control influenced behavioral intention (Ajzen, 1991). In the field of tourism and hospitality, it was examined and proved by previous research (Alam and Sayuti, 2011; Kassem *et al.,* 2010; Sparks, 2007; Sparks and Pan, 2009). Hence, the following hypotheses were proposed:

Hypothesis 10_0: Attitude toward behavior didn't have significantly positive influence on tourists' behavioral intention.

Hypothesis 10_A: Attitude toward behavior had significantly positive influence on tourists' behavioral intention.

Hypothesis 11_0: Subjective norm didn't have significantly positive influence on tourists' behavioral intention.

Hypothesis 11_A: Subjective norm had significantly positive influence on tourists' behavioral intention.

Hypothesis 12_0: Perceived behavioral control didn't have significantly positive influence on tourists' behavioral intention.

Hypothesis 12_A: Perceived behavioral control had significantly positive influence on tourists' behavioral intention.

To sum up the above literature review and hypothesis inference, the research framework was formed. The conceptual framework of this research was based as TPB to be combined with eWOM and tourist destination image to explore tourists' behavioral intention. In the research framework, eWOM and destination image were taken as independent variables to explore the impact on attitude toward behavior, subjective norm and perceived behavioral control, and the further impact on behavioral intention (see Figure 2).
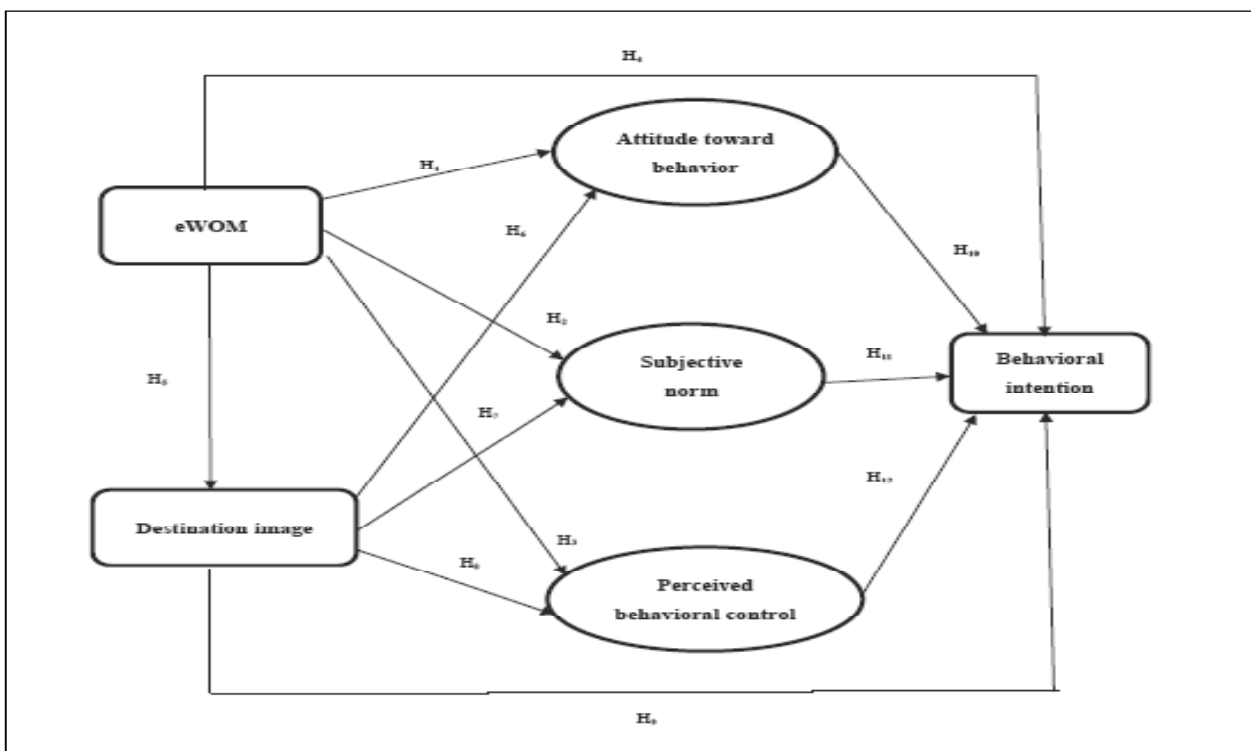

Figure 2: The Conceptual Model

3. Methodology

3.1. Instrument Design and Measures

Questionnaire survey was used to collect data in this study. The questionnaire included the scales of TPB module (including attitude toward behavior, subjective norm and perceived behavioral control), behavioral intention, eWOM, destination image, and respondents' demographic data. Since the questionnaires were for visitors from the ASEAN countries, the questionnaire was translated to match the language of the visitors. According to the "2015 Visitor Arrivals by Residence" (Tourism Bureau Taiwan, 2016), it showed that the tourists from Malaysia occupied the highest percentage of those from ASEAN countries, the next were those from Singapore, Indonesia and Philippines. Therefore, in order to take the respondents' intention of answering the questionnaire into consideration, the questionnaires in English, Malay and Chinese were prepared for the respondents. Regarding the translation, a back-to-back translation method was employed to verify the wording and meaning of each question of the measurement.

For the TPB module, the measurement of each variable was referred and modified from the research of Horng *et al.* (2014) and Lam and Hsu (2006). There are 14 items for the scale of TPB module. For the measurement of behavioral intention, it was referred and modified from the research of Lee *et al.* (2014) and Jalilvand *et al.* (2012). For the measurement of eWOM, it was referred and modified from the reserach of Jalilvand *et al.* (2012).

For destination image, the scale was mainly referred and modified from the research of García *et al.* (2012) and Fu *et al.* (2016). There were 18 items for the scale of destination image. After reviewing the scales of destination image from García *et al.* (2012) and Fu *et al.* (2016), it was found that the main differentiation was the item- "friendly people". Based on the survey by Taiwan Tourism Bureau (2016), the top-one tourists' impressed image on Taiwan was "people are very friendly". Hence, the item- "friendly people" was included in the scale. In addition, three items of the scale by Fu *et al.* (2016) were modified in this research. "Suitable accommodation" was employed instead of "high quality of accommodation", "interesting cultural attractions/historical attractions" was employed instead of "interesting cultural attractions", and "unpolluted/unspoiled environment" was employed instead of "unpolluted environment".

The respondents' demographic information (such as gender, age, marital status, educational level and occupation) and trip profile (such as the number of nights spent in Taiwan, the purpose of the trip) were gathered in the questionnaire.

3.2. Sampling and Data Collection

In this study, a convenience sampling approach was used to collect the data. Before asking the tourist to answer the questionnaire, it's imperative to confirm if his/her residence was in Southeast Asian Nations. The interviewers would approach the interviewees in the departure hall of Taiwan Taoyuan International Airport and major tourist attractions (such as Taipei 101 Building, Palace Museum, Liberty Square, Shilin Night Market and Yongkang Street, and so on). Additionally, by obtaining the assistance of travel agents entertaining the tour groups from Southeast Asian Nations, to distribute the questionnaires to the group members. The respondents who completed the questionnaire were given a stationery as a gift.

A total of 410 questionnaires were obtained. After dealing with missing data and outliers, 308 questionnaires were deemed suitable. Table 1 showed the results of the respondents' demographic and trip profile. Among the 308 valid respondents, females accounted 54.2% of the sample population; 88.3% of the respondents were 18-35 years old, and 84.7% of the respondents were Malaysian. Most of the respondents (65.9%) were with the educational level of university/college and single (87.3%). In this trip, for the days they spent in Taiwan, most of the respondents spent 5-7 days. And, 37.0% of the respondents visited Taiwan for the first time, and 36.0% of the respondents visited Taiwan for the second or third time (see Table 1).

3.3. Data Analysis

This study used SPSS 20.0 to conduct basic statistical analysis, including descriptive statistics, reliability and validity. Confirmatory Factor Analysis (CFA) was conducted by using Amos 20.0, and the complete model analysis was done using Structural Equation Modeling (SEM).

4. Results

The descriptive statistics of the items used for measurement scales and normality test results were displayed in Appendix 1. The results indicated that the empirical data met the assumption of normality. The two measures—skewness and kurtosis were examined for achieving the requirement of data normality (absolute skewness and kurtosis values were smaller than 1) (Hair *et al.,* 2014).

Table 1: Demographic Profile of Respondents (N= 308)

Items		Percentage	Items		Percentage
Gender	Male	45.8		University/College	65.9
	Female	54.2		Postgraduate	10.3
Age	18-25	30.8	Marital status	Married with kids	7.8
	26-35	57.5		Married with no kids	4.8
	36-50	4.5		Single	87.3
	51-65	5.8	Days spent in Taiwan	< 4 days	15.8
	> 65	1.3		5-7 days	47.7
County of residence	Malaysia	84.7		8-10 days	15.6
	Vietnam	3.2		>10 days	20.8
	Indonesia	8.4	Times of visiting Taiwan	First time	37.0
	Others	3.5		2-3 times	36.0
Education	Junior high school	2.6		4-5 times	10.1
	Senior high school	21.1		> 5 times	16.9

4.1. Evaluation of Measurement Models

In this study, the data was empirically tested for measurement models and path analysis by using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) technique. Before conducting the analysis of structural models, it is imperative to analyze the constructs or factors of the measurement model.

There were five first-order constructs in this research, including eWOM, attitude toward behavior, perceived behavioral control and behavioral intention. And, there was one second-order construct destination image. There were four sub-constructs, including infrastructure and socioeconomic environment, natural and cultural resources, pleasant atmosphere, and social environment. In order to verify if the second-order construct was appropriate, CFA was employed to analyze the models by applying the indicators of model fits. The CFA model fit, factor loading and convergent validity were discussed as follows.

4.1.1. Reliability and Validity of the First-Order Reflective Model

Table 2 showed the factor loadings, average variance extracted (AVE), Cronbach's α and Composite Reliability (CR) of all of the items and constructs. Some items were deleted after the model was modified since it was found the model without good model fit through CFA analysis (refer to Table 2).

4.1.2. Validity of the Second-order Formative Model

Since all of the items were confirmed, the factor loading larger than 0.7 was not the criterion in this analysis. By using the model fits as the standardized criteria, the four CFA models were analyzed:

1. The four-construct one-factor CFA model;
2. The four-factor unrelated CFA model;
3. The four-factor related CFA model;
4. The second-order CFA model.

The chi-square/freedom of the four-factor related CFA model was 2.487, and the chi-square was 146.731 (the lowest) (see Table 3). However, the freedom was smaller than the second-order CFA model. There was little differentiation between these two models. Therefore, the second-order CFA model of destination image met the requirement of theoretical

Table 2: Parameter Estimates (Reflective) of the First-Order Model						
Construct	**Item**	**Factor Loadings**	**Average Variance Extracted (AVE)**	**Cronbachs α**	**Composite Reliability (CR)**	**Items Deleted**
eWOM	eWOM1	0.785	0.637	0.838	0.840	None
	eWOM2	0.853				
	eWOM3	0.753				
Attitude toward behavior (BA)	BA2	0.826	0.705	0.877	0.878	BA1
	BA3	0.846				BA5
	BA4	0.847				
Subjective norm (SN)	SN1	0.794	0.646	0.841	0.845	None
	SN2	0.888				
	SN3	0.721				
Perceived behavioral control (PBC)	PBC1	0.661	0.534	0.796	0.819	PBC4
						PBC5
						PBC6
	PBC2	0.810				
	PBC3	0.796				
Behavioral intention (BI)	BI2	0.821	0.673	0.857	0.860	BI1, BI4
	BI3	0.860				
	BI5	0.778				
Infrastructure and socioeconomic environment (CE)	CE1	0.738	0.542	0.824	0.825	CE5, CE6
	CE2	0.749				
	CE3	0.786				
	CE4	0.665				
Natural and cultural resources (NC)	NC1	0.684	0.534	0.770	0.774	NC4
	NC2	0.810				
	NC3	0.692				
Pleasant atmosphere (PE)	PE1	0.854	0.555	0.781	0.787	PE2
	PE3	0.719				
	PE4	0.647				
Social environment (SE)	SE1	0.625	0.565	0.784	0.793	None
	SE2	0.877				
	SE3	0.732				

model. While conducting the second-order CFA, it showed that the factor loadings of the four constructs were larger than 0.70 except for social environment (factor loading is 0.688). Moreover, the Composite Reliability (CR) of destination image was 0.905 (larger than the criteria 0.7), and the Average Variance Extracted (AVE) was 0.708 (larger than the criteria 0.5), reaching the criteria of convergent validity. The model fit was also in the range being acceptable. Hence, the second-order model with five constructs were reserved for the following analysis.

The parameters (non-standardized coefficients, standardized deviation, *t*-value and *p*-value), convergent validity (standardized coefficients, multiple related squares, composite reliability and average variance extracted) and model fit (chi-squares, freedom, chi-square/freedom, GFI, AGFI and RMSEA) of the model were summarized in Table 3.

Table 3: The Goodness-of-fit Statistics of Second-Order Model

Indicators of goodness-of-fit	χ^2	df	χ^2/df	GFI	AGFI	CFI	RMSEA
0. Null model	1848.429	78	23.698	0.316	0.202	0.000	0.272
1. the first-order one-factor	389.568	65	5.993	0.817	0.744	0.817	0.128
2. the first-order four-factor unrelated CFA model	627.543	65	9.655	0.739	0.634	0.682	0.168
3. the first-order four-factor related CFA model	146.731	59	2.487	0.930	0.892	0.950	0.070
4. the second-order CFA model	160.721	61	2.635	0.925	0.888	0.944	0.073
Criterion	smaller	larger	<5	>0.8	>0.8	>0.9	<0.08

4.2. Discriminant Validity

Regarding discriminant validity, by using AVE, if the AVE value for each construct exceeded the squared correlation coefficients for the corresponding inter-constructs, confirming their discriminant validity (Fornell and Larcker, 1981). According to Table 4, such as the AVE of eWOM and destination image were 0.637 and 0.708 respectively, larger than the squared correlation coefficients 0.479, it meant that the two constructs were with good discriminant validity. Hence, all of the constructs were with good discriminant validity.

Table 4: Discriminant Validity Assessment

	eWOM	TDI	BA	SN	PBC	BI
eWOM	**0.637**					
Destination image (DI)	0.479	**0.708**				
Attitude toward behavior (BA)	0.319	0.624	**0.705**			
Subjective norm (SN)	0.227	0.632	0.487	**0.646**		
Perceived behavioral control (PBC)	0.373	0.575	0.476	0.530	**0.578**	
Behavioral intention (BI)	0.265	0.654	0.605	0.464	0.506	**0.673**

Note: The diagonal line was AVE. The lower triangle was coefficient of Pearson correlation square.

4.3. Evaluation of Structure Model

4.3.1. Path Analysis

The correlational coefficients of exogenous constructs were between 0.23 and 0.77 which were moderately correlated (see Table 5). However, the correlational coefficients of some exogenous constructs were higher, it meant that there was more serious collinearity problem. It caused the standardized coefficient of the empirical model higher than 0.95, and the offending estimates existed (Hair *et al.*, 1998). Therefore, the regression weights of collinearity coefficients were set to be equal and re-estimated (Hebert *et al.*, 2004). In general, there was still goodness of fit for the observed data and the

research model. According to Figure 3, there was no offending estimates (path coefficients higher than 0.95) for the research model. It's a model which is acceptable.

Table 5: Results of Identified Factors Correlations

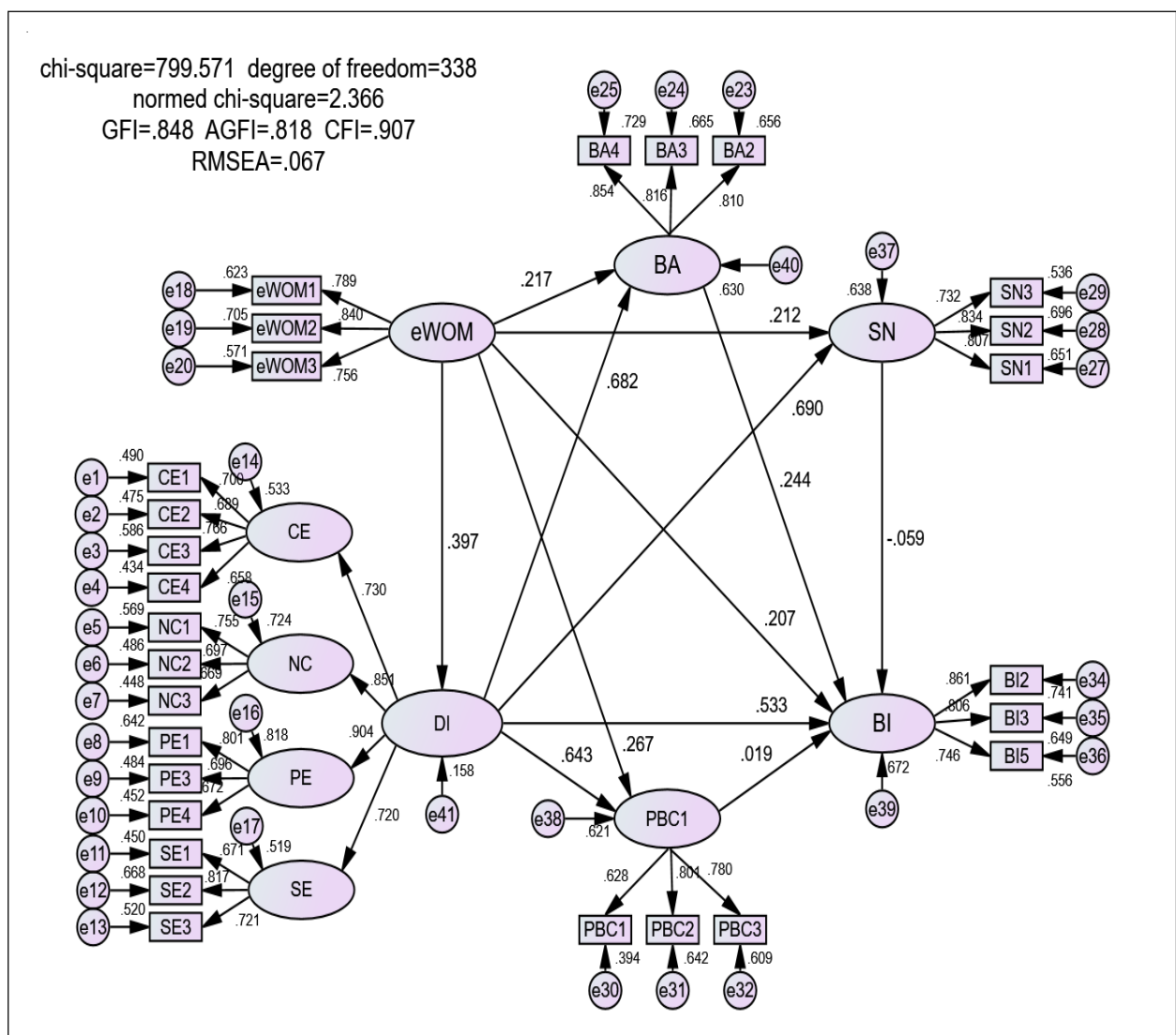|	eWOM	TDI	BA	SN	PBC
eWOM	1				
Destination image (TDI)	0.706	1			
Attitude toward behavior (BA)	0.577	0.835	1		
Subjective norm (SN)	0.490	0.797	0.741	1	
Perceived behavioral control (PBC)	0.632	0.794	0.764	0.743	1

Figure 3: SEM Model

Note: BA: Attitude toward behavior; SN: Subjective Norm; PBC: Perceived Behavioral Control; BI: Behavioral Intention; eWOM: Electronic Word-of-Mouth; DI: Destination Image; CE: Infrastructure and socioeconomic environment; NC: Natural and cultural resources; PE: Pleasant atmosphere; SE: Social environment; DI: Destination Image.

The results of empirical test through SEM were summarized in Tables 6 and 7. The results showed that subjective norm and perceived behavioral control didn't have significant influence on behavioral intention. The other hypotheses were supported. Additionally, based on the indicators of goodness-of-fit, it revealed that the model was with good model fit.

Table 6: Structural Model Results

Path			Regression wt.	SE	CR (*t*-stat.)	*p*-Value	SMC(R²)
eWOM	→	destination image	0.397	0.025	7.756	***	0.158
destination image	→	subjective norm	0.690	0.159	8.14	***	0.638
eWOM	→	subjective norm	0.212	0.025	7.756	***	
destination image	→	perceived behavioral control	0.643	0.141	6.784	***	0.621
eWOM	→	perceived behavioral control	0.267	0.025	7.756	***	
destination image	→	behavioral intention	0.682	0.153	8.121	***	0.63
eWOM	→	behavioral intention	0.217	0.025	7.756	***	
destination image	→	behavioral intention	0.533	0.304	3.371	***	0.672
attitude toward behavior	→	behavioral intention	0.244	0.095	2.711	**	
subjective norm	→	behavioral intention	-0.059	0.105	-0.576	0.565	
perceived behavioral control	→	behavioral intention	0.019	0.121	0.205	0.838	
eWOM	→	behavioral intention	0.207	0.025	7.756	***	

Note: 註 – * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Table 7: Hypotheses Testing

Hypotheses	Coefficient	Results
Hypothesis 1: eWOM -> attitude toward behavior	0.217***	Supported
Hypothesis 2: eWOM -> subjective norm	0.212***	Supported
Hypothesis 3: eWOM -> perceived behavioral control	0.267***	Supported
Hypothesis 4: eWOM -> behavioral intention	0.207***	Supported
Hypothesis 5: eWOM -> destination image	0.397***	Supported
Hypothesis 6: destination image -> attitude toward behavior	0.682***	Supported
Hypothesis 7: destination image -> subjective norm	0.690***	Supported
Hypothesis 8: destination image -> perceived behavioral control	0.643***	Supported
Hypothesis 9: destination image -> behavioral intention	0.533**	Supported
Hypothesis 10: attitude toward behavior-> behavioral intention	0.244**	Supported
Hypothesis 11: subjective norm -> behavioral intention	-0.059	Unsupported
Hypothesis 12: perceived behavioral control -> behavioral intention	0.019	Unsupported

Note: 註 – * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

After adjusting the collinearity, the goodness-of-fit of the SEM model was listed in Table 8. In general, it showed that the goodness-of-fit of the model was acceptable significance of *p*-value to reject H_0 (there was no differentiation between the sample matrix and model expectation matrix). However, the significance of *p*-value was possibly caused owing to the goodness-of-fit was not good. Bollen and Stine (1992) proposed the repetitive sampling *p*-value modification method which was employed in this research to examine the model with good model fit.

Table 8: Goodness-of-fit

Criteria	Indicators	
χ^2	p>0.05	799.57 (p<0.001)
χ^2/df	<3	2.366 (df=338)
GFI	>0.9	0.848
AGFI	>0.9	0.818
RMSEA	<0.08	0.067
SRMR	<0.05	0.087
TLI (NNFI)	>0.9	0.897
IFI	>0.9	0.908
CFI	>0.9	0.907

The hypothesis H_0 proposed by Bollen-Stine: there was no differentiation on chisquare value between the Bootstrap sample model and original sample model. This study processed 2000 times Bollen-Stine Bootstrap and the *p*-value was 0.000. It showed that there was differentiation on chi-square value between Bootstrap sample model and original sample model. It represented the research model with good model fit and the significance of *p*-value was caused by big sample size.

4.4. Evaluation of Mediating Effects

The path coefficients composed of several latent constructs usually contained the impact among other constructs which resulted in the multi-effects of path coefficient. The SEM analysis could further separate the total effect, direct effect and indirect effect, and the total effect was the sum of direct effect and indirect effect. If the indirect effect existed, it represented the impact of one latent construct on another latent construct need to be delivered by one or more mediating variables. Hence, through the analysis of indirect effect, the influential path which couldn't be observed through direct effect could be understood. This study employed 5000 times repetitive sampling by employing bootstrapping proposed by Shrout and Bolger (2002) and Kristopher and Hayes (2008). The results were summarized in

Table 9: Direct, Indirect and Total Effects of the Relationship of eWOM and Behavioral Intention

eWOM -> Behavioral Intention	Point Estimate	Bootstrapping			
		Bias_Corrected 95% CI		Percentile 95% CI	
		Lower	Upper	Lower	Upper
Total Effects	0.483	0.322	0.695	0.312	0.679
Indirect Effects	0.192	0.132	0.275	0.132	0.276
Direct Effects	0.291	0.177	0.438	0.163	0.424

Table 9. The 95% confidence interval of repetitive sampling didn't include 0. Besides, the indirect effect of the research model was smaller than the direct effect. It showed that there was partial mediating effect on the relationship of eWOM and behavioral intention.

Since the mediating effect existed in this model, the specific indirect effects of different mediating paths between eWOM and behavioral intention were summarized in Table 10. It could be found that destination image was an important mediating variable between eWOM and behavioral intention.

Table 10: The Specific Indirect Effects Between eWOM and Behavioral Intention				
Mediating Paths	**Indirect Effect**	**Lower**	**Upper**	***p*-value**
eWOM → destination image → perceived behavioral control → behavioral intention	0.07	-0.078	0.227	0.305
eWOM → destination image → attitude toward behavior → behavioral intention	0.17	0.04	0.326	* *
eWOM → destination image → subjective norm → behavioral intention	-0.06	-0.379	0.116	0.509
eWOM → destination image → behavioral intention	0.45	0.136	1.072	* *
eWOM → perceived behavioral control → behavioral intention	0.01	-0.019	0.099	0.425
eWOM → attitude toward behavior → behavioral intention	-0.01	-0.075	0.067	0.748
eWOM → subjective norm → behavioral intention	0.02	-0.026	0.204	0.378

5. Conclusion and Implications

This research applied the TPB to be combined with eWOM and destination image, taking the inbound tourists of Taiwan from Southeast Asian Nations as the objects to explore the influencing mechanism of behavioral intention of a specific tourist group. According to the findings, it showed a deeper exploration for the social psychology theoretical model of TPB. eWOM and destination image were taken as antecedent variables to explore their impact on TPB, it made much contribution to the theoretical development of TPB. In addition, for the impact of eWOM and destination image on a specific tourist group, it revealed the importance of their impact on tourists' behavior. For the operation and management of tourism industry, it has practical implication. In the following, many theoretical and practical implications of this study were proposed. Finally, the limitations of this study and recommendations for future research direction were put forward.

5.1. Conclusion

According to the results, the following conclusions were summarized in this study, and theoretical implications were addressed. It mainly included the relationships among the variables in TPB, and the relationship among the antecedent variables and TPB model.

5.1.1. Behavioral Attitude Significantly Influenced Behavioral Intention

It was found that behavioral attitude had positively significant effect on behavioral intention in TPB. The impact of tourists' behavioral attitude on behavioral intention was also proved in this study. It showed that specific group of tourists' behavioral attitude influenced their behavioral intention, including the intention to travel to the tourist destination, and the recommendation of the tourist destination to others.

5.1.2 Subjective Norm and Perceived Behavioral Control had no Significant Influence on Behavioral Intention

This study found that subjective norm and perceived behavioral control had no significant influence on behavioral intention in TPB. The influence of the subjective norm and perceived behavioral control on tourists' behavioral intention has not been verified in this study, which showed that the specific tourists' important others and factors that may restrict their behavior didn't directly affect their behavioral intention.

5.1.3. The Impact of eWOM on Each Variable in TPB

In this study, eWOM was taken as an antecedent variable, and the results showed that eWOM had significantly positive influence on the variables in TPB—behavioral attitude, subjective norm, perceived behavioral control, and behavioral intention. It revealed that eWOM as an antecedent variable had influential relationship with the TPB theoretical model, and eWOM had impact on tourists' behavioral attitude, subjective norm and perceived behavioral control, and directly affected behavioral intention.

5.1.4. The Impact of Destination Image on Each Variable in TPB

In this study, not only taking eWOM, but also with the tourist destination image as the antecedent variable. The results showed that destination image had significantly positive effect on each variable of TPB—behavioral attitude, subjective norm, perceived behavioral control and behavioral intention. It revealed that destination image had influential relationship with TPB theoretical model, and eWOM affected behavioral attitude, subjective norm and perceived behavioral control, and directly affected behavioral intention.

5.2. Theoretical and Practical Implications

For specific tourist group, the inbound tourists of Taiwan from Southeast Asian Nations were taken as research objects in this study. TPB was utilized as the basis of theoretical foundation, it was found that behavioral attitude was the main factor influencing behavioral intention. Namely, the tourists' attitude and perception toward Taiwan was the most important, subjective norm and perceived behavioral control didn't have significant effect. To be combined with the antecedent variable—eWOM, eWOM was other people's experience sharing, subjective norm in TPB represented the impact of important others. In this current internet age, sharing the travel information or experience of a tourist destination through the internet formed eWOM, the influence of eWOM was as influential as important others, such as friends and relatives. The significant influence of eWOM on tourists' behavioral intention was also confirmed in this study. Thus, the integration of eWOM and TPB theory was verified.

Destination image was another antecedent variable, the impact of perceived behavioral control on behavioral intention was not supported; however, the destination image had significant impact on behavioral intention. It revealed that tourists' destination image facilitated reducing the impact of perceived behavioral control; such as the concern of food, transportation, safety and expenditure. Understanding the tourist destination would help remove concerns about traveling to the destination. For Southeast Asian countries, the promotion and establishment of Muslim-friendly hotels and restaurants has enhanced the willingness of tourists from Southeast Asian countries to visit Taiwan. It deserves continuing to conduct.

5.3. Limitations and Directions for Future Research

The main limitations of this study were still in the process of obtaining samples. It's not easy to access Southeast Asian visitors and obtain a willingness of filling out the questionnaires. While facing the spread of Covid-19 (corona virus disease 2019), the mutual interaction of specific groups in tourist destinations has been paid more attention. It also highlighted the importance of operating different sources of tourists for sustainable development of tourism industry. Therefore, the influence of destination image and eWOM on specific tourist groups' attitude and behavioral intention will be a research topic of continuous concern in the future. And, the integration of different antecedent variables with TPB theory is also a theoretical model which could be applied to explore tourists' behavior.

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Appendix 1

	Descriptive Statistics and Normality Test Results (Items = 43; N = 308)				
Item	**Description**	**Mean**	**SD**	**Skewness**	**Kurtosis**
eWOM1	I often read other tourists' online travel reviews to know what destinations make good impressions on others.	4.90	1.384	-.546	.030
eWOM2	To make sure I choose the right destination (like Taiwan), I often read other tourists' online travel reviews.	4.98	1.361	-.559	.117
eWOM3	I often consult other tourists' online travel reviews to help choose an attractive destination (like Taiwan).	4.97	1.427	-.646	-.034
eWOM4	I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Taiwan).	5.07	1.294	-.533	.123
eWOM5	If I don't read tourists' online travel reviews when I travel to a destination (like Taiwan), I worry about my decision.	4.66	1.560	-.393	-.411
eWOM6	When I travel to a destination (like Taiwan), tourists' online travel reviews make me confident in traveling to the destination.	4.96	1.364	-.464	.025
CE1	Good opportunities for recreation activities	5.26	1.117	-.287	-.313
CE2	Good shopping facilities	5.23	1.195	-.384	-.304
CE3	Suitable accommodation	5.24	1.199	-.580	.550
CE4	High quality of infrastructure	5.18	1.150	-.283	-.386
CE5	Low prices of tourism services	4.87	1.158	-.207	-.152
CE6	Good value for money	4.92	1.224	-.354	.146
NC1	Beautiful landscapes	5.44	1.289	-.718	.098
NC2	Fascinating architecture	5.06	1.304	-.497	.068
NC3	Interesting cultural attractions/historical attractions	5.21	1.141	-.163	-.526
NC4	Unusual ways of life and customs	5.11	1.210	-.307	.282
PE1	Relaxing atmosphere/peaceful place	5.21	1.296	-.507	-.254
PE2	It is slightly crowded	4.97	1.214	-.317	.194
PE3	Place to rest	5.19	1.319	-.739	.497
PE4	Friendly people	5.48	1.277	-.577	-.276
SE1	High level of personal safety	5.39	1.241	-.365	-.548
SE2	High level of cleanliness	5.42	1.198	-.445	-.367
SE3	Unpolluted /unspoiled environment	5.15	1.191	-.402	-.035

Appendix 1 (Cont.)

Item	Description	Mean	SD	Skewness	Kurtosis
TDI	The image that I have of Taiwan is as good or even better than other similar destinations	5.24	1.228	-.442	.015
BA1	My experience of visiting Taiwan is very good.	5.49	1.244	-.589	-.082
BA2	My experience of visiting Taiwan is very desirable.	5.37	1.232	-.430	-.447
BA3	My experience of visiting Taiwan is very valuable.	5.48	1.157	-.548	.067
BA4	My experience of visiting Taiwan is very interesting.	5.48	1.198	-.544	-.173
BA5	My experience of visiting Taiwan is very enjoyable.	5.54	1.282	-.901	.885
SN1	Most people who are important to me think I should visit Taiwan.	5.11	1.249	-.560	.208
SN2	Most people who are important to me think it's good for me to visit Taiwan.	5.14	1.165	-.225	-.259
SN3	Generally speaking, it's expected of me that I visit Taiwan.	5.23	1.166	-.216	-.637
PBC1	I have enough time to visit Taiwan.	5.14	1.282	-.294	-.424
PBC2	It was easy for me to acquire the relevant information of visiting Taiwan.	5.21	1.222	-.231	-.453
PBC3	The transportation of visiting Taiwan was convenient.	5.39	1.283	-.477	-.328
PBC4	I can afford the expense to visit Taiwan.	5.26	1.195	-.241	-.230
PBC5	It was safe to visit Taiwan.	5.55	1.272	-.887	.706
PBC6	It was available for me to visit Taiwan with company.	5.17	1.432	-.662	.306
BI1	I will provide positive word-of-mouth for visiting Taiwan.	5.34	1.287	-.512	-.034
BI2	I will recommend other people to visit Taiwan.	5.44	1.213	-.597	-.028
BI3	I predict I will visit Taiwan in the future.	5.32	1.436	-.685	-.107
BI4	I will visit Taiwan rather than any other tourism destination.	4.93	1.363	-.429	-.001
BI5	If everything goes as I think, I will visit Taiwan in the future.	5.31	1.339	-.757	.743