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Full Paper — Published Version

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Journal of Tourism, Heritage & Services Marketing

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Suggested Citation: Bui, T.T.B. (2022). An evaluation of the new tourist behavior model based on the extended theory of planned behavior. Journal of Tourism, Heritage & Services Marketing, ISSN 2529-1947, Vol. 8, No. 2, pp. 48-57.

Persistent identifier (DOI):
https://doi.org/10.5281/zenodo.7358733

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An evaluation of the new tourist behavior model based on the extended theory of planned behavior

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Abstract:

***Purpose**: The current study aims to evaluate and validate travel intention through the extended theory of planned behaviour (TPB) and overall image of the destination, e-WOM, that travel intention linked to actual tourist behavior.*
***Methods**: A sample of 389 domestic tourists was empirically examined, and analysed by using the partial least squares structural equation modelling (PLS-SEM) technique in order to demonstrate that the new conceptual model has a power to an insight understanding of tourist behaviour.*
***Results**: The major findings of the study identified that the influence of e-WOM on the original TPB and overall destination image constructs was statistically confirmed. In addition, destination image is as mediating variable linking between e-WOM and travel intention, which in turns lead to increasing actual tourist behavior.*
***Implications**: The major findings of the current study are useful for local authority in enhancing positive image of the destination and particularly e-WOM to increase travel intention and lead to better predicting tourist behaviour. This study further provides some theoretical and managerial implications to comprehensive understand travel intention*

Keywords: *Destination image, e-WOM, travel intention, actual tourist behaviour, TPB.*

JEL Classification: *L83, Z00, B16*

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1 INTRODUCTION

According to Chan, Do (2017), 87% travellers tend to use the internet sites to search for online hotels, 83% for the tour land services and 94% for booking flight ticket via internet platform. Li, Liu (2014) pointed out that tourist prefered to use internet to search travel information to make final decisions, in order to share, review the experience with others via internet platform. Siang et al., (2020) indicated that e-WOM referred to one of the most significant and influential information sources in tourist decisions; Litvin et al., (2008) agreed that e-WOM has an extremely significant role in predicting the tourist visit intention behaviors. Additionally, destination image is considered as a one of important tool for greatly increasing the number of arrival tourists to a particular destination (Kanwel, 2019); and image of the destination is great important factor that positively and significantly impacts on tourist behaviour (Abbasi et al., 2021). In the tourism literatures, the combination of several constructs with TPB model consisting of overall destination image will help to better improve the previous models as well to comprehensive evaluate and predict tourist behavior intention (Sahli et al., 2015, 2). This view is supported by Kanwel (2019) who wrote eWOM, overall destination image are essential predictors of the likelihood to travel a certain tourism place.

Additionaly, there is a limited empirical research based on the original TPB model in Viet Nam specifically in Dong Thap province to comprehensive predict the behavioral intention of domestic tourist. The empirical study of tourist behaviour intention is not something new, there still remains a large gap of knowledge in predicting actual tourist behaviour, the causal relationship between tourist intention and actual tourist behavior need to be more exaimed in tourism destionation context (Hsu, Lee, 2010). However, there is still lack of the studies show the causal relationship between the extending TPB model and overall image of the destination, e-WOM based on domestic tourist's view. Specifically, the actual behavior was inserted to the original TPB model, which enriched the TPB (Hsu, Huang, 2010). Thus, the current study is to bridge the above research gaps, and to propose a new tourist behavior intention model to contribute theorical and managerial implications for local authorities. Consequently, the current study aims to (1) propose a new tourist behavior intention model based on the

© 2022 Authors. Published by International Hellenic University
ISSN: 2529-1947. UDC: 658.8+338.48+339.1+640(05)
http://doi.org/10.5281/zenodo.7358733
Published online: 14 November 2022
www.jthsm.gr

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original theory of planned behaviour (TPB), and the extended TPB framework by inserting e-WOM, and overall destination image constructs; (2) examine the positive influence of overall image of the destination constructs on travel intention; (3) explore the causal relationships between the original TPB constructs, and evaluate the mediating role of TPB constructs positively impact on travel intention, in turn leads to increasing actual tourist behaviour.

This paper has been divided into four sub-groups. The first section deals with the literature review on the extended TPB consisting of eWOM, overall image of destination and hypothesis development. The second, the study presents a type of the empirical research, and the third section presents the findings and discussions. Finally, the conclusion, managerial implications and limitations in the research are given.

2 LITERATURE

2.1 The theory of planned behaviour

The theory of planned behaviour (Ajzen, 1991) is the extended version of the theory of reasoned action (Ajzen, 1985) because of the limitations of original model in predicting behaviours in which individuals may have not full complete volitional control (Ajzen, 1991, 1981); a significant construct in the theory of planned behaviour is the tourist behavior intention which performs a particular behaviour (Ajzen, 1991). The key factors of the TPB are the tourist attitude behavior, subjective norms, perception of behavioural control, travel intention, and actual tourist behaviour (Ajzen, 1991). AL Ziadat (2105) found the original TPB model helps to comprehensive explain, evaluate and understand tourist behaviour. The tourist behaviour intention is generally understood to mean the likelihood to visit the certain place, and the intention to suggest a specific destination to other potential tourists (Nechoud, et al., 2021). Anantamongkolkul, Kongma (2020, 128); Ajzen, (1985, 1991); Lam, Hsu, (2004) confirmed that tourist attitude behavior, subjective norms, perception of behavioural control have a positively and significantly influent on the likelihood to travel; as well perception of behavioural control has a directly and positively impact on the tourist behavior intention to travel.

2.2 The extended theory of planned behaviour

The original TPB commonly referred to as a flexible model, which opens to insert extra constructs into the original TPB model that can enhance the predictive power (Shi et al., 2021). The original TPB has also proved a significant theoretical in explaining, predicting tourist behavioural intention, however, this model needs to be further expanded by adding new valuable constructs or by modifying cause-effect relationships under certain situations (Ajzen, 1991; Meng, Choi, 2019; Meng, Cui, 2020). The empirical study of Soliman (2019) shown that the original TPB model should be further expanded to increase the powerfull prediction of tourist behavior in tourism destination context. Abbasi et al., (2021) pointed out that the extended TPB model has an insight to predict, explain tourist behavior than original TPB model by inserting additional constructs. Previous studies have reported that TPB is better predicted by inserting new valuable constructs as antecedents may contribute to study travel intention; actual tourist behaviour is caused by travel intention (Bayramov, 2022)

Meng, Choi (2019); Meng, Cui (2020) confirmed that the extended TPB has an insight unsderstanding of tourist behavior than the original TPB model; also, better in explaining travel intention. E-WOM has been identified as a significant predictor impacting travel intention (Jalilvand et al., 2013). Additionally, recent evidence suggests that the significant influence of e-WOM on the likelihood to travel is a powerful predictor of the tourist behavior (Jalilvand et al., 2012; Le, Bui, 2022). Further, A number of studies have found that overal image of the destination is one of the significant predictors impacting tourist behavior (Soliman, 2019) because the tourists depend heavily on overall image of the destination when choosing a specific destination (Bayramov, 2022).

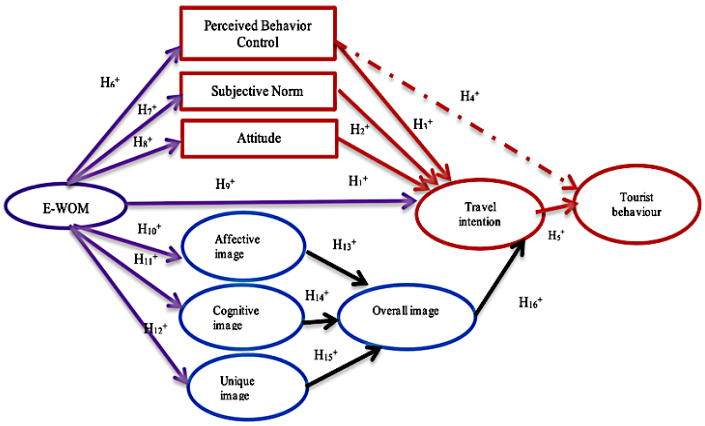
Jalilvand, Heidari (2017) found that the overall image of the destination is positively and significantly influenced by e-WOM. Finally, Soliman (2019) modified the original TPB model consisting of tourist attitude, subjective norms, perceived behavioural control by integrating some significant variables consisting of e-WOM, overall destination image to an insight understand the factors that positively influence travel intention. Thus, the current study attempted to evaluate and validate the causal effect of all influencing factors within the extended TPB model by inserting the significant variables consisting of e-WOM, destination image constructs which are consistent with the previous studies of Jalilvand, Heidari, (2017); Soliman (2019) to comprehensive predict travel intention and in turns, lead to increasing tourist behaviour; as well as to evaluate and validate the mediating role of e-WOM because e-WOM in the tourism industry especially strong influenced on the intent to travel a particular tourism site (Jalilvand et al., 2012).

3 RESEARCH METHODS

3.1 Proposed model and hypotheses

Nowadays, little evidence has been found associating e-WOM, destination image with travel intention, in turn leads to increasing actual tourist behavior. Rauniar et al. (2014) also pointed out that a positively relationship between travel intention and actual tourist behavior. Jalilvand et al., (2012) attempted to expand the original TPB in the tourism destination context by inserting the variable constructs consisting of e-WOM, destination image; further claimed that e-WOM construct has a positively and directly affected tourist attitude behavior toward a specific destination, subjective norms, perception of behaviour control, and the likelihood to travel to the tourist destination. The current study has attempted to evaluate and validate the applicability of the extended TPB with the new additional variables consists of the overall image of destination, e-WOM including of a sample of domestic tourist who might choose Dong Thap province as a trip and the current study developed the new conceptual model (Figure 1) by the combination of the e-WOM, overall image of destination constructs and the original TPB in order to comprehensive predict tourist behaviour.

Figure 1:The research model and hypotheses



Source: Author, 2021

Ajzen (1991) and Han & Kim (2010) identified that travel intention has positively associated with the core variable constructs of the original TPB model consisting of tourist attitude behavior, subjective norm, perception of behavioural control. Specifically, Lee, Hwang (2022) evaluated the significant of tourist attitude behavior, subjective norms and perception of behavioral control increase travel intention. Dalziel (2019) found that tourist with a higher positive attitude behavior, will have stronger likelihood to perform the actual behavior. However, which is constract with the previous research of Hsu, Huang (2010) who identified that the positve relationship with the key factors of TPB constructs and the actual behavior was not established. Ajzen, (1991) argued that once a tourist has an intent to travel, also has a perform to directly predict actual behaviour. This indicated there remains a research gap in the previous study between travel intention and actual tourist behavior. Thus, the current study attempted to evaluate and validate the causal relationship between tourist intention and actual tourist behaviour, the author proposes the following hypotheses:

H1+: Attitude will impact on travel intention.
H2+: Subjective Norm will impact on travel intention.
H3+: Perceived Behaviour Control will impact on travel intention.
H4+: Perceived Behaviour Control will impact on tourist behaviour.
H5+: Travel intention will impact on tourist behaviour.

3.2 Electronic Word-of-Mouth

Hennig-Thurau et al., (2004, 39) was the first to use the term "electronic word-of-mouth (e-WOM)" as any positive or negative comments or evaluations made by tourists about specific destination that is suggested available to various destination via the online chanel. In destination context, Litvin et al., (2008, 461) used the term "e-WOM" to refer to all informal communications via internet directly addressed to tourists, which is related to the usage or features s of particular destination. E-WOM is considered as a significant preditor in enhancing travel intention, building or improving a favourable image of the destination, as well as decreasing promotional expenditures or costs (Jalilvand et al., 2012). E-WOM has a positively and statistically impact on overall image of the destination because the higher tourists can share photos, travel experiences on the website or social media which will make positive overall image of the destination (Setiawan et al., 2014). E-WOM can take place in many ways via the internet platform (Hennig-Thurau et al., 2004, 39). Therefore, both the image of destination, and travel intention is also positive influenced by e-WOM (Abubakar, Ilkan, 2016; Jalilvand et al., 2012). However, Kanwel et al., (2019) argued that the image of destination had positively and statistically impact on e-WOM because mostly tourists express their knowledges or emotion beliefs regarding the destination image via e-WOM. This still has a research gap of the existant studies or research. However, Abubakar, Ilkan (2016); Siang et al., (2020); Soliman (2019) revealed that e-WOM construct has a positively affect overall image of the destination, but also tourist attitude toward the image of destination and the intention to travel (Jalilvand et al., 2013). Doosti et al. (2016); Soliman (2019) concluded that e-WOM has a positively and significantly affected travel intention through the TPB core constructs and overall destination image constructs.

Moreover, Winarta et al., (2017) confirmed that e-WOM has a statistically and positively affected the tourist attitude behavior to a specific destination, subjective norms, perception of behavioural control, as well as the intention to travel. Jalilvand, Heidary (2017) also pointed out that e-WOM was strong positively related to the components of overall image of the destination consisting of three key constructs including as cognitive image, affective image, and unique image. The current study attempted to propose a new conceptual model of tourist behavior, and to better explore the affect of e-WOM on overall image of the destination and TPB constructs. Thus, thw author proposes the following hypotheses:

H6+: EWOM will impact on Tourist Attitude.
H7+: EWOM will impact on Subjective Norm
H8+: EWOM will impact on Perceived Behaviour Control
H9+: EWOM will impact on Travel intention
H10+: EWOM will impact on Cognitive Image
H11+: EWOM will impact on Affective image
H12+: EWOM will impact on Unique image

3.3 Destination image

Milman & Pizam (1995: 21) defined the overall image of destination as the perceptual or Imagination images or holistic impression of a specific destination, a particular product, also an experience held by tourists. The broad use of the term destination image is sometimes equated with an interactive system of thinking, feelings, opinions, emotions, beliefs, visualizations, and the likelihood to travel toward a specific tourist site (Tasci, 2007, 200). The term "destination image" will refer to "the total of emotions, beliefs, attitudes, feelings and holistic impressions that tourist has about a specific tourist site" (Chiu, Lee, & Chen, 2014, 877).

Qu et al., (2011) identified that overall image of the destination may be divided into three core components consisting of (1) affective which refers to tourist's feelings and attitudes about the tourist place or service as well as implies judgement on basis of emotion (Moutinho, 1987, 19), (2) cognitive which is used to refer to the emotions, belief, and feelings which are grounds mainly on some evidences, that tourist has about a certain tourist site (Moutinho, 1987); and (3) unique image is different from other competing destinations by tourist; is uniquely related to specific

destination (Qu et al., 2011). Both cognitive images and affective images generally indicate tourists' subjective associations which are linked with a certain destination (Stylos et al., 2016, 7). Moreover, Qu et al., (2011, 474) claimed that overall image destination construct is formed by the cognitive image, unique image, and affective image, and tourist destination image has a statistically and positively affected the likelihood to travel (Stylidis, Shani, & Belhassen, 2017, 186). Additionally, Qu et al., (2011) claimed that the overall image of the destination commonly referred to a sum of feeling based on the three destination image constructs, which impacts on tourist intention. Artuger et al., (2017) revealed that overall destination image has a significantly and positively affected the likelihood to travel. This view is supported by Kusumawati et al., (2019) who concluded that overall image of the destination as a mediating variable linking between e-WOM and travel intention. Thus, author proposes the following hypotheses:

H13+: Unique image will impact on Overall image
H14+: Cognitive Image will impact on Overall image
H15+: Unique image will impact on Overall Image
H16+: Overall Image will impact on Travel intention

4 RESEARCH METHODOLOGY

4.1 Scales of the study

The survey questionnaire has developed to determine exactly how the studied constructs impact on travel intention and in turns, leads to increasing tourist behaviour. The surey questionnaire were divided into two main sections. The first category deals with demographic information which is used in the current study consisting of age, gender, education background and average monthly income of the participants. The second part includes the scales for this study consisting of tourist attitude behavior consisting of four statements mainly was adapted from the researches of Abbasi et al., (2021); AL Ziadat (2015); Soliman (2019), Subjective norms consisting of four statements mainly was adopted in the studies of Abbasi et al., (2021); AL Ziadat (2015), Perception of behavioural control including of four statements mainly was adopted in the studies of Abbasi et al., (2021); AL Ziadat (2015); Soliman (2019); Winarta et al., (2017), Cognitive Image including of four statements mainly was adopted from the studies of Februadi (2014); Jalilvand et al., (2017); Soliman (2019); Affective image including of four items mainly was accepted from the researches of Artuger et al., (2017); San Martín et al., (2008), Unique image consisting of four items mainly was adopted in the studies of Jalilvand et al., (2017); Qu et al., (2011), Overall image of the destination including of four statements mainly was adopted in the work of Sultan et al., (2021), e-WOM consisting of four items mainly was adopted in the studies of Jalilvand et al., (2012); Soliman (2019); Winarta et al., (2017); travel intention consisting of four items mainly was accepted from the studies of Abbasi et al., (2021); AL Ziadat (2015); Winarta et al., (2017), tourist behaviour consisting of four items mainly was accepted from the studies of AL Kim et al., (2016); Ziadat (2015).

These measurement scales were adapted and adjusted from previously literature and published studies. Henseler et al., (2016) claimed that the factor loadings are acceptable with higher than 0.700. The factor loadings valued from 0.732 to 0.906, which showed the statistically relationship between the observable and latent variables (table 1)

All of the measurement items were employed with a five-point Likert type response. Each statement is required to ask the level of agreement, in which from 1 to 5 refer to range from strongly disagree response to strongly agree response, respectively. All of the statements were required to evaluate and validate the reliability and statistical validity of the measurement scales in the current study. In this study, data analysis was performed using the SmartPLS 3.3.3 which allowed the new proposed conceptual framework to prove the positive hypothesis, significantly influence of the studied constructs.

Table 1: Measurement scales and literature sources

Code	Measurement scales	Authors	Outer loading
	EWOM		
EWOM1	I read online reviews of other tourists every time to travel Dong Thap province	Jalilvand et al., (2012); Winarta et al., (2017)	0,838
EWOM2	I usually choose to read the tourist's online reviews to be aware of Dong Thap province make good feelings on others.	Soliman (2019)	0,872
EWOM3	The positive tourists' online reviews will bring me great confident in visiting to Dong Thap province	Soliman (2019)	0,893
EWOM4	I frequently read positive comments from other online reviews before I travel to Dong Thap province	Jalilvand et al., (2012); Soliman (2019)	0,860
	Attitude		
ATT1	Visiting Dong Thap province to me is pleasant	Abbasi et al., (2021); AL Ziadat (2015)	0,880
ATT2	Visiting Dong Thap province to me is a good idea	Abbasi et al., (2021); AL Ziadat (2015)	0,844
ATT3	Visiting Dong Thap province to me is an enjoyable	Abbasi et al., (2021); AL Ziadat (2015)	0,846
ATT4	Visiting Dong Thap province to me is favourable	Soliman (2019)	0,881
	Subjective Norm		
SN1	My friends and relatives advise me should visit Dong Thap province	Abbasi et al., (2021)	0,842
SN2	My friends and relatives support my decision to visit Dong Thap province	Abbasi et al., (2021)	0,863
SN3	My friends and relatives advise me would consider the importance of visiting Dong Thap province	Abbasi et al., (2021)	0,886
SN4	People who influence my behaviour will visit Dong Thap province at least once in the near future	AL Ziadat (2015)	0,848
	Perceived Behaviours Control		
PBC1	I would have visited Dong Thap province	Abbasi et al., (2021)	0,873
PBC2	I am able to fully control the fact that I visit Dong Thap province at least once in the near future.	AL Ziadat (2015)	0,875
PBC3	I have opportunities to visit Dong Thap province	Soliman (2019)	0,893
PBC4	I will be easy to visit Dong Thap province	Winarta et al., (2017)	0,840
	Travel Intention		
TI1	I am willing to accept more pay for vacationing in Dong Thap province in the future	AL Ziadat (2015)	0,732
TI2	Dong Thap province would be my first choice over other destinations	Abbasi et al., (2021)	0,888
TI3	I am willing to visit Dong Thap province more frequently	AL Ziadat (2015)	0,875
TI4	I plan to travel Dong Thap province in near future.	Winarta et al., (2017)	0,828
	Cognitive Image		
COG1	Dong Thap has a peaceful and beautiful scenery	Februadi (2014).	0,849
COG2	Dong Thap has a rich diversity of local food	Jalilvand et al., (2017); Soliman (2019)	0,855
COG3	Dong Thap is considered as a peaceful scenery with a great reputation of lotus flower	Februadi (2014).	0,864
COG4	Local people in Dong Thap are hospitable and very friendly	Jalilvand et al., (2017); Soliman (2019)	0,792
	Affective Image		
AFF1	Dong Thap is an exciting province	Artuger et al., (2017)	0,809
AFF2	Dong Thap is a pleasant province	Artuger et al., (2017)	0,893
AFF3	Dong Thap is an interesting destination	Artuger et al., (2017)	0,881
AFF4	Dong Thap is an arousing destination	San Martín et al., (2008)	0,844
	Unique Image		
UNI1	Dong Thap has tourist scenery and natural attractions	Jalilvand, et al., (2017); Qu et al., (2011)	0,769
UNI2	Dong Thap has cultural/historical attractions	Artuger et al., (2017); Jalilvand, et al., (2017); Qu et al., (2011)	0,888
UNI3	Dong Thap has restful and relaxing atmosphere	Artuger, et al., (2017); Qu et al., (2011)	0,864
UNI4	Appealing of Dong Thap is as a travel destination	Jalilvand, et al., (2017); Qu et al., (2011)	0,808
	Overall, Image		
OVR1	Dong Thap province will be environmentally favourable.	Sultan et al., (2021)	0,772
OVR2	Dong Thap province will be very positive towards travellers.	Sultan et al., (2021)	0,906
OVR3	Dong Thap province will be very satisfactory to the community.	Sultan et al., (2021)	0,902
OVR4	Dong Thap province will be a suitable vacation choice.	Sultan et al., (2021)	0,841
	Tourist Behaviour		
TB1	I find visiting of Dong Thap province is useful and enjoyment for me.	AL Ziadat (2015)	0,885
TB2	I believe that traveling Dong Thap province is a great way to visit.	AL Ziadat (2015)	0,900
TB3	I feel fast, convenient and easy access to the services and transportation during visiting Dong Thap province	AL Ziadat (2015)	0,892
TB4	I will have to make an effort to travel Dong Thap in the near future.	Kim et al., (2016)	0,870

Source: Author, 2021

4.2 Sampling and descriptive analysis

4.2.1 Research context

Dong Thap is a peaceful country in the Mekong Delta Region, Viet Nam where has famous scenic spots that still retain the pristine features and long-standing historical

traditions, many cultural and revolutionary relics including the tomb of Nguyen Sinh Sac were the great father of President Ho Chi Minh; the historical and cultural values site of Go Thap– a special national-level relic site closely related to Oc Eo Culture where to learn about the vestiges of Funan kingdom, the well-known of Oc Eo culture left on archaeological relics. Tram Chim National Park – the fourth biosphere reserve site of Vietnam with diverse ecosystems is considered as the largest wetland area of Dong Thap Muoi, in which is an interested place for enjoying flavorable cuisine, experiencing the hospitality of local people.

Dong Thap is also well known as the "land of pink lotus" where tourist can admire the beautiful of vast lotus fields while enjoying the most popular and the old-fashioned Vietnamese dishes have been made from lotus flowers such as lotus seed sweet soup, steamed sticky rice with lotus leaves, grilled fish wrapped with lotus leaves. Additionally, tourist have the great opportunity to admire the vast beautiful lotus flowers and emerald-green rice fields, the peaceful, calm, green islet and fruit gardens are surrounded by Tien and Hau rivers, listen to the rhythms of folklore (Dong Thap Department of Culture, Sports and Tourism, 2021). Due to the significant of tourism industry, local government is branding the tourism destination as "safe and friendly environment, high service quality" with the lotus flowers as symbol, iconic, is considered to represent purity (Vietnam National Administration of Tourism, 2018). In 2019, Dong Thap welcomed 3.9 million tourists, including 3.0 million domestic tourists. Furthermore, the local gorvernment set the targets to increase the average length of guest stays from 1.5 day (in 2020) to double this by 2030 (Vietnam National Administration of Tourism, 2018). By understanding the factors that influence tourist intention and actual tourist behavioral, local authority can motivate tourist travel to province sustainablity. This study attempted to predict tourist behaviour by the combination of TPB model and e-WOM, overall image of the destination.

4.2.2 Research Design

The surveys were performed in Dong Thap from February to April 2021, this is also the period time the most domestic tourists travel to Dong Thap. The sample respondents of the study are domestic travellers and the questionnaire survey was sent randomly to domestic travellers visit Dong Thap province through the tour guide after clearly explaining the objective of the research; and directly send to domestic tourist at some tourist sites at Dong Thap province. This indicated the convenience approach in the current study. By using the ration of observation to independent variables is 5:1 which indicated by Hair et al., (1995), the number of 36 observed items was developed in the current study; thus, the reasonable sample size must be at least 180 respondents. Additionally, as recommended by Burn, Bush (1995) who indicated that a reasonable sample size of the model is at 385 at 95% confidence level with 95% desired accuracy. A total of 389 valid responses (41 of them were invalids because of too many uncompleted items) is taken from 430 respondents (rate of return: 90.46%) is suitable for exploratory data analysis and for estimating complex causal relationships (Hair, et al., 2011). Additionally, Sarstedt, et al., (2021) claimed that PLS-SEM technique is used to identify important factors and analysis the vital target constructs consisiting of tourist satisfaction, tourist loyalty, tourist behavioral intentions. Thus, the PLS-SEM was used in this study is considered as a popular prediction-oriented analyses.

4.2.3 Descriptive analysis

There are four questions asked about the respondents's demographic profile consisting of gender, age group, income, as well as educational background. The the resulft of demographic information are presented in table 2.

Table 2: Demographic analysis

	Characteristics	Frequency	Percent
Gender	Female	203	52.2
	Male	186	47.8
Age group	18 to 25 years old	71	18.3
	26 to 35 years old	131	33.7
	36 to 45 years old	71	18.3
	46 to 55 years old	51	13.1
	> 55 years old	65	16.7
Income (VN Dong)	< 10 mil/mth	101	26.0
	10 – 15 mil/mth	188	48.3
	15 - 20 mil/mth	95	24.4
	20 - 25 mil/mth	5	1.3
Educational Background	College	86	22.1
	Bachelor	239	61.4
	Post-Graduation	25	6.4
	Other	39	10.0

Source: Author, 2021

Based on this survey, the sample size consisting of 186 male participants (approximately 47.8% of total respondents) and 203 female participants (approximately 52.2 % of total respondents). In terms of the age group, the majority of participants fall into the age group of 18 to 25 years old (18.3 %), the age group of 26 to 35 years old (33.7 %), the age group of 36 to 45 years old (18.3 %), from 46 to 55 years old (13.1 %) and above 55 years old (16.7 %). The majority of the participants in the current study have a bachelor's degree holders (61.4%) followed by college certification (22.1 %), a post-graduation (6.4 %), and other degree holders (10.0 %).

5 ANALYSIS OF RESULTS AND DISCUSSION

5.1 Analysis of results

The current study attempted to examine the reliability coefficient of the individual items, convergent validity of the theoretical model and the criterion of discriminant validity to evaluate the measurement model for formative and reflective constructs (Hair et al., 2019). The acceptable value of composite reliability (CR), and the average variance extracted (AVE) value of a variable should be higher than 0.70, and the well-established reliability and the assessment of convergent validity should exceed 0.50 respectively to perform the reliability as well the convergent validity of the theoretical model (Hair et al., 2019). The value of the reliability analysis was indicated by using the Cronbach's α coefficient was good with a value of 0.823; all the calculation of the composite reliability value are acceptable (more than 0.883) (Henseler, Hubona, & Ray, 2016). Lastly, the values of AVE were the minimum required level of 0.654 and above are acceptable (Hair et al., 2010). Therefore, the table 3 is presented for the composite reliability value of variables are more satisfactory, reliable and valid to conduct further tests.

Table 3: Composite

	Cronbach's α	Composite Reliability	AVE
Affective Image	0.885	0.921	0.744
Attitude	0.898	0.929	0.766
Cognitive Image	0.866	0.909	0.715
EWOM	0.885	0.920	0.743
Overall Image	0.899	0.930	0.768
Perceived Behaviors Control	0.823	0.883	0.654
Subjective Norm	0.888	0.922	0.749
Tourist Behavior	0.893	0.926	0.757
Travel Intention	0.883	0.919	0.741
Unique Image	0.854	0.902	0.697

Source: Author, 2021

Two most conservative approaches are requiried to establish the criterion of discriminant validity. Firstly, the criterion of Fornell-Larcker has been used to evaluate and validate the proportion of covariance between unobserved or latent variables of the proposed model.

The Fornell-Larcker criterion results are presented in Table 4 which indicated that the bold variable square root of the AVE of each construct should be higher than other correlation values (off-diagonal) with other variables indicated there is no discriminant issue.

Table 4: Discriminant validity

	AVE	AFF	ATT	COG	EWOM	OVR	PBC	SN	TB	TI	UNI
AFF	0.744	**0.863**									
ATT	0.766	0.351	**0.875**								
COG	0.715	0.404	0.418	**0.845**							
EWOM	0.743	0.427	0.550	0.458	**0.862**						
OVR	0.768	0.541	0.390	0.585	0.463	**0.877**					
PBC	0.654	0.201	0.317	0.314	0.491	0.373	**0.809**				
SN	0.749	0.277	0.291	0.312	0.473	0.282	0.301	**0.865**			
TB	0.757	0.350	0.474	0.503	0.607	0.553	0.548	0.377	**0.870**		
TI	0.741	0.392	0.489	0.463	0.602	0.561	0.524	0.405	0.793	**0.861**	
UNI	0.697	0.292	0.177	0.357	0.415	0.476	0.265	0.292	0.351	0.340	**0.835**

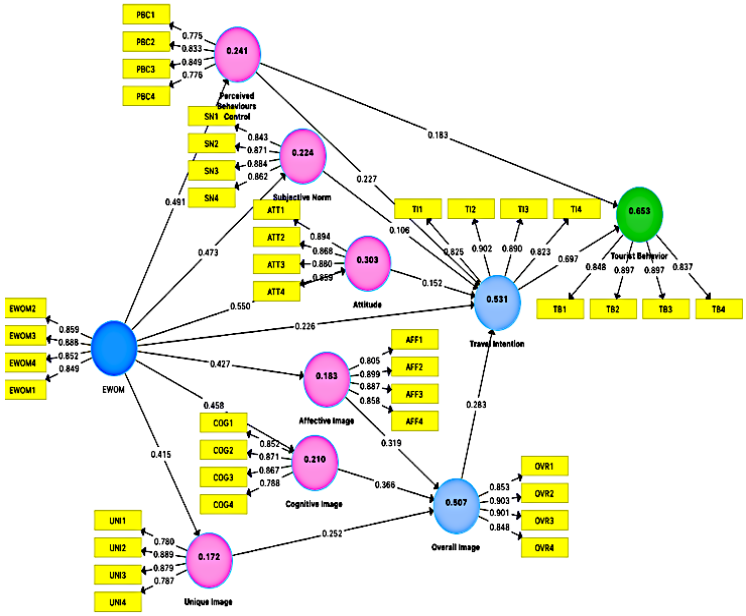
Note: AFF: Affective image; ATT: Attitude; COG: cognitive image; OVR: Overall Image; PBC: Perceived behavior controls, SN: Subjective Norms, TB: Tourist behavior, TI: Travel intention, UNI: Unique image)

Source: Author, 2021

The second is the heterotrait-monotrait (HTMT) ratio. The ratio of Heterotrait-Monotrait correlations should be smaller 0.90 is considered as acceptable to establish discriminant validity (Henseler et al., 2015). The calculated critical values are smaller than the cut-off value of 0.900 so the discriminant validity was accepted (table 4), representing that all useful constructs in the current study are Statistical validity and reliability (Henseler et al., 2015). The major findings of current paper indicated that the new proposed model was supported; and the causal relationships between the variables constructs were statistically significant (figure 2).

The value of R-squared for an estimated equation was indicated in figure 2 is level of 0.653, which is significantly and statistically at a 0.01 level of probability. The R2 adjusted shows that 65.1 percentage of variation in tourist behaviour is positively explained by e-WOM, tourist attitude behavior, subjective norms, perception of behavioural control, overall image of the destination as well as travel intention while the remaining 34.9% was influenced by other variables. Additionally, the R2 values of each the endogenous latent variables constructs was set to 0.75, 0.50, or 0.25 in the structural model are respectively considered as strong effect, significant, moderate correlation, or low correlation (Hair, et al., 2011). The result of this study indicated the high predictive power for the new proposed model.

Figure 2: Structural Equation Modelling (PLS- SEM)



Source: Author, 2021

Table 5: Hypothesis testing

Hypothesis		β	Standard Deviation	T Statistics	P Values	Decision
H_1^+	Attitude->Travel Intention	0.152	0.055	2.739	0.006	Accept
H_2^+	Subjective Norm->Travel Intention	0.106	0.042	2.512	0.012	Accept
H_3^+	Perceived B. Control->Travel Intention	0.227	0.059	3.835	0.000	Accept
H_4^+	Perceived B. Control->Tourist Behavior	0.342	0.062	5.558	0.000	Accept
H_5^+	Travel Intention->Tourist Behavior	0.697	0.052	13.285	0.000	Accept
H_6^+	EWOM->Perceived B. Control	0.491	0.047	10.442	0.000	Accept
H_7^+	EWOM->Subjective Norm	0.473	0.053	8.953	0.000	Accept
H_8^+	EWOM->Attitude	0.550	0.048	11.542	0.000	Accept
H_9^+	EWOM->Travel Intention	0.587	0.045	13.023	0.000	Accept
H_{10}^+	EWOM->Affective Image	0.427	0.054	7.917	0.000	Accept
H_{11}^+	EWOM->Cognitive Image	0.458	0.048	9.537	0.000	Accept
H_{12}^+	EWOM->Unique Image	0.415	0.052	8.030	0.000	Accept
H_{13}^+	Affective Image->Overall Image	0.319	0.056	5.657	0.000	Accept
H_{14}^+	Cognitive Image->Overall Image	0.366	0.057	6.406	0.000	Accept
H_{15}^+	Unique Image->Overall Image	0.252	0.062	4.099	0.000	Accept
H_{16}^+	Overall Image->Travel Intention	0.283	0.059	4.803	0.000	Accept

Source: Author, 2021

Table 5 revealed that the detailed results of bootstrap resampling techniques with 5000 resamples to evaluate the thesis statements. The bootstrapping technique generates the significant of the path coefficients between the latent variables constructs. The statistical results indicated that the e-WOM, tourist behavior attitude, subjective norms, perception of behaviour control, overall destination image, travel intention have a positively affected tourist behaviour at the significant level. As shown in table 5, of sixteen path coefficients identified in the measurement model, are found to be significantly and statistically validity. These path coefficients reflect the influence of e-WOM on tourist attitude behavior toward a certain destination (β= 0.550, p= 0.000), e-WOM on subjective norm (β = 0.473, p= 0.000), e-WOM on perceived behavioural control (β= 0.491, p= 0.000), e-WOM on affective image (β= 0.427, p= 0.000), e-WOM on cognitive image (β= 0.458, p= 0.000), e-WOM on unique image (β= 0.427, p= 0.000), destination image on travel intention (β= 0.283, p= 0.000), travel intention on actual tourist behaviour (β= 0.697, p= 0.000). Additionally,

the travel intention was significantly influenced by e-WOM in the proposed model (β= 0.587, p = 0.000). The results confirmed that e-WOM has a positively and directly affected tourist attitude and behavior, subjective norm, perceived behavioral control, overall image of the destination consisting of affective, cognitive, unique image and travel intention. The tourist attitude and behavior, subjective norm, and perception of behavior control have a positively, significantly and directly impact on travel intention. Finally, travel intention have a positively and directly impact on actual tourist behavior. Consequently, the results revealed that all proposed hypothesis in the current study were respectively confirmed.

Either the variance inflation factors (VIF) or tolerance (TOL) was used to diagnose the degree of multicollinearity. If the VIF value is greater than 4.0 or tolerance is smaller than 0.2 indicate that the problem of multicollinearity exists (Hair et al., 2014, 197). The results indicated that the values of VIF were less than 2.0, this means no multicollinearity impacts among the studied variables (in Table 6).

Table 6: The collinearity statistics

	OVR	TB	TI
AFF	1.232		
ATT			1.485
COG	1.291		
EWOM			2.012
OVR			1.366
PBC		1.378	1.375
SN			1.305
TI		1.378	
UNI	1.181		

Source: Author, 2021

6 DISCUSSION

The major finding identified that the new proposed model comprehensive predicts and evaluates tourist behaviour toward visiting Dong Thap province. Particularly, these two addtional variables are likely to positive impacts on travel intention, which is an important antecedent of tourist behaviour. All the relationships associated with travel intention to visit Dong Thap province are also proposed to be moderated by age which refers to a group aged 26 to 35 years old with a certificate of bachelor and the average monthly income from 10 -15 mil/month, respectively.

The significant relationship between perception of behaviour control and travel intention is a strong positive which also accords with previous findings of AL Ziadat (2015); Soliman (2019). Thus, a positive inter-relationship between perception of behaviour control and the likelihood to travel will positively increase travel intention. The major finding revealed that e-WOM has a strongly and positively affected the overal image of the destination components which is consistent with the studies of Jalilvand et al., (2017), Soliman (2019). The major findings of the current study also suggest that e-WOM has a statistically and significantly affected perception of behavioural control, tourist attitude behavior, subjective norms and travel intention which is consistent with the study of Jalilvand et al., (2012). According to this result, e-WOM has a statistically and significantly influent on overall image of the destination and the likelihood to travel. The major findings of the current study accords with the past studies of Abubakar, Ilkan, (2016), Jalilvand et al., (2012); Winarta et al., (2017); Jalilvand et al., (2017); Soliman (2019) who claimed that overall image of the destination is positively influenced by e-WOM. In addition, the current study revealed that the overall image of destination is formed by the cognitive image construct, affective image construct and unique image construct and then consequently intention to travel which has similar to the previous study of Han, Kim (2010). Lastly, the findings confirmed that the travell intention positively influences the actual tourist behavior which is in agreement with the study of Hsu, Huang (2010).

6.1 Managerial implications

Based on the original TPB model, the study aims to evaluate and validate the tourist behaviour by the extended the theory of planned behaviour with two additional variables constructs to comprehensive explain, evaluate and predict tourist behaviour to Dong Thap province. In particular, this new model involves the original TPB with the core constructs (tourist attitude behavior, subjective norms, perception of behavioural control), and inserts some significant factors consisting of e-WOM, overall image of the destination. The finding result has proven that the new model of tourist behavior has a positively and significantly affected the likelihood to visit Dong Thap province and in turn, lead to increasing tourist actual behaviour.

The major findings of the current study highlighted the significant role of e-WOM as a chanel for tourist who are in the age group from 26 to 35 years-old with a certificate of bachelor and the average monthly income is from 10 to 15 mil/month, who prefer to use internet to seek important sources of information about tourism destination and to have an ability financial to travel to Dong Thap province. More specifically, local government should further attempt to improve the social media platforms so that travellers can obtain vital and favourable information of overall image of destination which will positively influence final decision to travel. This can attract more tourists to use social media sites it for planning a travel. The result of this study helps the local authority to an insight understand both the important role of e-WOM, and its link to destination image as well the relation to the orginal TPB model and how to increase the travel intention. Thus, the local government should improve the favourable overall destination image and particularly positive e-WOM to increase intention to travel Dong Thap province.

Thus, the new model of tourist behavior has provided an important guideline for increasing tourist behaviour in tourism destination context. Specifically, in order to increase tourist behaviour, the local government should first pay attention to increase tourists attitude behaviour because of the most important factor with β = 0.303, second build positive image of destination with β = 0.507 via e-WOM and then increase actual tourist behaviour through travel intention with β = 0.653.

7 CONCLUSIONS

In conclusion, both theoretical and practical findings in this study contribute to an insight understand tourist behaviour. First, the study contributed to the theoretical development of the extended TPB model for comprehensive evaluation tourist behaviour and well explanation the interrelationships

between these studied constructs. Second, the managerial implications of this study are meaningful for local authorities who seek to reach and influence travel intention, and actual tourist behaviour of domestic tourists to Dong Thap province can use the e-WOM as online chanel for recommendations. Third, the new model of tourist behavior has a significantly and positively affected travel intention, and consequently increase tourist behaviour, while e-WOM plays a significant role to create an impressive image and increase the likelihood to travel from tourist. Accordingly, the new proposed model integrated e-WOM, overall image destination into the original TPB model to an insight predict travel intention and actual tourist behavior. Finally, all of the sixteen proposed hypotheses in this study were accepted, respectively.

7.1 Limitations

Current study has some research limitations. First of all, the current study used a convenience sample that data were collected from respondents directly by using a self-administrated questionnaire survey. Future research should therefore concentrate on the other sample techniques to get the results from the entire population as well on the investigation of the different between online and offline survey to an insight understand tourist behaviour in online context. The second, this study focused on domestic's visitors only in Dong Thap province. A further study could assess inbound tourist to compare the different tourist behaviour between domestic and inbound tourists; and further research might explore with more tourist sample. Finally, there still has other factors could also influence tourist behavior intention. Further research would also consider more other latent variables constructs to provide an insight understanding of behaviour intention.

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SUBMITTED: FEB 2022
REVISION SUBMITTED: MAY 2022
2nd REVISION SUBMITTED: AUG 2022
ACCEPTED: SEP 2022
REFEREED ANONYMOUSLY

PUBLISHED ONLINE: 14 NOV 2022