

The Mediating Role of Tourism Services: A PLS-SEM Study on Satisfaction and Behavioural Intention

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Abstract *The remarkable growth in the tourism sector and its contribution in national growth and development has drawn attention towards understanding tourism behaviour. Existing tourism literature lacks an empirical examination of relationships between constructs like motivation, satisfaction with tourism services, overall satisfaction with destination and future behavioural intentions. The present study fills this gap. This study uses Smart PLS-SEM to assess the influence of travel motivation and the mediating role of tourism services on destination satisfaction and behavioural intentions. The study analyzed 477 valid surveys out of 1193 responses collected at one of India's largest airport in terms of passenger handling - Delhi airport. Non-probabilistic sampling has been used. The study illustrates that an effective assessment of traveler's needs and desire and subsequent satisfaction with tourism services can culminate into destination satisfaction and can generate positive recommendations and revisits. The results of the study can help tour companies to sustain competitiveness, more so in an increasingly saturated market place.*

Keywords: *Travel Motivation, Destination Satisfaction, Behavioural Intention, India, PLS-SEM, Tourism Services*

INTRODUCTION

Growing at a remarkable rate of 6 percent in 2018 (UNWTO, 2019), travel and tourism Industry has evolved as one of the largest industry across the globe (WTTC, 2019). With significant multiplier effect on national income, employment and government revenues (Yang, Fik & Altschuler, 2018), policy makers, practitioners and researchers are working towards improving and sustaining industry competitiveness. Marketing literature stresses on consumer behaviour as being one of the main foci driving competitiveness (Szmigin & Piacentini, 2018) and defines it as “concerned with all activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions” (Engel, Blackwell & Miniard, 1995). In tourism studies, consumer behaviour, expressed as *travel behaviour* or *tourist behaviour*, encompasses three stages of tourist consumption process- pre-visit, during-visit and post-visit (Williams & Buswell, 2003). Pre-visit includes travel motivation, making

pre-trip arrangements and gathering trip related information. Travel experience, satisfaction with tourism services and overall satisfaction with destination form subsequent trip evaluation, generating future behavioural intentions.

While most of the studies in extant literature have reviewed travel motivation in terms of push and pull factors (Thakur, 2016) some have focused on monetary and time related travel costs and psychological stress (Md Khairi et al., 2019) and few have given importance to accomplishments, personal benefits and seeking distinctive experiences from the trip (Vada et al., 2019). The present study lists 35 travel motives and seek tourist response on their motivation to travel. This would help in developing an improved understanding of the varied components of travel motivations. Although previous studies have paid attention to the constructs-travel motivation and satisfaction; these constructs have been examined independently. Researchers (Baker & Crompton, 2000) have focused on interrelationships between quality, satisfaction and behavioural intentions.

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While few recent studies (El-Adly, 2019) have incorporated perceived value, there are studies (De Vos, 2019) which have found an empirical association between perceived value and satisfaction. Researchers (Leri & Theodoridis, 2019) have also found that perceived value, quality and satisfaction affect future behavioural intentions. To the best of our knowledge, the conceptual clarification and linkages between constructs like motivation, satisfaction with tourism services, overall satisfaction with destination and future behavioural intentions have been superficially discussed and an empirical examination of relationship between these constructs is lacking in literature. The present study adds to the body of knowledge in tourism literature by exploring the role of tourism services in influencing intention and satisfaction of tourists. Based on the above discussion, the current study aims to develop an integrated model of tourist consumption process in a developing country, India. With the growing importance of tourism sector and its contribution in national growth and development attributable to a number of factors including higher disposable income, more leisure time and improved awareness, there is a growing need to understand tourism behaviour and the associated value creation process in tourist industry. Since tourism is a competitive and perishable product and there is a continuous shift in travelers' behaviour owing to changes in their preferences and values, it is of paramount importance for tour companies to understand the factors affecting motivation to travel. A proper synthesis of tourist motivation to travel would affect marketing decisions like product development, positioning, segmentation and advertising (Bieger & Laesser, 2002). Similarly, tour satisfaction can be influenced by bringing about changes in strategic decisions. Further, only few tour managers have precise information on whether a tourist is revisiting a particular destination and/or involved in the same tour activity repeatedly. Such information can reveal the preferences of tourists (Hill & Alexander, 2017). Apart from affecting a tour company's profitability, destination loyalty in terms of repeat visit indicates tour's current position in the destination life cycle and paves way for marketing ramifications accordingly. By using Partial least squares structural equation modeling (PLS-SEM), this paper explores the inter relationships between constructs employed in the study. At present, the available published tourism literature lacks in the empirical examination of these constructs. Through this study, tour managers will be better able to understand the relationship between future intentions and its determinants and therefore they can work towards enhancing tour attractiveness and can allocate company's resources accordingly. The study therefore defines the following objectives:

- Understanding the impact of travel motivation on satisfaction with tourism services, destination satisfaction and behavioural intention.
- Understanding the relationship of travel motivation with destination satisfaction and behavioural intention with satisfaction with tourism services as a mediating variable.

The study will follow the following structure. In section 2, the relevant literature on travel motivation, satisfaction with tourism services, overall satisfaction with destination and behavioural intentions will be reviewed and discussed. Section 3 presents the conceptual framework and hypotheses development. The methodology employed in the study has been described in Section 4. Section 5 discusses the results. Implications of the study and directions for future research have been discussed in Section 6.

THEORETICAL BACKGROUND

Travel Motivation

Tourism literature (Binbasioglu, 2019) has given considerable importance to travel motivation and has viewed it from the psychological and/or biological needs of an individual (Kerr and Houge Mackenzie, 2020). While understanding the travel phenomenon, previous studies have generated multiple perspectives to the fundamental question as to '*why does a person travel*' and have emphasized that motivation to travel depends upon encouragement forces leading people to look for travel destination (Novais et al., 2018) and attraction forces creating a liking for destination related attribute (Akgün et al., 2020). McIntosh and Goeldner (1990) have differentiated between physiological, culture, interpersonal and status motivators of tourism. A further review of past studies on travel motivation relate it to different tourist settings- excitement, leisure and family togetherness (Wu et al., 2019); relaxation and socialization in known group/strangers (Wong et al., 2018); visiting beaches/religious/historical places and exploring culture (Christou et al., 2019) and exploring a destination independently (Bianchi, 2016). For wellness tourism people were motivated by relaxation and escape, socialization and kinship and country, destination and service specific factors (Goyal & Taneja, 2022).

Satisfaction with Tourism Services

Tourism literature (Suhartanto et al., 2020) postulates satisfaction from tourism services as a positive feeling experienced and the pleasure derived by tourists through their involvement in tour and its related activities. This would include satisfaction from services provided pre-trip, en-route, destination and return trip (Neal et al., 1999). Pre-trip activities are largely drawn from travel motivation, making pre-trip arrangements and gathering trip related information. The support extended by tour operators and service providers

formulates the en-route satisfaction. Experience from other tourism services like accommodation, entertainment, restaurants etc. influence the level of satisfaction from destination services. The interactions with travel carriers and personnel during return travel from destination to home formulates the return satisfaction from tourism services (Neal et al., 1999). It was found that fast and efficient food service of the restaurants, sufficient portion size of food items and value for money are the attributes that facilitate memorable culinary experience. Apart from this aroma, taste and flavor of traditional food items also creates a memorable positive food experience (Kumar & Bakshi, 2023). Since customer satisfaction is the subjective evaluation of a product's perceived performance with prior expectations (Kotler & Keller, 2016), consumers tend to be satisfied if actual performance exceeds expectations (Agyeiwaah et al., 2016; Oliver, 1980).

Overall Satisfaction with Destination

Researchers (Ali et al., 2016) have described overall satisfaction as an outcome of a company's overall services derived from individual attributes (Truong et al., 2018). McIntyre (1993) defines destination as "the location of a cluster of attractions and related tourist facilities and services which a tourist or tour group selects to visit or which providers choose to promote". Since destination embrace a bundle of goods and services (Durasevic, 2015), individual consumer's experience is a derived function of overall experiences from consumption (Oliver, 1997). Further, tourism literature investigates destination attributes in context of "attractions, accessibility, amenities, available packages, activities and ancillary services" (Buhalis, 2000). It was also found that novelty and familiarity of the tourist place affects tourist's satisfaction (Mathur et al., 2023). Overall satisfaction of tourists is based on the culinary experience of foreign tourists (Kumar & Bakshi, 2023).

Consisting of multiple individual attributes, overall satisfaction with destination is therefore a multi-dimensional construct and is drawn from the conformity between aspirations and the perceived reality of experiences (Agyeiwaah et al., 2019).

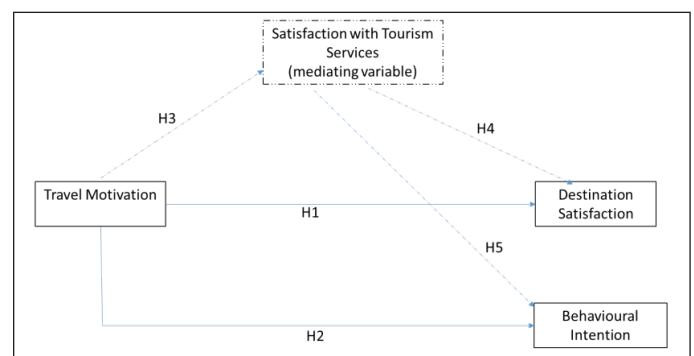
Behavioural Intentions

Reflecting consumer's purchase orientation, behavioural intention indicate consumer's predictable buying behaviour in the short term (Altunel & Koçak, 2017). Previous studies (Mansour & Ariffin, 2017) have used behavioural intention as a predictor of retention and defection of consumers. Intention to revisit and intention to recommend are most frequently used indicators of studying behavioural intention. These

are important performance measures not just in marketing literature (Chiu et al., 2014) but also in tourism literature (Cossio-Silva et al., 2019). Tourism literature has identified five motives for repeat visits- satisfied with a particular destination, developing an emotional liking, meeting the same kind of people, exploring it further, reduction in risks and taking more people along at the same destination (Han & Hyun, 2018). Further, due to the intangible nature of tour product/service, consumers rely more on information and suggestions of others through WOM communication (Jaapar et al., 2017). Hence it is assumed to be one of the most credible and high impact generating channels of communication (Papadimitriou et al., 2018).

CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

In this section, the hypothesized relation between constructs employed in the study has been explained. Fig. 1 depicts the conceptual reflective formative model (Ringle et al., 2012) used in the current study. In a reflective measurement model, since it is assumed that the construct leads to the measurement model (Hair et al., 2016), the arrow is directed from the construct to the indicator (motivation, satisfaction with services and their indicators). On the other hand, based on the assumption that indicator variable leads to construct measurement, the arrow is directed from indicator variables to construct in a formative measurement model. Since the use of reflective measurement model has become a standard practice among researchers to examine relationship between exogenous (travel motivation and satisfaction with tourism services) and endogenous (destination satisfaction and behavioural intention) constructs, the present study employs both the measurement models to create a second higher model.



Source: Authors'.

Note: Weighted arrows show direct effects; dotted arrows show mediating effect of Satisfaction with Tourism Services.

Fig. 1: Conceptual Model

Travel Motivation and Destination Satisfaction

Travel motivation comprising of behavioural beliefs and subjective norms (Japutra et al., 2019) influence the level of destination satisfaction (Yoon & Uysal, 2005). Since satisfaction is the extent of fulfillment of consumers' expectation (Chiu et al., 2020) and thereby provides a positive assessment of travel experience; motivation to travel has been recognized as a factor in satisfaction formation (Suhartanto et al., 2020). Thus satisfaction is driven by the need and motivation to purchase the tour product. Olya et al. (2019) have demonstrated that travel motivation is an antecedent of destination satisfaction. Hence, we posit:

H1. Travel motivation is significantly and positively related with destination satisfaction.

Travel Motivation and Behavioural Intentions

Travel motivation is believed to initiate tourists' decision making process and leads to formulation of post purchase behaviour in terms of intention to revisit and intention to recommend (Han & Hyun, 2018). While few studies indicate that motivation to travel stimulates behavioural intention (Caber & Albayrak, 2016), and there is a positive relationship between travel motivation and intention to revisit, some studies have shown the absence of relationship between these two (Nowacki, 2009). Thus there is a further need to examine the relationship between travel motivation and behavioural intention. Further, consumer retention and revenue generation which are of paramount importance to tour companies (Mansour & Ariffin, 2017), depend on consumers' future buying behaviour and word of mouth communication. Hence we posit:

H2. Travel motivation is significantly and positively related with behavioural intentions.

Travel Motivation and Satisfaction with Tourism Services

For conceptualizing the determinants of consumer satisfaction, satisfaction researchers have evaluated the various attributes of a product/service (Hong et al., 2020). Satisfaction with tourism services comprise of travelers' experience across the four different facets of travel, namely pre-trip, en route, destination and return services (Neal et al., 1999). Though, motivation to travel is one of the factor that transpires all aspects of tourism services; its impact is larger on the satisfaction from pre-trip services (Neal et al., 2007).

Tourism literature has inadequately covered the relationship between travel motivation and satisfaction with tourism services. Hence we posit:

H3. Travel motivation is significantly and positively related with satisfaction with tourism services.

Satisfaction with Tourism Services, Travel Motivation and Destination Satisfaction

A potential linkage exists between travel motivation and destination satisfaction (Su et al., 2020). An evaluation of tourist satisfaction presents a reflection of travel motivation and the need to travel with the assessment of tourism services. Further, destination satisfaction is an outcome of tourist evaluation of destination attributes and the subsequent satisfaction drawn from tourism services (Neal et al., 1999). During travel and stay service quality, employee behaviour, relationship management, information technology, effective interaction with management influence customer satisfaction positively (Chatterjee & Srivastava, 2022). Satisfaction with food service of the restaurants significantly contribute towards achieving overall satisfaction (Kumar & Bakshi, 2023). Thus there seems to exist a relationship between travel motivation, satisfaction with tourism services and destination satisfaction. Prior research has failed to test the mediating effect of satisfaction with tourism services on travel motivation and destination satisfaction. Hence we posit:

H4. Satisfaction with tourism services mediates the relationship between travel motivation and destination satisfaction.

Satisfaction with Tourism Services, Travel Motivation and Behavioural Intention

Previous studies have explored the relationship between travel motivation and behavioural intention (Pestana et al., 2020). While determining the factors influencing consumer intentions, researchers have found travel motivation as a key determinant of consumer intentions (Hosany et al., 2020). Further, positive experiences during different aspects of tourism services- pre, en-route, and destination and return services are viewed by potential tourists as the most reliable source of information and thus they generate revisits and recommend intentions (Han et al., 2020). Food plays an important role in tourism services, and food image has been found to have the highest impact on satisfaction related behavioural intention (Napompech, 2023). One of the

studies found that not all customers who are satisfied with the delivered services have a high desire to recommend the tourism services to others (Saling, Jumriaty, 2023). One of the studies interestingly suggested that tourists may be less satisfied with tourism services thereby indirectly creating less satisfied tourists who have less intent to revisit but positive intent to recommend the place (Chaudhary & Ul Islam, 2023). Although travel motivation and behavioural intention have been widely studied in tourism literature, a further investigation of satisfaction with tourism services mediating the relationship between travel motivation and behavioural intention will provide a comprehensive understanding. Thus we posit:

H5. Satisfaction with tourist services mediates the relationship between travel motivation and behavioural intention.

METHODOLOGY

Blueprint for Collecting Data

The target population of the study was travelers of 18 years and above age. Delhi airport was selected as a sample area as it is India's largest airport, handling the maximum number of passengers. Non-probabilistic sampling was used. Questionnaires were distributed personally to people who were at the airport, waiting for departure and were traveling with family/friends for vacation. People were approached purely on the basis of our judgment. While few

people turned out for the request for filling up or sharing their responses, there was a positive response from few travelers. Respondents were informed about the purpose of the survey before getting it filled. Sixteen such airport visits led to generation of 1193 responses out of which 477 (approximately 40%) were valid surveys and were taken up for analysis. Researchers attempted to have demographic diversity in data collection in terms of gender, income, family size and age. The sample consists of 38 percent females and 61 percent males with 71 percent of the respondents below the age of 35 years. Responses were sought from people aged 18 and above. This was done as by and large age indicates the level of maturity and decision making capability of an individual. More than half of the respondents belonged to a family size of 4-6 members. Further, 74.4 percent had planned the trip by themselves and remaining through a tour operator. Around 24.7 percent of respondents reported a monthly household income greater than INR 75,000. The survey was conducted during a span of four weeks between December 15, 2019 and January 15, 2020. Christmas and New Year holidays around the world affect work in private offices in India, particularly in the IT sector where most of the clients from USA or Europe are on leave. Also, almost all local schools observe Christmas and New Year break. Hence people/families pre-book and plan their travel itineraries. While trying to avoid repetition and demonstration, we collected responses from only one member of the group/family. Out of the valid responses it was found that approximately 84 percent had recently taken a domestic trip whereas 16 percent had gone on international trip.

Table 1: Demographics

n = 477					
Travel Destination	Percent	Travel Plan	Percent	Gender	Percent
Domestic	84.3	Planned through tour operator	25.6	Male	61.0
International	15.7	Self-planned	74.4	Female	38.0
Age	Percent	Total	100.0	Monthly Household Income	Percent
<35	71.1	Family Size	Percent	<35000	27.0
35-45	13.6	1 member	4.2	35-50000	19.3
45-55	10.3	2-3 Member	24.9	50-75000	28.9
>55	5.0	4-6 Member	60.8	>75000	24.7
Total	100.0			Total	100.0

Source: Authors'.

Measures

The study focuses on reflective constructs which have been adopted from Prebensen (2004). These were, however, modified to meet the objectives of our study. Motivations for choosing travel destinations were rated on the importance given by the respondents on a likert scale. Overall satisfaction of respondents was measured through their responses on destination satisfaction, intention to revisit and intentions to speak positively about the destination.

Phase I

In phase I, the content validity of the questionnaire was established by carrying out discussions with six academicians and four practitioners having expertise in tourism marketing. Based on the suggestions received, few items in the questionnaire were refined. Further, 45 responses were collected in the pilot study. It was found

that all the items of reflective constructs were internally consistent (as their value was greater than 0.708).

Errors Addressed

Statistical procedures were followed to enhance content validity and reliability of the constructs. In order to reduce the response bias, language of the questionnaire was simplified and ambiguities were removed. The objective of the study was stated clearly to the respondents before seeking their responses. To identify the suitability of the candidate to act as a respondent, cross questioning was done. Also, logical sequencing of questionnaires was ensured so that respondents could relate to the flow of questions being asked (Danaher & Haddrell, 1996). Common Method Bias was addressed by checking VIF values (Kock, 2015). All the values in the study were within the prescribed limit of 3.3. KMO (0.819) test showed sampling adequacy of data to support the analysis.

Table 2: Inner VIF Values (Signifying–No Common Method Bias)

	Behavioral Intention	Destination satisfaction
Motivation	1.186	1.298
Satisfaction with tourist services	1.159	1.374

Source: Authors'.

Note: VIF-Variance Inflation Factors (VIF).

Further, potential errors were eliminated (Davidshofer & Murphy, 2005) by ensuring the non-occurrence of coverage error (Moutinho & Chien, 2007) - only visitors acted as respondents and avoiding the chance of non-response error (Johnson & Owens, 2003) as 40 percent (477/1193) response rate was achieved. Questionnaire was checked for the possibility of measurement error by formulating balanced measurement scales (5-point Likert scale).

DATA ANALYSIS AND RESULTS

Phase II

The study employs PLS-SEM to assess the impact of travel motivation on satisfaction with tourism services, destination satisfaction and behavioural intention and also to explore the relationship of travel motivation with destination satisfaction and behavioural intention with satisfaction with tourism

services as a mediating variable. This technique was chosen because it is a non-parametric technique and requires fewer assumptions about distribution of data and data size (Hair et al., 2013). In order to deal with the missing values, missing value analysis was used. To specify the pattern of loadings, a confirmatory factor analysis (CFA) was conducted by using the factorial scheme (Esposito-Vinzi et al., 2010).

Motivation: Higher Order Construct

Exploratory factor analysis (EFA) for motivation construct was carried out in SPSS and nine factors were found. CFA was carried out in Smart PLS and nine factors represented the sources of motivation- fun, family, lifestyle, water activities, relax, explore, heritage trip, stress buster and self-development. These nine constructs (the first order constructs) together reflected the higher order construct, motivation.

Table 3: Factors for Travel Motivation

	Factors	Self-Development	Water activities	Explore	Stress Buster	Heritage trip	Relax	Fun	Lifestyle	Family
Indicators										
RTD 21		0.724								
RTD 22		0.726								
RTD 23		0.768								
RTD 24		0.711								
RTD 27		0.718								
RTD 2			0.825							
RTD 4			0.696							
RTD 6			0.757							
RTD 17				0.729						
RTD 18				0.740						
RTD 19				0.738						
RTD 20				0.654						
RTD 32					0.815					
RTD 33					0.716					
RTD 34					0.804					
RTD 35					0.633					
RTD 13						0.784				
RTD 14						0.766				
RTD 16						0.823				
RTD 10							0.660			
RTD 11							0.703			
RTD 8							0.693			
RTD 9							0.799			
RTD 1								0.829		
RTD 31								0.826		
RTD 28									0.816	
RTD 29									0.865	
RTD 25										0.839
RTD 7										0.835

Source: Authors'.

Explanatory factor Analysis (EFA) for Travel Motivation construct.

Measurement Model Assessment (Outer Model)

The study takes into consideration the values of composite reliability, indicator reliability and amount of AVE to assess

the proposed model. As all the items have loadings greater than 0.70, composite reliability is achieved (Table 4). Table 4 shows that these values range between 0.512 and 1.0 and are therefore higher than the minimum acceptable value of 0.50 (Hair et al., 2011).

Table 4: Measurement Model Assessment

	Cronbach's Alpha	CR	AVE
Fun	0.739***	0.813	0.684
Family	0.874***	0.824	0.701
Lifestyle	0.788***	0.828	0.707
Behavioral Intention	0.713***	0.837	0.719
Water activities	0.737***	0.804	0.579
Relax	0.781***	0.807	0.512
Explore	0.783***	0.808	0.513
Heritage Trip	0.704***	0.834	0.626
Stress Buster	0.73***	0.832	0.556
Self-Development	0.78***	0.85	0.532
Satisfaction with tourist services	0.8	0.852	0.524

Motivation	0.89	0.904	0.519
Destination Satisfaction	1	1	1

Source: Authors'.

Note: Significance at ***P<0.001, AVE-Average Variance Extracted; CR-Composite Reliability.

To achieve discriminant validity, Fornell and Larcker (1981) criteria was used. According to them, if the squared root of AVE for all the items are higher than correlation among constructs, there is presence of discriminant validity. As can be seen from Table 5, this criterion is easily met (Hair et al., 2016). The item loadings ranged from 0.672 to 0.855 which is higher than prescribed value of 0.6 (Nunnally, 1978), thus establishing indicator validity.

Table 5: Discriminant Validity: Fornell-Larcker test

Behavioural Intention	0.848												
Relax	0.188	0.715											
Destination Satisfaction	0.538	0.027	1										
Explore	0.25	0.291	0.239	0.716									
Family	0.206	0.374	0.166	0.352	0.837								
Fun	0.281	0.261	0.336	0.384	0.331	0.827							
Heritage Trip	0.189	0.305	0.127	0.548	0.392	0.324	0.791						
Lifestyle	0.203	0.358	0.18	0.341	0.288	0.293	0.286	0.841					
Motivation	0.324	0.63	0.224	0.698	0.6	0.55	0.656	0.626	0.499				
Satisfaction with tourist services	0.481	0.134	0.522	0.296	0.301	0.338	0.194	0.232	0.344	0.651			
Self-Development	0.164	0.392	0.069	0.392	0.362	0.255	0.359	0.445	0.748	0.183	0.73		
Stress Buster	0.207	0.342	0.147	0.356	0.363	0.317	0.318	0.428	0.717	0.208	0.537	0.746	
Water activities	0.245	0.416	0.057	0.275	0.192	0.238	0.296	0.329	0.546	0.164	0.305	0.313	0.761

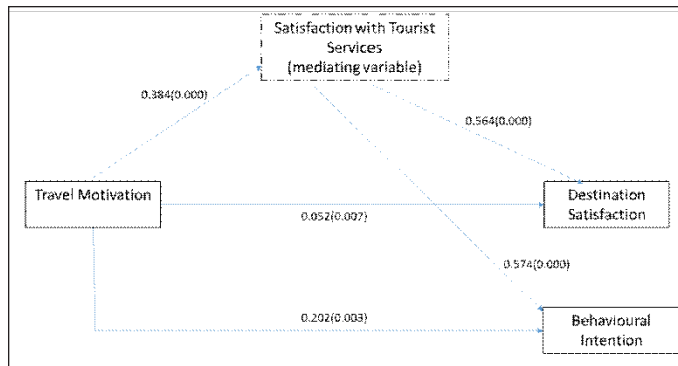
Source: Authors'.

Note: Values are square root of Average variance extracted. Off diagonal values are shared variance.

The Structural Model

The Smart PLS algorithm calculated R2 measures for each endogenous variable and the path coefficients for each path within the model. R2 for destination satisfaction, behavioural intention and satisfaction with tourism services was 0.330, 0.484 and 0.270 respectively, which can be considered to be moderate. The significance of each path coefficient was

calculated by bootstrapping (consistent PLS) using the replacement method. Results are shown in Fig. 2. After bootstrapping, the significance of each path coefficient was derived. Hypotheses 1, 2 and 3 were supported and partial mediation was seen in hypotheses 4 and 5 (Table 7). Model fit indices SRMR and NFI values were found to be within acceptable range (Hair et al., 2017)- SRMR < 0.08 and NFI > 0.90. SRMR for the model was 0.07 and NFI was 0.96.



Source: Authors’.

Note: ***significant at 0.001 level; Weighted arrow show direct effects; dotted arrows shows mediating effects of Satisfaction with Tourism Services.

Fig. 2: Structural Model

SATISFACTION WITH TOURISM SERVICES AS A MEDIATOR

The direct, total indirect effect, specific indirect effects and total effect obtained in Smart PLS help in conducting a mediation analysis (Hair et al., 2016) and allow analyzing the single and multiple mediation models (i.e., parallel and serial mediation). This study follows Zhao et al. (2010) for understanding mediating effect.

Travel Motivation acts as a predictor of destination satisfaction and behavioural intention and is mediated by satisfaction with tourism services. After bootstrapping, direct and indirect effects were checked.

Table 6: Mediation Effects

Specific Indirect Effects	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Motivation -> Satisfaction with tourist services -> Behavioural Intention	0.22	0.228	0.045	4.861	0
Motivation -> Satisfaction with tourist services -> Destination satisfaction	0.216	0.225	0.044	4.966	0
Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Motivation -> Behavioural Intention	0.202	0.207	0.067	3.023	0.003
Motivation -> Destination satisfaction	0.052	0.056	0.058	0.902	0.007

Source: Authors’.

Table 7: Support of Hypotheses

H1 Travel motivation significantly and positively affects destination satisfaction.	Supported
H2 Travel motivation significantly and positively affects behavioural intentions.	Supported
H3 Travel motivation significantly and positively affects satisfaction with services.	Supported
H4 Satisfaction with tourist services mediates the relationship between travel motivation and destination satisfaction.	Supported (Partial Mediation)
H5 Satisfaction with tourist services mediates the relationship between travel motivation and behavioural intention.	Supported (Partial Mediation)

Source: Authors’.

Note: Significance at P < 0.001.

DISCUSSIONS AND IMPLICATIONS

Table 7 reports the findings regarding travel motivation and their effect upon destination satisfaction and behavioural intentions. From the study it was found that travel motivation significantly and positively affects destination satisfaction (H1). Travel motivation positively affects intention to revisit (H2) and recommend as well as satisfaction with services (H3). Marketers must align their communication for

different destinations according to the motives best served by that destination.

In case of travel motivation, we found that indirect effects with both the dependent variables- destination satisfaction and behavioural intention are significant. Relationship between travel motivation and destination satisfaction as well as behavioural intention is found to be significant. This implies, satisfaction with tourism services is doing partial mediation with destination satisfaction and behavioural

intention (H4 and H5). Thus, it is of paramount importance that marketers make sure that tourists are satisfied with various services offered during travel, which in turn is going to influence their overall satisfaction and behavioural intention.

Extant tourism literature has reviewed constructs like satisfaction, travel motivation and future behavioural intentions; yet a conceptual model pertaining to these variables in Indian context has not been examined. The present study is believed to be capable of generating precise and useful applications for analyzing destination behaviour. One of the central constructs in analyzing consumer behaviour is satisfaction as it is taken as an assessment barometer of consumption experiences. The findings of our study indicate that satisfaction with tourism services leads to positive WOM communication and generates repeat purchase. It is one of the key variables for customer retention (Tu, Li & Chih, 2013), building a stronger brand image (Popp & Woratschek, 2017), enhancing revenues (Fornell, Morgeson III, & Hult, 2016), evoking consumers to pay a price premium (Homburg, Koschate & Hoyer, 2006) and maintaining firm's competitiveness. Based on this, managers need to realize the importance of analyzing satisfaction derived from various tour attributes; encourage satisfied tourists to spread a positive WOM for their product and use this communication to promote their products or services. Managers should also realize that since favorable tourist perceptions and experiences impact post-purchase behaviour positively and create company differentiation; it becomes an important driver of sustaining competitive advantage; more so in an increasingly saturated marketplace. Since satisfied tourists generate recommendations and act as one of the most economical and effective ways of marketing and promotion, retaining existing (economical) consumers, apart from attracting new (costly) customers should be built in the company's marketing strategy. By using our study, managers in the tourism industry can weave in trip motivations, satisfaction and the willingness of tourists towards future buying and recommending behaviour to assess management strategies most suitable for their companies. Managers also need to focus on tourists' emotional feelings for creating loyalty. Such relation building prevents customer defection and its associated costs and calls for a customer satisfaction management strategy with focus on service delivery capabilities.

The important question facing tourism marketers, following from here is, how to generate higher levels of satisfaction and product confidence amongst tourists. A proper analysis of attributes leading to tourist satisfaction and its mechanism can provide valuable inputs to marketers to enhance the existing levels of satisfaction. This can be achieved either through making suitable manipulations in the marketing mix of the product or may be through certain strategic

decisions like customer segmentation and targeting. Adopting differentiating strategies to generate higher levels of tourist satisfaction and retention can also be practiced. Personalization and customization of tour products enable customers to get closer to their desired motive/s for travel. Since travel and tourism has evolved as a sophisticated and specialized product, managers in this industry should communicate through suitable diversification of goods and services for potential tourists. Managers need to realize that satisfaction creates differentiation and vice-versa.

Also because of an increase in packaged tour demand in the recent past, destinations have acquired more importance than individual attractions. Hence it becomes important to understand that it is not the satisfaction from individual facilities rather the tourist satisfaction from a destination that would generate repeat visits. It becomes important to realize and act accordingly that tourists look forward to a unique and memorable experience in the context of particular destination/s which is conditioned by their motivation to travel, satisfaction from tourism services and circumstantial occurrences. Destinations therefore need to be marketed in a different way so as to ensure competitive advantage and sustained performance in highly aggressive markets. Hence managers must indulge in destination management in directing tourism supply. Further, since destinations are a bundle of goods and services and are endowed with higher levels of complexity in comparison to a single product, it is imperative for practitioners to realize that branding of tourist destinations would be different from branding of products.

This study has few limitations which create scope for future research. The study was conducted in Delhi-NCR making it difficult to generalize the findings to other parts of the country and other countries. More studies should be conducted to ensure the applicability of results across nations. The study has used non probabilistic samples. To ensure representativeness of sample and better results, researchers in future may use probabilistic samples. The current study investigated the consumer responses only for two months. This study assessed only cross-sectional data and did not examine long-term tourist behaviour. To rigorously examine this model, a long term study analyzing tourist data for multiple years can be planned. Study may also suffer from selection bias as people under 18 years are not included. As the study has been conducted in a specific setting, for model generalization, we suggest that future researchers replicate it in other settings with different attributes.

CONCLUSION

A manager's evaluation of tour attributes and motivation to travel are representative of consumers' satisfaction level and future behavioural intentions. Apart from this, a strong

rationale for understanding motivation lies in planning and resource management in the tourism industry in general and particularly at destinations. For marketing promotions and communications to be successful, it is required that they be aligned with consumers' motivation to travel and they should explicitly address the way tourists seek information, their motivations behind travel and the benefits that they seek during such travel. Further, investigating the effect of satisfaction from tourism services on destination satisfaction can enable tour companies to identify strengths and weaknesses of a particular destination, giving them insights for improvement.

A tour manager's assessment aimed towards understanding specific needs and wants can play a useful role in influencing tourist behaviour. It is only after understanding a tourist's attachment with a specific place that an attempt can be made to create unique memorable experiences. The study provides relevant theoretical and managerial implications. Because of the significant direct and indirect economic impact of the travel and tourism industry with other sectors of the economy (Statista, 2019), there is an increasing attention by tourism marketers to market and brand tour destinations. From an academic and a tourism firm perspective, it is important to understand the consumer decision making process with respect to what and why tourists prefer and how it affects the overall satisfaction with a particular destination.

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