

# **The Structural Equation Model of Decomposed Theory of Planned Behavior to Visit Thailand as Holistic Wellness Destination Via Life Quality & Well-Being**

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## **Abstract**

According to Global Wellness Economy Monitor reports in 2018, report that there are a variety of growing healthcare businesses in the global industry including mental and physical health, nutrition, weight loss, diet, Anti-aging, spa, hot springs, personal beauty care, dietary supplements, preventive medicine, and traditional medicine. Wellness tourism generates chances for wellness enterprises. The expenditures of wellness travelers are beneficial to all areas of the tourism business. Based on its importance to the Thai economy combined with the increasing interest in wellness tourist destinations, there is an increasing amount of research aimed at identifying potential opportunities for wellness tourism in Thailand. (Pathomsirikul, 2019). Therefore, the study aimed at examining the intention of European tourists to visit Phuket, Thailand as Holistic wellness destination by applying the decomposed theory of planned behavior (DTPB). The study investigated the additional variables: health consciousness and eWOM in this model whereby it is predicted to be predictor of the DTPB and also examined mediator effect of life quality & well-being towards behavior intention. A total of 600 respondents by purposive sampling as a minimum subject-to-item ratio of 10:1 (Hair Jr, Babin, and Anderson, 2010) and were analyzed via structural equation modeling to test the model. The results show that Health consciousness is significantly related to attitude but eWOM is found to be insignificant to subjective norms. Attitude and Subjective norms are significantly related to behavioral intention for holistic wellness tourism. Moreover, life quality & well-being was also found to serve as mediator effect towards behavior intention. The results of this study can theoretically be used as a framework for future research aimed at enhancing and refining the theoretical expansion of the decomposed theory of planned behavior, life quality & well-being towards behavior intention for holistic wellness tourism.

**Keywords:** Decomposed theory of planned behavior, wellness tourism, Quality of life, Health Consciousness, eWOM, Affordability

## Introduction

For more than a decade, health and wellness have been researched, developed, and promoted. Thailand itself also promoted healthcare and health-related services by launching a five-year strategic plan and located it as the Wellness Capital of Asia since 2004 by The Royal Thai Government; to establish Thailand as a prominent figure in three key domains, namely, the Health Tourism Hub of Asia, the Wellness Capital of Asia, and Thai Herbs for Health, strategic efforts are being undertaken. The Tourism Authority of Thailand (TAT) has also implemented several marketing initiatives.

In wellness tourism research, there are number of studies that have been using theory of planned behavior (TPB) to investigate tourists' behavior intentions, and it has been suggested that attitude is a strong predictor of people's intentions (Husin & Rahman, 2016: 1351-1366; Parsaei, Rezaei, & ArabJafari, 2014: 95-109.; Sahli & Legohérel, 2016). Moreover, many studies have also shown that subjective norms influence intentions. (Dalziel & De Klerk, 2021; Murphy, Mascardo, & Benckendorff, 2007; Reza Jalilvand & Samiei, 2012; Russell, Wesley, & Sutherland, 2008: 12-24; Wang, 2015). Also, as intention is a person's projected possibility of doing something, according to Ajzen (1991). It indicates a person's interest in an activity. Thus, behavioral intention is a person's desire to act. It is considered the most important factor in decision-making.

In addition to the theory of planned behavior, most of previous studies were explored visitors' attitude toward wellness tourism in term of health concerns, physical concerns, fitness and appearance, self-development, relaxation, escape; (Aleksijevits, 2020; Blesic, Kovacic, Syromiatnikova, & Freinkina, 2020; Boulay, Hritz, & Ashton, 2013; J. S. Chen et al., 2008; Clark-Kennedy & Cohen, 2017; Kessler, Lee, & Whittingham, 2020; Konu & Laukkanen, 2009; Kucukusta & Denizci Guillet, 2015; Laesser & Hall, 2011; Mak, Wong, & Chang, 2009; Meera & Vinodan, 2019; Moscardo, 2011; Tuzunkan, 2018; Velayuthan, Hashim, Yusoff, Awang, & Ramlee, 2019; Yoon & Uysal, 2005; Yusoff & Hashim, 2019). It is fascinating to see how visitors' attitude toward intention to visit Phuket, Thailand as Holistic wellness destination. The goal of this study is to identify health consciousness as an antecedent of attitude that influences tourists' intentions to participate in wellness tourism. In addition to eWOM, also influences subjective norms (Amaro & Duarte, 2013; Mannan, Ahamed, and Zaman, 2019; Ruangkanjanases et al. (2020); Standing, Tang-Taye, & Boyer, 2014; Tham, Croy, & Mair, 2013;) as eWOM is usually regarded as a more adaptable and effective source of information (Schindler & Bickart, 2005). ) and subjective norm encompasses normative belief, which refers to an individual's view of an important person's opinion of their actions and impact intention. Therefore, the objective of this study is to identify eWOM as an antecedent of subjective norms that influence tourists' intentions to participate in wellness tourism.

Likewise, Quality of Life (QOL) research has become a growing subject of study in social, environmental, and behavior. Many researchers have used QOL theory to investigate the impact of leisure travel as a life event on an individual's life satisfaction, and it was discovered that pleasure on a leisure trip influenced life satisfaction after the trip favorably. (Sirgy et al., 2011; Neal et al., 2007; Neal et al., 1999). Several studies have also been undertaken before and after leisure vacations to assess the impact of tourist experiences on wellbeing and health. These studies have been conducted both before and after vacation. People report feeling healthier, happier, and more relaxed after taking a leisure vacation, according to

the findings (Etzion, 2003; Gilbert & Abdullah, 2002; Jeroen Nawijn & Damen, 2014; J. Nawijn, Marchand, Veenhoven, & Vingerhoets, 2010). However, little research has studied QOL as a predictor of intention to travel, especially intention to travel to wellness tourism. Therefore, QOL scales will be applied to measure as construct to inquire of the respondents as to their opinions of how a wellness vacation would improve their life quality and well-being. Thus, this study takes life quality and well-being perception as a mediator among determinants.

## **Research Objectives**

1. To examine the level of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination.
2. To investigate the influence of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination by life quality & well-being mediating.
3. To develop a model of the causal effects of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination mediated by life quality & well-being.

## **Theoretical Background and Hypotheses**

### **Literature Review**

-Decomposed theory of planned behavior as Predictor of Life quality & well-being

Taylor and Todd (1995) argued that deconstructing the various beliefs into a multi-dimensional form would contribute in improving the model's explanatory abilities. As a result, the theory's application for this study is referred to as the decomposed theory of planned behavior (DTPB). Additionally, when it comes to changing the antecedent elements, the DTPB is adaptable and flexible to varied study scenarios (or context). The attitude, subjective norm, and perceived behavioral control are all decomposed into a multidimensional construct using DTPB.

-Attitude and Behavior intention

Attitude is a cognitive inclination that becomes evident via psychological manifestations as a positive or negative appraisal of a certain thing. In general, the more positive a person's attitude toward a certain behavior is, the more likely that person will desire to participate in that behavior (Ajzen 1991). Many previous studies have conducted the study by using DTPB in tourists' behavior intention and it claimed that attitude is a significant predictor of person's intentions (Husin & Rahman, 2016: 1351-1366; Parsaei et al., 2014: 95-109.; Sahli & Legohere, 2016). Moreover, according to Taylor and Todd's arguments about the predictor of attitude; this can be mentioned that health consciousness was found to be a predictor of attitude in wellness tourism context. Therefore, in this study, attitude is decomposed into health consciousness to fit with the context of the study.

-Subjective norms and Behavior intention

Subjective norms according to Ajzen and Fishbein (1991) considered the subjective norm to be the result of normative belief and compliance motivation. Taylor and Todd (1995) decomposed subjective norms into two paradigms which are external influence and interpersonal influence. Therefore, this current study will decompose the subjective norms into

electronic words of mouth (eWOM) influence. Many previous studies have conducted the study by using DTPB in tourists' behavior intention and it claimed that subjective norms is a significant predictor of person's intentions (Dalziel & De Klerk, 2021; Murphy et al., 2007; Reza Jalilvand & Samiei, 2012; Russell et al., 2008: 12-24; Wang, 2015).

#### -Perceived Behavioral Control and Behavior Intention

Perceived behavioral control refers to control beliefs, or notions about the elements that support or hinder conduct, as well as the ability that individuals have over these characteristics. In order to consistently engage in an activity, a person must be able to handle objective conditions such as time, resources, and money. (Ajzen, 1985). Perceived behavioral control influences not just intention but also behavior. Taylor and Todd (1995) classified perceived behavior control into three constructs: resources facilitating condition, self-efficacy, and technology enabling condition. This study will be applied resources facilitating because of the study's distinctive context. The availability of resources required to engage in an activity is reflected in facilitating conditions. Beliefs regarding the availability of resources to support the desired behavior are referred to as resource enabling circumstances. In typical, impacting variables on perceived behavioral control include the resources such as money, time, opportunities, and skills. Therefore, this current study will decompose the Perceived behavioral control into affordability to fit with the context of the study.

#### -Behavioral intention

According to Ajzen (1991) defined intention as a person's perceived likelihood of carrying out a certain action. It represents a person's willingness to engage in a certain activity. Hence, a person's urge to perform a behavior is referred to as behavioral intention. It is thought to be the most significant criterion in deciding on a course of action. Therefore, in this study will apply behavior intention as propensity to visit aspects.

#### -Antecedents of DTPB

##### Health consciousness

Health consciousness refers to people who are mindful and concern about their state of well-being and are driven to preserve or enhance their health and their quality of life. Likewise, it refers to people who are motivated to prevent ill health by involving in healthy behaviors and being self-conscious regarding health (Gould, 1988; Kraft & Goodell, 1993; Newsom et al., 2005; Plank & Gould, 1990). In the agreement with C. Ryan (2015) suggested that tourists who seek out a healthy balance between body, mind and soul and with the main purpose of individual well-being are known as "wellness tourists". Health-conscious people also refer to people who are concerned to eat healthily, receive sufficient sleep, and exercise regularly and attempt to prevent health problem, health care and in turn shapes their psychological wellness. Consistent with Tuzunkan (2018) revealed the result when choosing a wellness resort, it is crucial investigating which variables are linked to consumer value; it was 9.76% Health Consciousness. Aligned with Težak Damijanić (2019)'s findings, It was revealed that diet, exercise, social connections, cultural variety, health knowledge, and personal growth are all important factors to consider and are six wellness-related lifestyle aspects. Wilska (2019) studied tourists' attitude toward spa tourism and demographic characteristics are factors that contribute to tourists' behavior to visit spa tourism. The study noted that the trend in Healthy lifestyle or health-consciousness is expanding among wealthy societies and tourists' behavior has transformed to be more aware of their health particularly in spa and wellness sector.

According to the literature review above, it is argued that visitors develop an awareness of health mindset, which then influences their behavioral intentions. It is also argued that a heightened health consciousness is an antecedent to the development of attitudes and subsequently influences behavioral intentions. Therefore, the current study expects that tourists with health consciousness will significantly affect their attitude toward intention to visit Thailand as Holistic wellness destination and hypothesis is:

H1: Health consciousness has a significant impact on attitude.

#### eWOM

eWOM stands for electronic communication word of mouth (e-WOM) and refers to any positive and negative words created by prospective, current, or past customers regarding a product or firms which are available on the internet to a large number of people and institution (Hennig-Thurau et al., 2004). To put it another way, any unofficial communication addressed at consumers via internet-based technology on the use or attributes of specific goods and services, or the seller (Litvin et al., 2018). According to Mannan et al. (2019) pointed out that eWOM was one of the strong influencers influence customer's desire to pay for mental health care over the internet. Also, the study revealed that eWOM credibility and pricing perception have a constructive role in modulating the association between perceived competence and consumers' inclination to engage in online mental health services. Most importantly, the results indicated that eWOM has an impact on subjective norms. Through the relational exchange of information, eWOM can be considered as a type of invisible restraint on some group members, and hence can serve as the basis for the group's subjective norms. According to Ruangkanjanases et al. (2020) the relevant study investigated the effects of antecedents that influence customers' desire to buy green products in Taiwan using an extension of the theory of planned behavior. It was nine determinants impact customers' intention to buy green product and eWOM was one of nine determinants that support the relationship as well as it was revealed that eWOM has a positive influence on subjective norms.

According to the literature review above, it is claimed that eWOM has also been found by consumers to be more relevant, up-to-date, interesting to perceive, less obtrusive, and frequently represents consumers' authentic experiences. As a result, eWOM is usually regarded as a more adaptable and effective source of information (Schindler & Bickart, 2005), therefore, it is claimed that eWOM is an antecedent to the development of subjective norms and subsequently influences behavioral intentions. This study expects that electronic word of mouth (e-WOM) will significantly affect tourist's subjective norms toward intention to visit Phuket, Thailand as Holistic wellness destination. Hypothesis proposed as follow:

H2: eWOM has a significant impact on subjective norms.

#### Affordability

Resource facilitating conditions pertain to beliefs on the accessibility of resources that aid in carrying out the desired activity. (Taylor and Todd, 1995). Resources such time, money, opportunity, or skills are generally recognized as influencing elements on the perceived behavioral control. (Ajzen, 1991). To continuously participate in an activity, an individual must possess the ability to manage objective factors such as time, resources, and finances. (Ajzen, 1985). Tsai et al. (2015) did a study on purchasing organic foods in Taiwan using decomposed theory of planned behavior to analyze the antecedent elements that influence consumer choice making to purchase organic food. The result was interesting that facilitating

conditions supported the hypothesis which influence perceived behavior control. Parsaei et al. (2014: 95-109.) explored the study of predicting intention of tourists in term of using e-tourism services in Iran country. As a result, the study's goal was to investigate the elements that influence tourists' intentions to use e-tourism websites using decomposed theory of planned behavior. The findings indicated that perceived behavior control influences intention of using e-tourism websites and facilitating conditions as adequate resources will motivate tourists to use the websites. Therefore, according to the background above, there are two kinds of capabilities (time and money) used to measure affordability. This study expects that affordability will significantly affect tourist's perceived behavioral control toward intention to visit Phuket, Thailand as Holistic wellness destination. Hypothesis proposed as follow:

H3: Affordability has a significant impact on perceived behavioral control.

Furthermore, based on the background above regarding decomposed theory of planned behavior, it is fascinating to see how visitors' attitude toward intention to visit Phuket, Thailand as Holistic wellness destination. The purpose of this study is to determine the elements that influence visitors' intentions to participate in wellness tourism by using factor analysis and planned behavior theory as methods of investigation. As a result, the DTPB model has proven to be a useful tool for predicting and explaining individual behavior.

Hypotheses proposed as follows:

H4a Attitude has a significant impact on Behavior intention.

H4b Subjective norm has a significant impact on Behavior intention.

H4c Perceived behavioral control has a significant impact on Behavior intention.

#### Life-quality & well-being

Numerous studies have been conducted in the tourism context based on overall life satisfaction, which is impacted by how individuals perceive employment, leisure, health, and family (Diener, 1984). Quality of Life (QOL) examines how negative and positive life experiences affect how people evaluate life domains and overall life satisfaction (Neal et al., 1999). Many studies have utilized QOL to study how leisure travel as a life event affects life satisfaction. They found that enjoyment during a leisure trip improved life satisfaction after the trip. (Sirgy et al., 2011; Neal, 2007, J.D. Neal, 1999).

Furthermore, Positive psychology scholars have extensively examined the phenomenon of happiness by employing two distinct conceptualizations that may initially appear dissimilar. These conceptualizations, known as Hedonic (Ryan & Deci, 2001) and Eudaimonic (Aristotle's concept 1980 and Ryff 1989) approaches are closely associated with the idea of QOL.

However, there have been a few studies in tourist studies that discuss both concept 'hedonic' and 'eudaimonic' wellbeing theories. For example, Cornelia Voigt, Howat, and Brown (2011) examined how travelers interpret their experiences: Lifestyle resort, beauty spa, and spiritual retreat wellness visitors were surveyed. This essay examines hedonic or eudaimonic travel experiences. The three wellness tourism experiences were either eudaimonic, hedonic, or somewhere in between. Beauty spa trips were mostly hedonic, whereas spiritual retreats were more eudaimonic. Lifestyle resort experiences are mostly eudaimonic, although sometimes hedonic effects are acknowledged as important by products.

Hedonic and Eudaimonic approaches are related to QOL; However, both approaches support independent measurement fields, which are typically supported by theory, making measurement selection difficult. QOL measurements are infrequently acknowledged by Hedonic and eudaimonic experts (Triandis, 2000; Diener et al., 2010), and hedonic and eudaimonic models are frequently overlooked by QOL experts. According to Skevington and Bohnke (2018) investigated the link between hedonic and eudaimonic and QOL. The purpose of this research was to better understand the empirical relationship between hedonic and QOL and as a result, according to the authors, two perspectives: hedonic and QOL are-proof of overlapping components. The authors also anticipated that an overall approach for QOL and hedonic, dubbed the Life Quality and Well-being (LQW) model, might be warranted. A large number of components would be included in the LQW model and selected from each domain and the finding showed that all of the models fit much better than tested the aspects of each notion separately. According to background research mentioned above and due to tourism industry provided distinct mixture of hedonic and eudaimonia with complicated activity and the eudaimonic measurement appears to be overlooked in tourism research. Moreover, little research has studied QOL as a predictor of intention to travel, especially intention to travel to wellness tourism. To capture all perspectives and examine how they are developed, the QOL scale, hedonic and eudaimonic scales will be used to measure different constructs and ask respondents to rate their perceptions of how a wellness trip will improve their life quality and well-being perception. Thus, this study takes life quality and well-being as a mediator among determinants.

Hypotheses proposed as follow:

H5a Attitude has a significant impact on Life quality & well-being.

H5b Subjective norm has a significant impact on Life quality & well-being.

H5c Perceived behavioral control has a significant impact on Life quality & well-being.

H6: Life quality & well-being has a significant impact on intention to visit Phuket, Thailand as Holistic wellness destination.

H7a: Life quality & well-being has a mediating effect on attitude toward intention to visit Phuket, Thailand as Holistic wellness destination.

H7b: Life quality & well-being has a mediating effect on subjective norms toward intention to visit Phuket, Thailand as Holistic wellness destination.

H7c: Life quality & well-being has a mediating effect on perceived behavioral control toward intention to visit Phuket, Thailand as Holistic wellness destination.

## Research Methodology

The measurement instrument used in this study utilized a five-point Likert scale to anchor all items. The items, together with their respective sources of adoption. Following the completion of the measures, the survey instrument underwent a pretest with five subject experts. The purpose of this pretest was to ascertain the content validity of the measures employed. The process of data analysis encompasses the use of descriptive statistics via the employment of SPSS, as well as the application of structural equation modeling through AMOS, a software program specifically designed for this purpose.

#### Source of Data

A self-administered questionnaire was developed with the purpose of assessing the constructs of the study model. Each variable construct (e.g. Health consciousness, attitude, eWOM subjective norms, LQW, and intention) was measured using multiple items (see table 2). The survey consisted of two parts covering the following issues: Health consciousness, eWOM, affordability, DTPB scale and demographics.

#### Population and Sampling

Purposive sampling was typically used when individuals have certain experiences, attributes, or behaviors. As a result, the participant selection approach was based on the purposive sampling technique. The criteria for this study were European tourists travelling in Phuket, Thailand; taken any holistic wellness related at least 3 activities such as Thai boxing, yoga, meditation, Spa therapy, Thai massage, nutrition plan (healthy eating, detox, fitness, sound healing).

#### Data Collecting

Data for the current study was collected from a self-administered survey. The survey was carried out at Departure terminal in Phuket International Airport with the permission of Airport of Thailand (AOT). The survey period lasted from the first week of December 2022 the mid of February 2023. After data tabulation and cleaning, 600 valid responses were obtained. Survey respondents were briefly informed of its purpose. They were assured the survey is optional and they may stop at any moment. Respondents were informed that this survey would be confidential and not to provide any personal information.

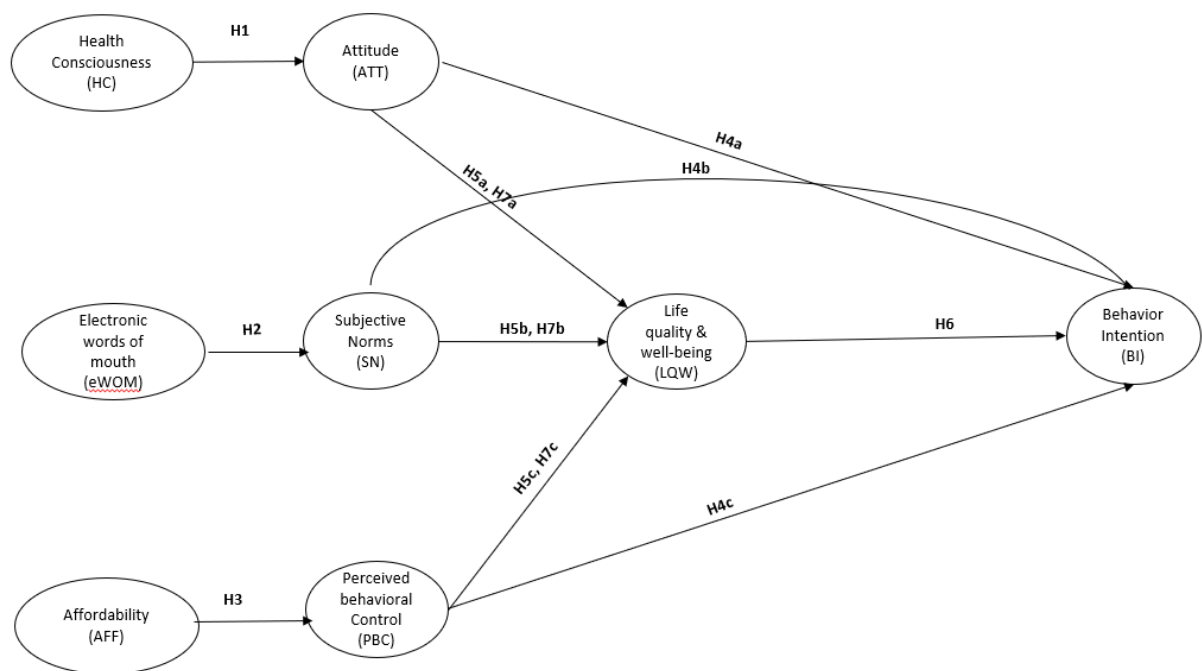
#### Data Analysis

The data analysis included the use of Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) techniques, as recommended by Anderson and Gerbing (1988). These methods were conducted using SPSS AMOS 22. The first-generation methods, such as principal component analysis and multiple regression analysis, are susceptible to mistakes in interpretation as a result of multicollinearity. The decision to use second-generation approaches, namely CFA (confirmatory factor analysis) and SEM (structural equation modeling), was made in order to mitigate the occurrence of these mistakes, hence surpassing the utilization of first-generation techniques. The current study compared the measurement model fit of each construct to the acceptable thresholds of four indices: chi-square/df ( $\chi^2/df$ )  $\leq 3.00$ , comparative fit index (CFI)  $\geq 0.90$ , root mean square error of approximation (RMSEA)  $< 0.07$ , standardized root mean square residual (RMR)  $< 0.08$ , and tucker-lewis index (TLI)  $\geq 0.90$  (Hair et al., 2014; Schumacker & Lomax, 2010). Model adjustment may be necessary if a measurement model does not match data. Hair et al. (2010) proposes removing indicators with factor loadings below 0.5. Modification indices (MI) may identify high-correlation measurement mistakes. Addressing these difficulties improves model fit. Reliability and convergent validity were extensively examined as seen in Table 1. Each latent variable's internal consistency was defined by a Cronbach's alpha above 0.7 (Schumacker & Lomax, 2010). Construct validity may be assessed using convergent validity. Composite reliability (CR) and average variance extracted (AVE) were employed to assess convergent validity, with cutoff values of 0.7 and 0.5 or above (Hair et al., 2014) for each



measure. Moreover, discriminant validity is demonstrated by AVE values over 0.5 and square root values surpassing the interfactor correlation, as indicated by previous studies (Hair et al., 2017; Hair, Risher, et al., 2019). All latent variables and their final assessment scales were loaded to evaluate the association between the six study components and discriminant validity (Table 3) before SEM analysis, structural modelling, and evaluating the research hypotheses. For mediation effect, this research employed Sobel Test (Baron and Kenny, 1986).

## Research Conceptual Framework



**Figure 1.** Research Conceptual Framework

As seen in figure 1, the study developed a conceptual research framework in order to explain casual relationship and effects between exogenous variables and endogenous variables of direct effect and the overall influence of variables. Hence, the study presents a model of relationship between DTPB, LQW and BI.

## Result

### Descriptive of Respondent.

A comprehensive descriptive analysis was conducted on an overall sample of respondents. The statistics revealed that a majority of the participants were of the male gender (57.17%). A significant proportion of the participants were under the age category of under 35 years. (42.50%). Based on the level of education, most of them earned a bachelor degree (40.67%). The majority of respondents are employed for salaries (52.33%). In total, 28.50% of the respondents' monthly expenditure was 56,000 – 93,000 Thai baht. With 42.83% of respondents were single. As for nationality, the average percentage of respondents is 28.50 which from Italy, Switzerland, Spain, Followed by German (18%), British (14.67%), Russian (12.83%), French (12.17), Austrian (7.50%), and Swedish (6.33%).

Objective 1: To examine the level of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination.

**Table 1:** The results of reliability analysis and convergent validity analysis

Variable	Mean	SD	Cronbach's ( $\alpha$ )	CR	AVE
Health Consciousness (HC)	3.99	0.640	0.729	0.744	0.504
Attitude (ATT)	3.93	0.682	0.869	0.870	0.626
Electronic words of mouth (eWOM)	4.01	0.646	0.795	0.813	0.539
Subjective norms (SN)	3.74	0.786	0.866	0.863	0.615
Affordability (AFF)	3.95	0.681	0.869	0.783	0.547
Perceived Behavioral Control (PBC)	4.03	0.630	0.795	0.788	0.514
Life quality & well-being (LQW)	3.83	0.638	0.908	0.905	0.589
Behavior Intention (BI)	4.03	0.677	0.829	0.842	0.574

According to the evidence in Table 1, it shown that all predictors of BI, including LQW as mediator tend to have substantial influence on perspective of European tourists towards holistic wellness vacation. In addition to this, the results demonstrated that mean, SD, Cronbach's, CR and AVE values of all constructs satisfied the normality assumption of the SEM. As a result, all data are suitable for the confirmatory factor analysis that will be covered in the following section.

**Table 2:** The results of EFA and CFA

Constructs	Item	EFA	CFA	References
Health Consciousness	-I care about my health	0.694	0.64	(Gould, 1988; Mai & Hoffmann, 2012)
	-I am self-conscious about my health	0.728	0.74	
	-I am examining my health regularly	0.739	0.54	
	-I am attentive to my inner feelings about my health	0.723	0.67	
Attitude	-Having a Holistic wellness vacation is a joy	0.631	0.80	(Ajzen, 1991; Lam & Hsu, 2006; Sparks & Pan, 2009)
	-Having a Holistic wellness vacation is beneficial	0.592	0.80	
	-Having a Holistic wellness vacation is interesting	0.603	0.80	
	-Having a Holistic wellness vacation is desirable	0.601	0.77	
eWOM	-Online reviews help me in choosing an interesting place to visit	0.807	0.78	(Park, Wang, Yao,

	-Online reviews make me more confident about a certain destination -I gather information from online reviews before I travel to a specific destination -I would be less worried about my decision if I read online reviews	0.823 0.799 0.601	0.88 0.79 <u>0.39</u>	& Kang, 2011)
Subjective norms	-People who are important to me think that having a Holistic wellness vacation is good -I have a Holistic wellness vacation because it is popular among people who are important to me -People who are important to me suggest that I should have a holistic wellness vacation -People whose opinions I value would prefer me to have a holistic wellness vacation	0.674 0.731 0.686 0.669	0.63 0.80 0.83 <u>0.86</u>	(Ajzen, 1991; Lee, Han, & Lockyer, 2012; Wu & Chen, 2005)
Life quality & well-being	-To increase my abilities to perform daily living activities -To increase my work ability -To increase my energy -To increase my opportunities to sleep and rest -This vacation encouraged me to lead a purposeful and meaningful life -The experience from this vacation encouraged me to understand myself better -This vacation helps me being optimistic to improve quality of life -On this vacation, I have realized that I actively contribute to the happiness and well-being of others more than before -This vacation made me realized that I live a good life -This vacation helps me think about my true potentials -This vacation is rewarding to me in many ways -This vacation makes me feel that in most ways my life is close to my ideal -Taking this vacation made me realize that the conditions of my life are excellent	0.656 0.620 0.634 0.673 0.681 0.679 0.653 0.700 0.650 0.661 0.643 0.666 0.705	0.61 0.59 0.59 0.63 0.65 0.65 0.58 0.66 0.61 0.65 0.62 0.62 0.65	(Deci & Ryan, 2006; Diener, Heliwell, & Kahneman, 2010; Skevington, Gunson, & O'Connell, 2013)

	-So far, I have gotten the important things I want in life	0.751	0.72	
	-On this trip, I feel more satisfied with life	0.621	<u>0.52</u>	
Affordability	-Holistic wellness vacation in Phuket is cost effective to me	0.745	0.64	(Dash, 2020; M. Lee et al., 2012; Taylor & Todd, 1995)
	-I am able to pay for a holistic wellness vacation	0.727	0.79	
	-I can manage my time to have a holistic wellness vacation	0.672	0.78	
Perceived Behavioral Control	- If I want to have a holistic wellness vacation, nothing will prevent me.	0.715	0.67	(Ajzen, 1991; M. Lee et al., 2012)
	- It would be easy for me to go on a holistic wellness vacation	0.776	0.81	
	- I have enough resources, time, and opportunities to participate in Holistic wellness vacation	0.775	0.69	
	- I have full control over my participation in a holistic wellness vacation.	0.784	0.60	
Behavior Intention	-I am interested in going on a vacation for holistic wellness in Phuket in the future	0.667	0.69	(Ajzen, 1991; M. F. Chen & Tung, 2014; Hosany & Gilbert, 2009; Lam & Hsu, 2006; Lee et al., 2012; Ryu & Jang, 2016)
	-If I have a chance, I would visit Phuket for holistic wellness again	0.756	0.87	
	-I would suggest others to take holistic wellness vacation at Phuket if I have a chance	0.779	0.76	
	-I would visit Phuket for holistic wellness other than any other tourism destination	0.652	<u>0.69</u>	

From Table 1 and Table2, the level of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination was in a high level.

Objective 2: To investigate the influence of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination by life quality & well-being mediating.

**Table 3:** Discriminant validity

Constructs	Mean	SD	HC	ATT	EW	SN	AFF	PBC	LQW	BI
HC	3.99	0.640	<b>0.727</b>							
SC	3.71	0.810	0.288							
ATT	3.93	0.682	0.367	<b>0.792</b>						
EW	4.01	0.646	0.312	0.557	<b>0.738</b>					
PI	3.79	0.771	0.155	0.355	0.116					
SN	3.74	0.786	0.192	0.394	0.149	<b>0.800</b>				
AFF	3.95	0.681	0.242	0.396	0.286	0.692	<b>0.715</b>			
AV	3.98	0.703	0.258	0.380	0.244	0.530	0.599			
PBC	4.03	0.630	0.174	0.375	0.188	0.538	0.521	<b>0.719</b>		
LQW	3.74	0.603	0.058	0.176	0.034	0.151	0.100	0.112	<b>0.767</b>	
BI	4.03	0.677	0.175	0.431	0.186	0.542	0.514	0.653	0.132	<b>0.747</b>

**Table4:** Goodness-of-Fit Indices Results for the Final Measurement Model

	$\chi^2$	df	p-value	$\chi^2/df$	CFI	RMSEA	RMR	TLI
Criteria	-	-	-	$\leq 3.00$	$\geq 0.90$	$\leq 7.00$	$\leq 0.08$	$\geq 0.90$
Final model	1934.924	1219	0.000	1.587	0.953	0.031	0.036	0.947

**Table 5:** Summary Results of Hypothesis Testing for H1 to H7

	Hypothesis	b	$\beta$	SE	t-value	Results
H1	HC → ATT	0.272	0.169	0.064	4.250***	Supported
H2	EW → SN	0.047	0.040	0.036	1.291	Rejected
H3	AFF → PBC	0.737	0.698	0.109	6.762***	Supported
H5a	ATT → LQW	0.119	0.139	0.042	2.822**	Supported
H4a	ATT → BI	0.141	0.162	0.037	3.863***	Supported
H5b	SN → LQW	0.099	0.116	0.042	2.357*	Supported
H4b	SN → BI	0.203	0.232	0.047	4.287***	Supported
H5c	PBC → LQW	-0.014	-0.013	0.072	-0.201	Rejected
H4c	PBC → BI	0.575	0.496	0.077	7.493***	Supported
H6	LQW → BI	0.214	0.253	0.039	5.487***	Supported
Mediating Effect of BI		Standard Indirect Effect	Bootstrapping 95% CIs		Soble Test Z-value	Results
H7a	ATT → LQW → BI	0.205	0.071	0.311	3.628***	Supported (Partial mediation)
H7b	SN → LQW → BI	0.202	0.045	0.267	3.314***	Supported (Partial mediation)
H7c	PBC → LQW → BI	0.200	0.015	0.268	3.333***	Supported (Partial mediation)

According to table 3, 4, 5 Prior to conducting the primary analysis, this research additionally assessed the Goodness-of-fit indices of the measurement model. Table 4 presents the results indicating that all measurement models exhibit satisfactory fit, hence allowing for the progression of the study to the examination of the structural model. The Goodness-of-fit indices of structural model; The findings suggest that the structural model has achieved a satisfactory level of goodness of fit. The result indicated that the comprehensive measurement model fit was satisfactory (see table 4). Accordingly, the results indicated that the structural model was credible and accurate.

The findings of the study indicate that the hypotheses have been deemed valid and are shown in Table 5 and Figure 1. The findings indicate that a majority of the hypotheses within the study model have received support.

Objective 3: To develop a model of the causal effects of attitude, subjective norms, perceived behavioral control, and life quality & well-being toward behavior intention of holistic wellness destination mediated by life quality & well-being.

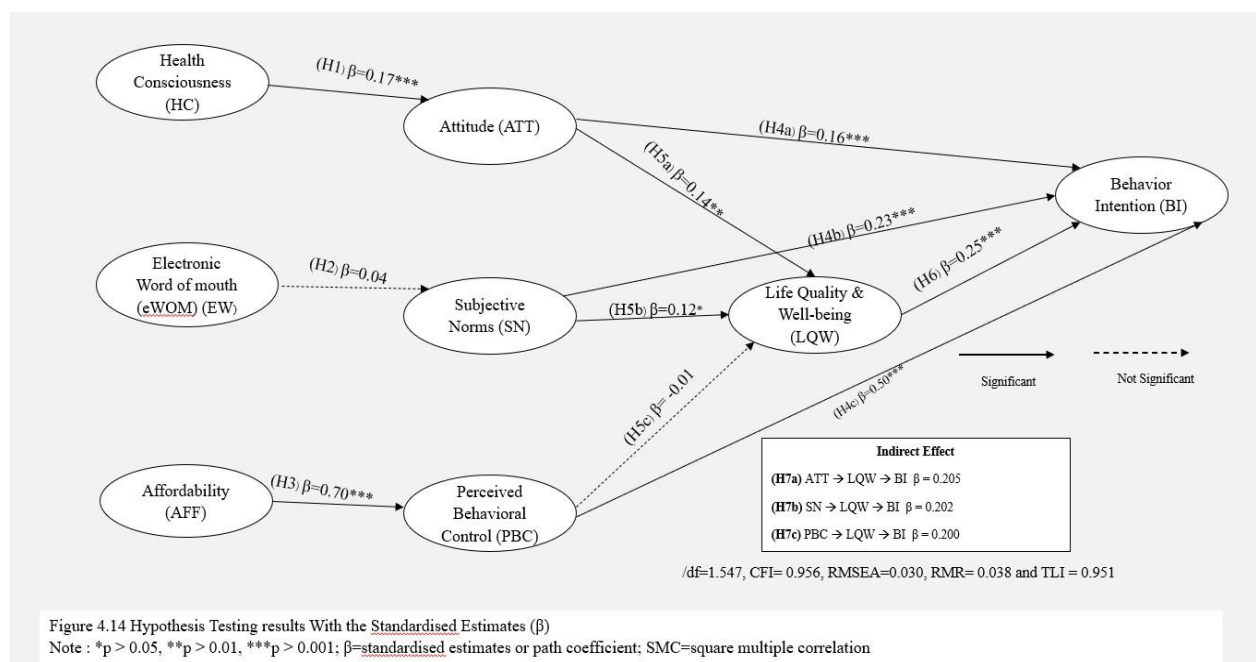


Figure 2. Model of the causal effects (Hypothesis Testing results With the Standardised Estimates ( $\beta$ ))

From figure 1, the hypothesized model demonstrates a strong alignment with the observed empirical data (  $\chi^2/df=1.547$ , CFI= 0.956, RMSEA=0.030, RMR= 0.038 and TLI = 0.951)

## Discussion

According to table 5 and Figure 2, Health consciousness and Attitude are highly correlated ( $r = .37$ ,  $P < 0.001$ ).  $\beta = 0.169$ ,  $p < 0.001$ , validating Hypothesis 1. Health-conscious people take more responsibility for their health. Contrary to the existing eWOM-Subjective norms direct impact studies. eWOM and Subjective norms are not related, refuting hypothesis 2 ( $r = .15$ ,  $P < 0.001$ ).  $\beta = 0.040$  (ns). eWOM does not immediately affect Subjective norms for European visitors in the study. eWOM viewpoints may not reflect wellness community norms. Thus, eWOM may be seen as subjective beliefs rather than societal standards. Thus, eWOM did not forecast subjective norms. AFF, the current study's empirical findings confirm a substantially positive relationship and direct impact on PBC, thus supporting Hypothesis 3 ( $r = .52$ ,  $P < 0.001$ ). The  $\beta$  value ( $\beta = 0.698$ ,  $p < 0.001$ ). European tourists anticipate fewer obstacles when they feel more capable of performing a behavior.

Attitude positively and substantially influences LQW, supporting Hypothesis 5a. Attitude and LQW are highly correlated ( $r = .18$ ,  $P < 0.001$ ).  $\beta = 0.139$ ,  $p < 0.001$ . Attitudes, a component of Theory of planned behavior, reflect an individual's favorable or negative judgment of a behavior (Ajzen, 1991; Husin & Rahman, 2016: 1351-1366; Parsaei, Rezaei, & ArabJafari, 2014: 95-109.; Sahli & Legoharel, 2016). The impact of attitude on an individual's quality of life can be observed by its influence on their perception of how behavior affects their overall well-being. If a behavior is believed to improve quality of life, individuals are more likely to develop positive attitudes toward engaging in that behavior. People are more inclined to enjoy a habit that improves quality of life. Health and wellness tourism initiatives are important nowadays, according to Lehto et al. (2015). Professional programs help individuals achieve and maintain well-being. These programs encourage self-discovery, meaning, and purpose. They also combine travel, leisure, and wellbeing (Verschuren, 2004). Wellness travelers are healthy and seek therapy to preserve their health (Lehto et al., 2015). De Bloom et al. (2011) and Dolnicar et al. (2012) and (2013) discovered that tourists' attitudes about tourism's beneficial influence on life satisfaction.

The present research supports Hypothesis 5b by showing a positive relation and direct effect of Subjective norms on LQW ( $r = .15$ ,  $P < 0.001$ ).  $\beta = 0.116$ ,  $p < 0.05$ . Subjective norms refer to an individual's perception of social norms and expectations regarding a behavior, an individual's identification with social norms is a significant predictor of quality of life (Rana and Paul, 2017). Therefore, the influence of subjective norms on an individual's quality of life can be evaluated through its impact on their social environment and relationships.

Contradictory, the result confirmed the findings of the current study where PBC is proved to be insignificant to LQW in the context of participating holistic wellness tourism, refuting Hypothesis 5c ( $r = .12$ ,  $P < 0.001$ ). The  $\beta$  value ( $\beta = -0.013$ , ns). According to Seow et al., (2017), studied that account for PBC, external control is insignificant for predicting an individual's intent. This may indicate that PBC reflects an individual's perception of the ease or difficulty of performing a behavior. they could reasonably believe that their health is excellent, therefore this has no significant effect on their desire to seek out wellness care (Brouwer et al., 2009; Seow et al., 2017; Smith et al., 2008).

Attitude, Subjective norms, PBC, LQW show a substantial positive association and direct influence of Behavior intention, confirming hypotheses 4a, 4b, 4c and 6. Attitude and Subjective norms, PBC consistent with Theory of Planned Behavior and other research. Moreover, Wellness may achieve QOL. Individuals' expectations of a behavior's advantages can affect quality of life. If people think an activity would improve their well-being,

contentment, or fulfillment, it might affect their behavior intention. Expecting good results and a better life might motivate them to do the action.

Hypothesis 7a claimed that LQW mediates the relationship between Attitude and Behavior intention among European holistic wellness tourists in Phuket. Attitude influences Behavior intention directly (H4a) and indirectly or partly mediated by positive views toward holistic wellness tourism. European visitors' view of holistic wellness activities promotes greater LQW and behavior intent to participate holistic wellness tourism in Phuket. Numerous studies show that attitude affects how people see the world, which impacts their quality of life. Positivity improves life. It helps people stay cheerful in tough times, improving life satisfaction and well-being. Positive attitudes about an action sometimes lead to the intention to do it. Someone who likes exercising is more likely to do it (Hudson et al., 2017; Karn et al., 2017; Koskinen & Wilska, 2019).

LQW partially mediates Subjective norms-behavior intention in the sample. The data supports Hypothesis 7b. European visitors also observed high subjective standards. This may indicate a high level of relationship if an individual perceives that a specific behavior improves quality of life, they are more likely to receive positive feedback or approval from their social network for engaging in that behavior, and subjective norms are usually influenced by significant others. LQW partially mediates PBC in the sample. This finding of this study supports Hypothesis 7c and has shown that individual's perception about their ability engage in holistic wellness tourism are measured by perceived behavior control, if individuals believe that a behavior will enhance their well-being, satisfaction, or fulfillment in various domains of life, it can positively influence their behavior intention.

### **Research Implications**

#### **Academic Implications**

1. This study has filled this gap and sheds light on the impact of LQW and its antecedents on DTPB in holistic wellness tourism. In addition, this study provided evidence indicating that LQW can be measured in wellness tourism research. Additionally, no studies within wellness tourism have measured LQW using it as mediator effect. This study provided empirical evidence supporting an LQW measurement model that included hierarchical factors and affirmed that LQW measure could be operationalized as a mediator factor model. Based on the comprehensive literature review, these eight constructs have yet to be investigated in holistic wellness tourism context in Thailand. Thus, the current study develops an experimental framework for academics and practitioners who may be interested in undertaking additional research to investigate how to apply the findings and can be compiled into a publication to convey a competitive advantage to wellness sectors.

2. In term of fostering European tourists' behavior intention toward holistic wellness vacation, the study found that attitude and subjective norms and perceived behavioral control are the key determinants in which perceived behavioral control has the strongest direct effect on European tourists' behavior. Moreover, the study found that attitude, subjective norms and perceived behavioral control indirectly influence behavior intention through life quality & well-being. It was found that if a behavior is believed to improve quality of life, individuals are more likely to develop positive attitudes toward engaging in that behavior. And individual's perception about their ability engage in holistic wellness tourism are measured



by perceived behavior control, if individuals believe that a behavior will enhance their well-being, satisfaction, or fulfillment in various domains of life, it can positively influence their behavior intention. These empirical findings validate the mediating effects of LQW indicating that LQW partially mediates the behavior intention in visiting holistic wellness vacation.

#### Policy Implications

3. The government should provide initial assistance to stimulate health awareness among Europeans by having the campaign which can be encouraging healthy behaviors through public health and wellness, wellness programs, access to sports and fitness facilities, and initiatives promoting healthy eating habits and physical activity.

4. The government may use awareness-enhancing tactics, such as developing wellness tourism itineraries that include both main cities area and less visited area routes to provide suggestions or recommendations for European travelers.

#### Managerial Implications

1. Moreover, the study indicates, positive attitude (health consciousness) towards holistic wellness is critical for wellness tourists to participate in wellness tourism. Therefore, Businesses/Destination managers have the option to consider including wellness tourism as part of their offerings in various areas by offering personalized wellness products and experiential elements, as well as authentic destination-based experiences and explicit reflective elements that appeal to tourists. Destination managers may develop specialized wellness programs that align with health-conscious European tourists' interest such as offer a variety of holistic activities: yoga retreats, meditation sessions, personalized fitness programs, healthy cooking classes, and spa treatments focusing on natural and organic ingredients.

2. Businesses may also promote health awareness to people to concern about their health as it is encouraging individuals to make informed decisions about their well-being such as encourage Healthy habits by offering tips and guidance on adopting and maintaining healthy habits in daily life; provide step by step instructions for exercise routines, healthy recipes and stress management techniques; Share personal stories and testimonials of individuals who have overcome health challenges or made positive lifestyle changes. Real-life examples can inspire and resonate with people.

### Limitation and Recommendation

The present study has significant limitations that may guide future research, as Phuket holidaymakers provided data for this study. Thus, findings are limited to this region. Other geographical areas may provide different results and conclusions on the amount and direction of construct relationships. Additional study on other tourist sites should be done to compare results.

Second, the observed indications were restricted, even if a structural equation model might resolve this research's assumptions. Literature review guided the selection of observable variables and constructs. The model might be expanded to include essential factors and constructs that improve life quality, well-being, and behavior intention. Future study should examine omitted influencing factors (moderators/mediators) like motivation and perceived value that may affect the exogenous variables on the endogenous variables. Perceived value and push/pull incentive have been shown to increase action intention. (Dean & Suhartanto,

2019; He et al., 2020; Jalil, Fikry, & Zainuddin, 2016; Li & Cai, 2011; Seow, Choong, & Moorthy, 2021).

Thirdly, our research collected all variables from European visitors using a self-report survey. Data collecting limits prevented elimination of common procedure bias. Self-assessment may make European tourists overstate their actions and intentions. Thus, several data sources should be used to verify this model. The study proposes that future studies should gather data on European visitors' behavior from the supply side, such as wellness industries, to remove bias and give informative data. Fourth, this research solely used Life quality & well-being to mediate the effects of deconstructed theory of planned behavior on European visitors in Phuket. Future researchers should incorporate satisfaction and emotion factors that affect behavior intention. Finally, the research provides preliminary demographic data on wellness travelers, including gender, age, nationality, and travel habits. The major components (decomposed theory of planned behavior and its antecedents, life quality & well-being, and behavior intention) were compared by wellness tourism type, gender, and age group. Since the main goal of this study was to construct and evaluate an existing model experimentally, future research should use segmentation analysis to better understand wellness visitors. Categorization advances theoretical and experimental research. Classifying visitors helps predict their behavior.

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