

The Nexus between Environmental Concern, Attitude, Self-Image, Subjective Norm and Purchase Intention towards Eco-Friendly Tourism Products

KRITTIPAT PITCHAYADEJANANT, PARINYA NAKPATHOM & ARIF ZULKARNAIN

Burapha University International College

Contacting author: parinyan@go.buu.ac.th

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Objectives | This study aims to describe the determinants affecting purchase intention on eco-friendly tourism products. The effect of determinants extended by the Theory of Planned Behaviour toward the purchase intention of eco-friendly tourism products is investigated. The determinants in the research model consist of Environmental concern (EC) (Ghaffar et al., 2023), Subjective norm (SN) (Channa et al., 2022; Ch et al., 2021), Attitude (ATT) (Alafes & Samikon, 2022), Self-image (SI) (Năm & Vân, 2021) and Purchase intention (PI) (Farzin et al., 2023) on eco-friendly tourism product. In addition, the study uncovers the insightful determinants to describe their impacts on purchase intention towards eco-friendly tourism products in order to propose recommendations to enhance the purchase intention of eco-friendly tourism products.

Methodology | The data are collected cross-sectionally. The research methodology emphasizes respondents who are working, aged between 25 – 60 years old and interested in purchasing eco-friendly tourism products in Bangkok and Chonburi; these two provinces are renowned as tourist destinations in Thailand and serve many eco-friendly tourism products. The reason for choosing this group is because they have a high potential for making self-decisions for purchasing eco-friendly tourism products. The questionnaires are distributed in identical amounts to Bangkok and Chonburi in a total of 400 questionnaires. Nonprobability sampling is applied to collect the data with self-selection sampling with specified criteria: travellers aged between 25 - 60 years old who have travelled in Bangkok or Chonburi. The response option for each question is a 5-point Likert Scale: strongly disagree to strongly agree.

Main Results and Contributions | A structural equation model is applied to analyse the collected data. The model fitted very well $\chi^2/df=2.030$, RMR = 0.036, RMSEA = 0.050 GFI = 0.932, AGFI = 0.907, CFI = 0.969, NFI = 0.941, RFI = 0.928, IFI = 0.969, TLI = 0.962 (Jose and Sia, 2022). The results indicate that self-image (SI) has a significant effect on environmental

concern (EC) ($b=0.644, p<0.05$) and attitude (ATT) ($b=0.473, p<0.05$). Environmental concern (EC) has a significant effect on the subjective norm (SN) ($b=0.355, p<0.05$) and purchase intention (PI) ($b=0.723, p<0.05$). Lastly, subjective norm (SN) has a significant effect on self-image (SI) ($b=0.491, p<0.05$) and purchase intention (PI) ($b=0.134, p<0.05$). Surprisingly, the attitude has no effect on purchase intention, whereas the subjective norm and environmental concern have a significant effect on purchase intention instead.

Limitations | The limitations of the study are described and needed to be further into three perspectives; firstly, the characteristics of tourists can be extended into international tourists because the study focuses on only Thai tourists; secondly, the observations in the study are limited within Bangkok and Chonburi provinces; thirdly, there are many determinants can be extended to describe the purchase intention on eco-friendly tourism product such as switching behaviour, price sensitivity.

Conclusions | According to the study, eco-friendly tourism products will not be purchased because of self-attitude. The tourists have high intention to purchase eco-friendly tourism products because of social influence (Jose & Sia, 2022) and environmental concerns (Ghaffar et al., 2023). Unexpectedly, environmental concern is influenced by self-image. However, in Thailand's context, Thai tourists are concerned with the environment. When they would like to create a good self-image and be recognized by society, then they will intend to purchase eco-friendly products. They do not have much concern for the environment unless they receive recognition or reward. As a consequence, social mechanisms through social media have been applied to enhance the environmental concerns among Thai tourists. In addition, micro-influencer has a strong impact on Thai tourists' behaviour. There are many travel influencers who create content in order to promote tourist destinations, but fewer of them promote eco-friendly tourism products. Lastly, creating self-environmental concerns and self-attitude cannot be successfully created within a year. Social mechanisms and collaboration through the whole supply chain in the tourism industry must be gathered and investigated in every tourism activity in order to shape the tourists' behaviour to realize eco-friendly tourism products.

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