

# Exploring the influence of **servicescape**, **e-WoM**, and **satisfaction** on tourists' **revisit intention** to yoga tourist destination: Evidence from Patanjali Yogpeeth, India

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**Abstract** | With tourists' growing interest in revitalizing their bodies, minds, and spirits through learning and practicing yoga, yoga tourism is gaining attention rapidly in academia and industry. The age-long practices of yoga, Ayurveda, and meditation make India an excellent destination for yoga tourism. Patanjali Yogpeeth is chosen as the study area, considering its prominence and impact on the industry. The institution fosters a culture of promoting exercise, conducting research, and spearheading advancements in Ayurveda and yoga. This research examines the influence of electronic word of mouth (E-WoM) and servicescape on tourists' revisit intention to the Patanjali Yogpeeth with the mediating role of tourist satisfaction. Quantitative methodology was applied in the current study, and 231 tourists' data was collected from those who have revisited Patanjali Yogpeeth. The findings showed that tourists' revisit intention towards Patanjali Yogpeeth has a positive relationship with E-WoM and servicescape. In addition, perceived satisfaction mediates the relationship between tourists' revisit intention and E-WoM and servicescape. From the practical aspect, this research will help the tourism and travel industry stakeholders with empirical evidence. From the theoretical aspect, the study extends the applicability of the Stimulus Organism Response (S-O-R) model.

**Keywords** | Yoga tourism, E-WoM, servicescape, tourist satisfaction, revisit intention, Patanjali Yogpeeth, India

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## 1. Introduction

In the post-pandemic period, wellness tourism has attracted a distinct consumer base comprising individuals who seek to rejuvenate and tranquilise their minds, bodies, and souls while travelling (Habeeb, 2021). Wellness tourism is a complex and evolving segment that caters to a broad spectrum of individuals seeking various aspects of well-being. While yoga enthusiasts are a significant part of this segment, the broader scope of wellness tourism includes health-conscious travellers, those pursuing relaxation, individuals with medical goals, and those seeking cultural and outdoor experiences that align with their wellness priorities. As the demand for holistic well-being continues to grow, the wellness tourism industry is evolving to offer diverse and tailored experiences to meet the needs of this multifaceted audience.

Yoga tourism is considered a sub-class of wellness tourism; it reduces stress, increases strength, improves breathing, and provides flexibility by bringing the mind, body, and soul together. The global popularity of yoga has prompted many people to explore this type of tourism (Connell, 2006; Dillet, Douglas, & Andrzejewski, 2019). In contrast, India aims to establish itself as a spiritual and wellness tourist hotspot, as it offers a lot of Ayurveda and Yoga activities (Sarwal, Prasad, Gopal, Kalal, Kaur, Kumar, Regy, & Sharma, 2021). Yoga has the potential to contribute to tourism development significantly. This symbiotic relationship between yoga and tourism is increasingly recognised by destinations worldwide. As travellers seek authentic and holistic experiences, yoga is an enriching activity that promotes well-being and enhances the tourism experience (Arora & Sharma, 2023). Telej and Gamble (2019) mentioned that India's reputation as the "yoga cradle" makes it one of the most sought-after locations for yoga tourists. The appeal of yoga in India is deeply ingrained in the country's extensive historical and cultural legacy, which has attracted a diverse range

of fans from many parts of the world. The nation's varied topography, encompassing tranquil Himalayan sanctuaries and seaside paradises, enhances its allure as a comprehensive and transformational yoga destination. As international tourism is becoming increasingly competitive, Yoga tourism can be a unique selling point for India to attract tourists. Many yoga camps/accommodation facilities are being established nationwide to cater for these tourists. Indian cities like Rishikesh and Haridwar are considered hubs for yoga and have many yoga camps which provide various amenities. These amenities are similar to a hotel and vary from basic beds and bathrooms to private suite rooms with bathrooms and Wi-Fi with some yogic elements like healthy vegetarian meals and yoga classes.

Yoga camps can be defined as facilities that combine the practices of yoga and hospitality services (Pahuja, 2021). A yoga camp's hospitality emphasis ensures guests have a positive experience (Swamy & Agoramoorthy, 2021). This involves arranging proper lodging, including cabins, tents, or apartments, preferably in a tranquil and natural area. It is important that the spaces be pleasant to spend time in and allow for rest and renewal. Meals at a yoga camp generally are in line with yogic ideals. This may include vegetarian or vegan cuisine, organic ingredients, and mindful dietary practices. Participants' nutritional needs and preferences should also be taken into account. The staff should be friendly, competent, and trained in yoga and wellness (Swamy & Agoramoorthy, 2021). Yoga camps may offer extras to improve the experience, for example, spa treatments, outdoor activities, workshops, lectures, and self-improvement techniques. With increasing concern for health and well-being, many tourists visit these camps to rejuvenate themselves (Derrien, Cervený, & Wolf, 2019; Hekmat, 2022; İnce & Keskin, 2023; Arora & Sharma, 2023).

Like other tourism and hospitality businesses, these yoga camps face fierce competition and ap-

ply new tactics to attract tourists. Yoga camp owners must find ways to differentiate their businesses via characteristics like ambience, services, amenities, décor, and design. These characteristics are often considered when tourists decide to book yoga camps for their stays. To effectively cater to the demands and preferences of yoga tourists, destination marketers must undertake rigorous efforts to enhance the three underlying elements of service quality, namely tangibles, intangibles, and health and hygiene (Abdou, Mohamed, Khalil, Albakhit, & Alarjani, 2022). With the changing demand of tourists, their buying decision-making process has also evolved. There is a lot of pressure on yoga camp owners to provide excellent service. Services and electronic word of mouth (E-WoM) are considered in buying selection process. Many tourists consider online reviews from other customers or tourists on platforms like TripAdvisor before booking any accommodation facility or any other tourist service. Businesses recognise the worth of E-WoM because it influences consumers' final purchasing decisions. Tourists with positive reviews about the accommodation facility are likely to revisit that facility. In many cases, E-WoM spreads about these camps due to the positive reviews provided by satisfied consumers, those who turn into loyal consumers later on and may revisit the camp (Radwan, 2022).

The frequency with which their prior guests revisit often defines the success of businesses in the travel and hospitality industries (Ngoc & Trinh, 2015). The primary driver is the fact that high visitor retention rates cut down on advertising expenses (Loi, So, Lo, & Fong, 2017). Successful destination marketing relies heavily on this factor (Ding, Jiang, & Qu, 2022), and it also increases the profitability and sturdiness of the industry (Akthar, Nayak, & Pai, 2023). Determining visitors' desire to return has received much academic attention in the travel and tourism literature (Carvajal, Hsu, & Raj, 2023). Numerous research has been undertaken to determine the fac-

tors that encourage tourists to revisit, like positive feedback from customers who have used the hospitality services in the past (Camilleri & Filieri, 2023), tourist satisfaction (Tang, Wang, Jin, & Zhang, 2022) and servicescape (Lin, Lai, & Morrison, 2019; Kucukergin, Kucukergin, & Dedeoglu, 2020; Kim & Baker, 2022). In tourism and hospitality industry, revisits are often influenced by servicescape that leads to satisfied customers (Peng, Wang, & Lam, 2022; Björk, Kauppinen-Räsänen, & Sthapit, 2023). Bitner (1992) defined servicescape as the physical environment in which a business provides a service to its customers. The author argued that the environmental dimension, as a whole, constitutes a servicescape rather than its individual parts, consisting of ambient conditions, spatial layout, signs and symbols, and artefacts.

In yoga camps, along with service quality, the physical environment is essential for these services because these tourists seek relaxation, mindfulness, and a sense of tranquillity. Once satisfied, these tourists are open to sharing feedback through reviews and often post their reviews on online platforms (Hamzah & Waqas, 2023; Olorunsola, Saydam, Lasisi, & Eluwole, 2023) like TripAdvisor, MakeMyTrip, etc. The sharing of information/reviews in the form of blogs, forums, or discussion groups within famous networking sites about the services experiences online is called E-WoM (Amed, Mukherjee, Das, & Datta, 2019). E-WoM, or "electronic word of mouth," is a form of electronic communication between individuals (Hai Ming, Gang, Hua, & Waqas, 2022). Potential customers might explore these platforms, come across these reviews, and decide to visit the destination. After reading these reviews, existing customers may rekindle their memories and desires and decide to revisit the destination.

Existing researchers have investigated the relationship between E-WoM, servicescape, tourist satisfaction, and revisit intention in various settings like bed and breakfast (Lin et al., 2019), capsule

hotels (Chiang, 2018), short-term accommodation rental (Xu & Gursay, 2020), yoga tourists (Abdou et al., 2022). Whereas, the present research focuses on assessing the relationship between servicescape, E-WoM and revisit intention, with the mediating role of tourist satisfaction in the context of yoga tourism, focused on Patanjali Yogpeeth. The research area used for this study is Patanjali Yogpeeth, Haridwar, one of India's prominent yoga camps established in 2006. This yoga camp promises excellent hospitality and wellness opportunities. Despite being one of the oldest yoga camps and brand name, it has mixed online reviews with a rating of 3.5 on TripAdvisor. In contrast, newly established camps and retreats are more popular on TripAdvisor, with ratings above 4. These reviews mention servicescape aspects of the camps. This can be an area of concern for yoga tourism marketers as E-WoM might impact the buying decisions of tourists. Post-COVID, when most people are conscious of their physical and mental health, this study can help wellness and yoga tourism marketers and business owners prepare effective strategies to boost the tourist experience and satisfaction.

This article begins with a brief description of the issues related to Yoga tourism, the definition of the variables and the study's novelty. Following the contextual and theoretical discussion, hypotheses are formulated, and the research methodology is described, followed by interpretations of the statistical outcome. The article concludes with the contributions, implications, limitations and recommendations for future research.

## 2. Literature review

### 2.1. Patanjali Yogpeeth, India

Patanjali Yogpeeth, India, is among the renowned and major yoga institutes, and it is named after Maharishi Patanjali. It is located in the quiet

valleys of Haridwar, 20 kilometres from the central city adjacent to Rajaji National Park, and it is surrounded by divine and joyful nature. It is the realisation of two reputed yoga practitioners of India, Swami Ramdev and Acharya Balkrishna. They established yoga institutes with the viewpoint and visualisation of healing people from numerous afflictions through traditional and effectual Ayurvedic medical techniques. This yoga institute offers various residential facilities to visitors (Kumar, Jain, Rahman, & Jain, 2014) in a rigorous and regulated manner, along with several traditional therapies such as mud therapy, sand therapy, sun therapy, and many more to cure cardiovascular and metabolic diseases (Ranjan, Singh, & Shekhar, 2022). Patanjali Yogpeeth is considered a wellness centre/destination due to its comprehensive focus on holistic well-being, traditional healing practices, and a wide range of offerings, such as promoting physical, mental, and spiritual wellness (Kumar et al., 2014). In addition, Patanjali Yogpeeth is a destination where individuals can seek comprehensive wellness by integrating ancient wisdom, modern practices, natural therapies, and a supportive community. Its dedication to preserving and promoting the age-old traditions of yoga and ayurveda makes it a revered wellness centre/destination for seekers of well-being and health-conscious travellers (Ranjan et al., 2022).

### 2.2. Stimulus organism response (S-O-R) model

The Stimulus–Organism–Response (S–O–R) theory developed by Mehrabian and Russell (1974) was used as the theoretical underpinning to meet the aim of the study using E-WoM and servicescape to identify tourist behavioural outcomes. The S-O-R model has been widely utilised by numerous academic researchers in the area of tourism, hospitality, and consumer behaviour (Chen, So, Hu, & Poomchaisuwan, 2022; Kim, Lee, & Jung,

2020; Yadav, Verma, & Chikhalkar, 2021). S-O-R model explains human behaviour in response to external stimuli. According to theory, three factors—environmental stimuli (stimulus), emotional state (organism), and behavioural response (response)—are used to indicate how the external environment influences individual behaviour (Alhothali, Elgammal, & Mavondo, 2021; Mehra-bian & Russell, 1974). The stimulus element is the external environment; the organism reflects individuals' internal psychological and cognitive conditions, and response denotes individuals' outcome behaviour (Alhothali et al., 2021; Kucukergin et al., 2020). According to the S-O-R model, the relationship between the stimulus and the response is not direct but is mediated by the organism. The organism's internal processes and characteristics determine how it perceives, evaluates, and responds to a particular stimulus. Individuals may respond differently to the same stimulus due to their unique internal states and experiences. In the current study, E-WoM and servicescape were used as the external factors (stimulus) (Alhothali et al., 2021; Yadav et al., 2021), perceived tourist satisfaction as the internal psychological and cognitive condition (organism) (Chen et al., 2022), and revisit intention as the outcome behaviour of the individuals (response) (Isa, Ariyanto, & Kiumarsi, 2019). The S-O-R model suggests that tourists' revisit intention is influenced by two external factors named servicescapes and E-WoM, with the mediating role of tourist satisfaction. Therefore, the current study validates the Stimulus–Organism–Response (S–O–R) in the context of tourists' revisit intention to the wellness destination.

### 2.3. E-WoM and revisit intention

The influence of E-WoM communication on marketing strategy has received significant attention in recent times (Kurdi, Alshurideh, Akour, Alzoubi, Obeidat, & Alhamad, 2022). In yoga

and wellness tourism, E-WoM has an impact on visit and revisit intentions (Abdou et al., 2022; Goyal & Taneja, 2023) as the expense of keeping repeat tourists is far less than that of getting new ones; therefore, destination marketers want to know what makes tourists return (Back, Bufquin, & Park, 2021). Modern tourists do more research before booking, relying less on traditional marketing channels and more on WoM and digital media (Gaspar & Costa, 2021; Nilashi, Fallahpour, Wong, & Ghabban, 2022). For example, positive reviews posted online about accommodation have been found to boost bookings and room sales (Vo, Hung, Tuckova, Pham, & Nguyen, 2022). Moreover, reducing unfavourable E-WoM is essential for maintaining repeat business. Previous study shows that E-WoM might affect visitors' propensity to travel or return (Izogo, Mpinganjira, Karjaluoto, & Liu, 2022). In the med-tour sector, E-WoM is just as influential as traditional forms of marketing on return visits (Mohammed, 2016). Hospitality units such as yoga camps must provide exceptional services for positive E-WoM.

Individuals' purchase decisions are affected by E-WoM, which has been shown to affect tourists' decisions and encourage repeat visits (Nasar, 2022). The destinations with positive reviews, feedback, or experience are often chosen again for tourist visits compared to those with negative reviews (Saleh, 2021). Hence, an individual's inclination to revisit a yoga camp will likely be boosted after encountering favourable E-WoM related to that camp. Therefore, the below hypothesis is proposed.

**Hypothesis 1: E-WoM has a positive relationship with tourists' revisit intention.**

### 2.4. Servicescape and revisit intention

How clients perceive the value of a service depends critically on the servicescape. Its characteristics influence hedonic value perceptions, and he-

donic value is correlated with behavioural intention (Alhothali et al., 2021). Social servicescape is a primary predictor of post-consumption behaviour, such as attitude, contentment, return intention, and word of mouth (Ali, Ting, Salim, & Ahmad-Ur-Rehman, 2022). Various researchers suggest that an accommodation facility's servicescape has a favourable influence on its overall image (Liat, Mansori, & Huei, 2014; Sukhu, Choi, Bujisic, & Bilgihan, 2019; Liu, Tsai, Xiao, & Hu, 2021). In addition, in the context of full-service hotel consumption, Line, Hanks, and Kim (2018) discovered that servicescape can affect both consumer satisfaction and behavioural intention (WoM, E-WoM, and intentions to repurchase). Researchers have found that servicescape influences word of mouth (WoM) and repeat visits (Chao, Fu, & Liang, 2021; Stylos, Bigné, & Bellou, 2022). As most yoga camps provide residential facilities and yoga practices, yoga camp settings with a good servicescape create a positive attitude among visitors and influence revisit decisions. In yoga camps, the servicescape experience will impact the intention to revisit. Therefore, the below hypothesis is proposed.

**Hypothesis 2: Servicescape has a positive relationship with tourists' revisit intention.**

## 2.5. E-WoM and tourist satisfaction

Due to the expansion of the internet, word-of-mouth (WoM) has been able to spread to a far wider audience through the internet (Sashi & Brynildsen, 2022). E-WoM is often expressed through internet reviews and is useful for helping other consumers, such as tourists, make informed choices (Chopra, Lim, & Jain, 2022). These internet reviews generally come from satisfied, knowledgeable, or repeat tourists. Tourist satisfaction is defined as an evaluation of the services used by tourists, i.e., whether these services meet their expectations or not. With the opportunity to post online reviews

about services, many tourists share their feedback electronically through these reviews. These E-WoM seldom have rules dictating required topics, so travellers can express themselves in whichever way they see fit to convey their satisfaction level to future travellers (Wattanacharoensil, Schuckert, Graham, & Dean, 2017).

However, E-WOM is reviewed based on source credibility and information quality, as there may be false reviews on the website or platforms. Source credibility (source trustworthiness, source expertise) and information quality were decided as dimensions of studying EWOM impact. Potential tourists find reviews from credible sources with quality information helpful in determining the satisfaction levels of existing tourists and making purchase decisions accordingly. A dissatisfied tourist will write a negative review, spreading negative E-WoM about the services. In contrast, a satisfied tourist will promote positive E-WoM by writing a positive online review of the organisation's services (Al-Bourini, Aljawarneh, Almaaitah, Altahat, Alomari, & Sokiyna, 2021). Potential tourists will be swayed more by services that have received favourable ratings than by those that are not so favourable. (Wei, Shan, Zhu, Wu, & Lyu, 2022). Thus, Yoga camps with satisfied tourists will receive positive ratings and E WoM. Therefore, the below hypothesis is proposed.

**Hypothesis 3: E-WoM has a positive relationship with tourist satisfaction.**

## 2.6. Servicescape and tourist satisfaction

Over several years, studies have suggested that a service's environment functions as a sort of non-verbal message, shaping a consumer's impressions of the service and the company providing it (Løberg & Egeland, 2023). Key dimensions of the servicescape include facility aesthetics (colour, music, and lighting), accessibility (spatial arrangement and the capability of furnishings to faci-

litate customer satisfaction), and cleanliness (Yan & Felicen, 2021). Kim (2021) stated that servicescape's positive experience improves customer happiness and satisfaction. Several studies have shown that servicescape elements significantly affect customers' ratings of service quality and satisfaction (Peng et al., 2022; Gunasekar, Das, Dixit, Mandal, & R Mehta, 2022). Customers with more convenient and pleasant experiences of used service will be satisfied and more likely to recommend such experiences to others. Batra and Taneja (2021) mentioned that consumers' emotional satisfaction is improved because of the favourable effects of the three facets of servicescape, i.e. atmosphere, layout, and interactions. Services in a yoga camp may have some unique servicescape in addition to regular ones, which differs from a fully equipped hotel's service experience like 'sensescape' but is nevertheless crucial (Smith, 2021). The yoga camp visitors will be positively influenced and satisfied if the servicescape is excellent. Therefore, the below hypothesis is proposed.

**Hypothesis 4: Servicescape has a positive relationship with tourist satisfaction.**

## 2.7. Revisit Intention and Tourist Satisfaction

The relationship between revisit intention and tourist satisfaction has been studied by various scholars (Hossain, Hossain, Al Masud, Islam, Mostafa, & Hossain, 2023; Torabi, Shalbafian, Allam, Ghaderi, Murgante, & Khavarian-Garmsir, 2022). Tourists are motivated to return due to favoura-

ble experiences during their visit (Borges, Vieira, & Lopes, 2021; Flower, Burns, & Jones, 2021). Satisfaction is determined by experience, which directly impacts behavioural intention, which is a substantial predictor of the inclination to revisit a specific destination (Acharya, Mekker, & De Vos, 2021; Hamid, Mohamad, & Suki, 2021; Kubickova & Campbell, 2022; Rajput & Gahfoor, 2020). Various other studies have also indicated that satisfaction is one of the factors of revisit intention (Bruzzi & Benevolo, 2022; Waheed & Hassan, 2016). Tourist satisfaction and tourists' behavioural intentions have a significant positive relationship in the case of yoga tourists (Abdou et al., 2022). Various factors determine tourist satisfaction, like cost, hospitality, accommodation facilities, environment and so on (Pizam, Neumann, & Reichel, 1978; Rimmington & Yüksel, 1998; Heung & Quf, 2000). For this study, we have taken the environment as a predictor of tourist satisfaction. In the case of yoga camps, tourists who are satisfied with the servicescape (physical environment in which service is provided) are likely to revisit the camp. Therefore, the below hypothesis is proposed.

**Hypothesis 5: Tourist satisfaction has a positive relationship with revisit intention.**

Based on the literature review, this research proposes the framework below (Figure 1) that illustrates the relationship between Servicescape, E-WoM, tourist satisfaction, and tourists' revisit intention.

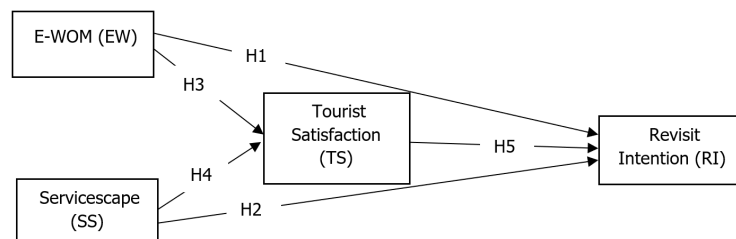


Figure 1 | Conceptual Research Framework

### 3. Methodology

#### 3.1. Research design

The present study aims to explore the relationship between servicescape and E-WoM and revisit the intention of Patanjali Yogpeeth, India, with the mediating role of tourist satisfaction. The S-O-R model was adopted to meet the study's objectives, where the influence of servicescape and E-WoM on tourist revisit intention will be studied with the mediating role of tourist satisfaction. The present research adopted a quantitative correlational survey-based methodology. The quantitative correlational method is used in the current study as it allows more than one variable to be measured to observe the association between the variables, which will help to meet the study's objectives (Nardi, 2018).

#### 3.2. Research population, sample size, and sampling technique

Tourists who revisited Patanjali Yogpeeth, Haridwar, India, were the respondents of this study. However, there needs to be more statistical evidence about the number of tourists who revisited Patanjali Yogpeeth. Therefore, the non-probability sampling method seemed appropriate in this study. Non-probability sampling is employed when the population parameters are either unknown or not possible to identify individually. Several previous studies suggested using G-Power analysis to determine the sample size when the research population is unknown (Hair, Hult, Ringle, & Sarstedt, 2021; Kline, 2015; Ringle, Sarstedt, Mitchell, & Gudergan, 2020). The minimum sample size for conducting the present study was determined to be 119 based on G-Power analysis, with a medium effect size (0.15), a significance level of 0.05, a power (1-  $\beta$  err prob.) of 0.95%, and three predictors (EW, SS, and TS). The purposive sampling

technique has been used in the current study as the respondents are only those tourists who have revisited Patanjali Yogpeeth, Haridwar, India.

#### 3.3 Research instruments and data collection procedure

A structured, close-ended, and self-administered questionnaire was employed for collecting the data. All the measurement items of variables were adapted from past studies and modified according to the needs of the present study (Table 1). There were two sections to the questionnaire. Questions related to the demographic profile of the respondents were asked in the first section of the questionnaire, which includes (gender, age, level of study, marital status, occupation, and income) and a nominal scale was used to obtain the data. The second section of the questionnaire included questions related to identifying the respondents' revisit intentions, and the data was obtained through a nominal scale, specifically, the 5 Point-Likert scale where the minimum and maximum range was 1 (strongly disagree) and 5 (strongly agree). For pre-testing, the questionnaire was administered to a committee consisting of 3 Academics (associate professors from the travel and tourism management department) and 3 industry personnel (a yoga service provider, tourism association representative and official from the tourism ministry) to check the quality and relevancy of the questionnaire and the questionnaire was modified according to the feedback received. Data for conducting the pilot study was collected from the tourists who have revisited Patanjali Yogpeeth, Haridwar. Thirty wellness tourists who have revisited Patanjali Yogpeeth were selected for the pilot study to check the reliability, minimise the error, and maximise the validity. Revisiting tourists at Patanjali Yogpeeth, Haridwar was the actual research population. Collecting pilot study data from the actual research population enhances



the representativeness of the findings, helps refine sampling strategies, and contributes to the validity and reliability of the research instruments.

The final questionnaire was developed based on the input received. This research is a cross-sectional study, and data was gathered from the tourists who have revisited Patanjali Yogpeeth by conducting a face-to-face survey from July 10, 2022, to October 20, 2022. The data was collected from Patanjali Yogpeeth, Haridwar Phase I and II. Straight or zigzag line responses were excluded during the data screening process to

reduce the suspicious response and enhance the data's reliability (Memon, Cheah, Ramayah, Ting, Chuah, & Cham, 2019). Moreover, Researchers have developed a rule of thumb that suggests that outlier can be determined through the value of the z score. Hair, Black, Babin, and Anderson (2019) recommended that z score  $\pm 3.29$  is considered the outlier for the large sample size. Responses whose z-score value was found beyond the recommended value were excluded. A total of 247 responses were collected, and after doing a data screening, 231 responses were considered for the present study.

**Table 1 | Source of the Variables Measurement Items**

Variables	Measurement Items	Source
<b>E-WoM (EW)</b>	EW1: I perceive that the information quality regarding the Patanjali Yogpeeth was good.	(Adam, Ibrahim, Putra, &
	EW2: I believe that the information provider regarding the Patanjali Yogpeeth was trustworthy.	Yunuszi, 2023)
	EW3: I perceive that the information provider regarding Patanjali Yogpeeth was an expert.	
<b>Servicescape (SS)</b>	SS1: I perceive that the overall ambience and decor of Patanjali Yogpeeth are visually appealing	(Fauzi, 2019)
	SS2: The spatial arrangement of facilities at Patanjali Yogpeeth is convenient and easy to navigate.	
	SS3: The overall cleanliness of Patanjali Yogpeeth is well-maintained.	
<b>Tourists' Satisfaction (TS)</b>	TS1: The physical environment at Patanjali Yogpeeth positively influenced my overall satisfaction.	(Simpson, Sumanapala, Galahitiyawee, Newsome, & Perera, 2020)
	TS2: The availability of amenities and facilities (such as accommodation, dining options, recreational and spiritual activities) at Patanjali Yogpeeth positively influenced my overall satisfaction.	
	TS3: My level of satisfaction was influenced by the reviews and recommendations I read or heard about Patanjali Yogpeeth online (e-WOM).	
<b>Revisit Intention (RI)</b>	RI1: I am likely to revisit Patanjali Yogpeeth in the future.	(Simpson et al., 2020)
	RI2: The overall experience at Patanjali Yogpeeth has positively influenced my intention to revisit the destination.	
	RI3: I recommend Patanjali Yogpeeth to others based on my overall satisfaction with the destination.	

### 3.4. Data analysis tools and techniques

SPSS (v.26) and Smart-PLS (v.3.3.8) software were used for data analysis. The present study includes descriptive analysis, correlation analysis, construct reliability and validity, discriminant validity, assessment of the structural model, and hypotheses tests. SPSS (v.26) was used to conduct the descriptive analysis. Smart-PLS (v. 3.3.8) was used to conduct the Structural Equation Modeling (SEM), which includes constructing reliability and validity, discriminant validity, assessment of

the structural model ( $R^2$ ,  $f^2$ ,  $Q^2$ , inner VIF), and test of the proposed hypotheses.

### 3.5. Common method bias (CMB)

Common method bias typically occurs in research studies when data is collected from the same individual in the same measurement context, using similar item characteristics for both the independent and dependent variables. CMB in the present study was assessed by performing Harman's single-

factor test, as suggested by Podsakoff, MacKenzie, Lee, and Podsakoff (2003). CMB issues exist in the study if more than 50% of the variance in the data can be accounted for by a single factor, as recommended by Podsakoff et al. (2003). The test result indicated that 41.841% of the total variance was retrieved by a single factor, which is lower than the recommended threshold of 50%, indicating the absence of common method bias in this study. Additionally, since the VIF values of the constructs are less than 3.3, this indicates no CMB issue (Kock, 2015). Respondents' identities were kept anonymous in the questionnaire to avoid CMB concerns.

#### 4. Result and discussion

Table 2 depicts the demographic profile of the respondents, indicating that most respondents were female. There were 129 female respondents and 102 male respondents, respectively. The female and male respondents were respectively 55.84% and 44.46%. In contrast, the maximum number of respondents was found from the age group 45-54, which is 35.06 % of the total respondents. The lowest number was found in the age group 18-24. In terms of the respondent's level of education, it was found that a total of 89 respondents studied till university, which is the most among all other category and their percentage are 38.53.

Table 2 | Respondents' Demographic Profile

Construct	Category	Frequency	Percentage
Gender	Female	129	55.84
	Male	102	44.46
Age	18-24	03	1.30
	25-34	22	9.52
	35-44	66	28.56
	45-54	81	35.06
	55-64	42	18.18
	65 and above	17	7.37
Level of Education	No Formal Education	04	1.73
	Primary	19	9.23
	High School	47	20.35
	Higher Secondary	72	31.17
	University	89	38.53
Marital Status	Unmarried	42	18.18
	Married	163	70.56
	Others	26	11.26
Occupation	Private Service Holder	26	11.26
	Public Service Holder	63	27.27
	Student	07	3.03
	Business	29	12.55
	Unemployed	65	28.14
	Others	41	17.75
Level of Income Per Annum in Indian Rupee (INR)	Less than 100,000 INR	72	31.17
	100000 INR to 300000 INR	34	14.72
	300000 INR to 500000 INR	75	32.47
	500000 INR to 700000 INR	28	12.12
	700000 INR to 900000 INR	18	7.79
Number of Revisits in Patanjali Yogpeeth	More than 900000 INR	04	1.73
	2-3 times	118	51.08
	4-5 times	74	32.03
Reason Behind Visiting Patanjali Yogpeeth	More than 5 times	39	16.88
	Family and Friends Recommendation	69	29.87
	Doctors' Advice	88	38.10
	Self-decision	43	18.61
	Others	31	13.42

In addition, 163 respondents were found married, the most among all other categories, and their percentage was 70.56% out of the total respondents. Most of the respondents were unemployed (28.14 %). The number of respondents whose income per annum was less than Rs 10000 and Rs 300000 to Rs 500000 was almost the same, respec-

tively, 72 and 75. Most respondents have revisited the Yogpeeth 2-3 times; their number and percentage are 118 and 51.08 %. The demographic data shows that most respondents have visited the Yogpeeth due to the doctors' advice, and their percentage is 38.10 %.

Table 3 | Descriptive Statistics

Variables	N	Items	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
<b>EW</b>	231	EW1	3.67	1.057	-0.833	0.171	0.316	0.341
		EW2	3.65	1.031	-0.859	0.171	0.605	0.341
		EW3	3.62	1.06	-0.785	0.171	0.171	0.341
<b>SS</b>	231	SS1	3.61	1.027	-0.742	0.171	0.146	0.341
		SS2	3.69	1.077	-0.798	0.171	0.192	0.341
		SS3	3.69	1.087	-0.88	0.171	0.367	0.341
<b>TS</b>	231	TS1	3.51	1.116	-0.666	0.171	-0.129	0.341
		TS2	3.56	1.074	-0.693	0.171	0.110	0.341
		TS3	3.55	1.017	-0.651	0.171	0.067	0.341
<b>RI</b>	231	RI1	3.62	1.123	-0.715	0.171	-0.103	0.341
		RI2	3.53	1.093	-0.631	0.171	-0.101	0.341
		RI3	3.65	1.097	-0.795	0.171	0.244	0.341

Table 3 presents the descriptive statistics of the 12 items of 4 variables (E-WoM, Servicescape, Tourists' Satisfaction, Revisit Intention). The descriptive statistics present the value of the mean, standard deviation, skewness, and kurtosis. The mean value indicated that the highest and lowest value of the mean was found to be 3.69 and 3.51, respectively. Moreover, the data normality was tested through the skewness and kurtosis values. Hair, Black, Babin, and Anderson (2010) and Byrne (2010) mentioned that data is normally distributed when the skewness value is between -2 and +2 and the kurtosis value is between -7 and +7. Therefore, there is no issue regarding data normality in the present study, as all the skewness and kurtosis values were within the recommended range.

#### 4.1. Measurement model

Table 4 shows the reliability and validity of the measurement items of variables. The construct

reliability and validity were tested through Cronbach's alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). CA and CR values assist in measuring the internal consistency among the set of items, that is, how closely a set of items are related to each other. In contrast, AVE values assist in assessing the convergent validity of the study. All the values of Cronbach's alpha in the current study were found above 0.8, indicating good reliability, as Gliem and Gliem (2003) recommended. Moreover, in the current study, all the composite reliability values are above 0.9, and AVE values are above 0.7, which is in the acceptable range, as suggested by Hair et al. (2021). Table 4 also indicates the factor loading value of this study. The loading value of the current study for all the items is above 0.7, which is in the acceptable range (Henseler, Ringle, & Sarstedt, 2015).

Table 5 presents the discriminant validity result of this study. Discriminant validity was tested through the Fornell-Lacker criterion and Hetero trait-

Mono trait (HTMT). The Fornell-Larcker formula indicates that the value of the square root of the AVE of one construct must be higher than the value of the inter-correlations between constructs (Fornell & Larcker, 1981). In the current study, all the Fornell-Larcker values are in the acceptable range as the values were greater than the constructs' intercorrelations with the other constructs in the model. Hetero trait- Mono trait (HTMT) is an alternate technique for assessing discriminant validity. HTMT value close to 1 indicates the lack of discriminant validity. Franke and Sarstedt

(2019) stated that discriminant validity is achieved if the HTMT values are 0.9 or less. In the current study, all the HTMT values were less than 0.9 except for two values (0.965 and 0.988). In contrast, Henseler et al. (2015) mentioned that discriminant validity is achieved if the HTMT values are less than 1. The outcomes of the current study show that all the HTMT values are in the acceptable range, as Henseler et al. (2015) recommended, ensuring that discriminant validity has been obtained in this study.

Table 4 | Construct Reliability and Validity

Variables	Items	Item Loading	CA	CR	AVE
<b>EW</b>	EW 1	0.929	0.941	0.962	0.894
	EW 2	0.959			
	EW 3	0.948			
<b>SS</b>	<b>SS 1</b>	0.904	0.834	0.902	0.754
	<b>SS 2</b>	0.911			
	<b>SS 3</b>	0.785			
<b>TS</b>	TS1	0.924	0.854	0.912	0.776
	TS2	0.937			
	TS3	0.934			
<b>RI</b>	RI1	0.802	0.924	0.952	0.868
	RI2	0.907			
	RI3	0.928			

Table 5 | Discriminant Validity

Fornell-Larcker Criterion					Hetero trait- Mono trait (HTMT)			
Variables	EW	SS	RI	TS	Variables	EW	SS	RI
EW	0.946				EW			
SS	0.664	0.868			SS	0.748		
TS	0.799	0.808	0.881		TS	0.885	0.965	
RI	0.760	0.724	0.882	0.932	RI	0.814	0.825	0.988

#### 4.2. Assessment of the structural model

The assessment of the structural model has been conducted by examining the value of the coef-

ficient of determinants ( $R^2$ ), multicollinearity (Inner VIF), effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ).

Table 6 |  $R^2$  and  $Q^2$  Result

$R^2$	Constructs	R Square	Magnitude	$Q^2$	Variables	$Q^2 (=1-SSE/SSO)$	Relevance
	<b>RI</b>	0.858	Substantial		<b>RI</b>	0.656	Yes
	<b>TS</b>	0.664	Moderate		<b>TS</b>	0.557	Yes

Table 6 presents the value of the  $R^2$  and  $Q^2$  of the current study. Academics extensively use  $R^2$  to examine the strength of the structural model and the impact of the predictive variables on the dependent variable. Hair et al. (2021) indicate that  $R^2$  values of more than 0.75, 0.50, and 0.25 as the strength of the measurement model as substantial, moderate, and weak. The  $R^2$  of the current study indicates the presence of substantial and moderate impact of predictive variables on the dependent variable. Hair et al. (2021) recommended that a  $Q^2$  value more than zero (0) for a particular endogenous variable indicates the presence of predictive relevance of the path model, and the statistical outcome of the current study indicates that the model has predictive relevancy. Therefore,  $Q^2$  represents that all the values are well reconstructed and establishes the predictive relevance of the endogenous constructs.

**Table 7 | Multicollinearity Test (Inner VIF)**

Constructs	RI	TS
<b>EW</b>	2.533	1.788
<b>SS</b>	2.243	1.788
<b>TS</b>	2.972	

Assessing the multicollinearity problem is essential in the study as the multicollinearity problem makes the statistical inferences less reliable. The current study assessed the multicollinearity issue through the inner VIF value (see Table 7). The inner VIF value of the current study is between 1.788 to 2.972, and Pallant (2020) mentioned that the inner VIF value between 10 and 0.1 indicates no multicollinearity problem exists. The current study is free from multicollinearity problems as all the inner VIF value of the current study is less than 3 and more than 0.1. Table 8 indicates the current study's  $f^2$  value and hypotheses test result. The  $f^2$  value indicates the effect size of the predictive variables. Cohen (2013) mentioned that the  $f^2$  value  $> 0.34$  is a large effect size, the  $f^2$  value  $> 0.14$  is a medium effect size, and the  $f^2$  value of  $0.0 > 0.01$  is a small effect size.  $f^2$  value more than 0.34 as a large effect size. Based on the statistical value of the current study, it has been determined that e-WoM has a small effect size on revisit intention. Servicescape has a large effect on revisit intention and a medium effect on tourists' satisfaction. In contrast, e-WoM has a medium effect on tourists' satisfaction. In addition, tourists' satisfaction has a large effect size on revisit intention.

**Table 8 | Hypotheses Test Result and Effect Size ( $f^2$ )**

Relationship	Sample Mean	Standard Deviation	T Statistics	P Values	Result	Effect Size ( $f^2$ )	Magnitude
<b>EW -&gt; RI</b>	0.219	0.062	3.583	0.001	Significant	0.137	Small
<b>SS -&gt; RI</b>	0.305	0.043	7.009	0.000	Significant	0.416	Large
<b>EW -&gt; TS</b>	0.501	0.076	6.578	0.000	Significant	0.291	Medium
<b>SS -&gt; TS</b>	0.391	0.076	5.13	0.001	Significant	0.254	Medium
<b>TS -&gt; RI</b>	0.494	0.059	8.368	0.000	Significant	0.573	Large

The results in Table 8 of the hypotheses were determined through the critical ratios (t-value) and p-value. Whereas Figure 2 illustrates the bootstrapping output with p value. According to Hair et al. (2021), the relationship between the variables is significant when the p values are less than 0.05

and the t values are more than 1.96. Five hypotheses were formed in the present study, where all the t-values were more than 1.96, and the p-value was below 0.05, which means all the hypotheses were accepted.

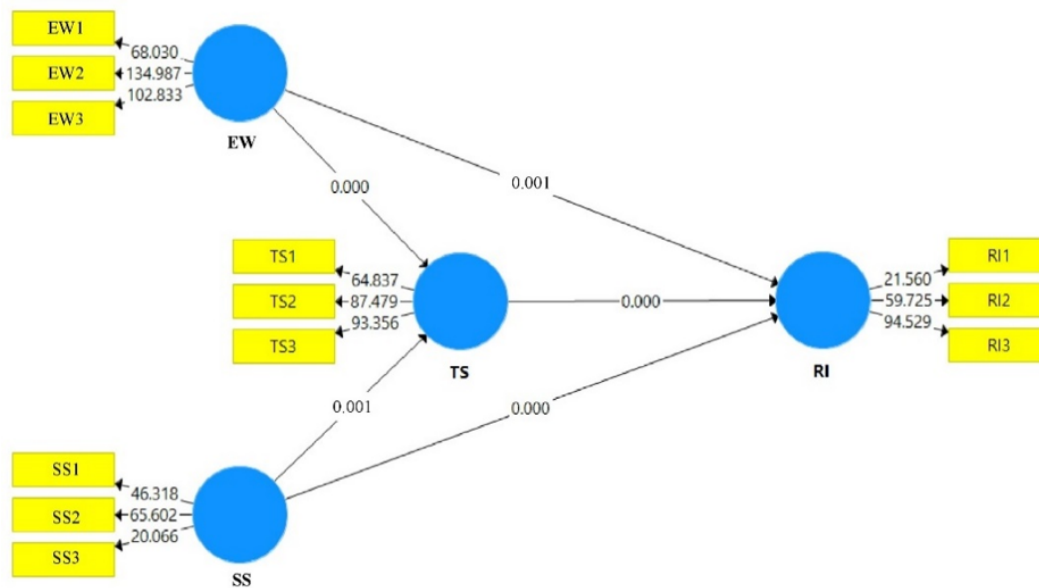


Figure 2 | Bootstrapping output with p values

More broadly, H1 was accepted as the relationship between E-WoM and tourists' revisit intention was found significant as the t-value was 3.583, and the p-value was 0.001. Similar findings were indicated by Adam et al. (2023). Their findings indicated that E-WoM highly triggers international tourists' intention to revisit the destination. The current study's findings revealed that tourists become more inclined to revisit the Patanjali YogPeeth. The t-value was 7.009; the p-value was 0.000 in H2; hence, the relationship between servicescape and tourists' revisit intention was found significant. The current study's result relates to the study's findings on international tourist revisit intention. Alhothali et al. (2021) found a relationship between servicescape and the tourists' revisit intention. The servicescape influences the tourists' hedonic value and peace of mind, automatically triggering the tourists' revisit intention. The relationship between eWoM and tourists' satisfaction was found significant, and H3 was accepted as the t-value was 6.578, and the p-value was 0.000. Martínez-Navalón, Gelashvili, & Gómez-Ortega (2021) indicated that the E-WoM influences tourist satisfaction and builds trust towards

TripAdvisor's review. Setiawan, Purbadharmaja, Widanta, and Hayashi (2021) mentioned that E-WoM develops a positive image regarding that destination, enhancing tourist satisfaction.

H4 was accepted as the relationship between servicescape and tourists' satisfaction was found significant as the t-value was 5.13, and the p-value was 0.001. Fauzi (2019) revealed that the servicescape of a destination enhances tourist satisfaction. Tourist satisfaction will be enhanced if the tourist perceives the destinations' servicescape quality as adequate. In the present study, the result indicated that the servicescape quality of Patanjali YohPeeth significantly influences tourist satisfaction. Finally, the relationship between tourists' satisfaction and revisit intention was found to be significant, and H5 was accepted as the t-value was 8.368, and the p-value was 0.000. Similar findings were indicated in several previous studies (Chan, Wan Ibrahim, Lo, Mohamad, Ramayah, & Chin, 2022; Pai, Liu, Kang, & Dai, 2020). Contradictory studies revealed that tourists revisit the Patanjali YogPeeth inclines if their prior experience meets their satisfaction.

## 5. Implications

The current study has both theoretical and practical implications, which have been discussed in the following sections.

### 5.1. Theoretical implications

The present study contributes with the following theoretical implications. The current study employed the Stimulus–Organism–Response (S–O–R) model in the context of tourist revisit intention to the yoga tourism destination. The study has used E-WoM and Servicescape as stimuli (S) to explain the consumer and environmental aspects, Tourist Satisfaction as an organism or emotional state (O), which in turn influences customers revisit intention (R). The current study developed and tested a unique research framework that aids in determining the impact of E-WoM and servicescape on yoga tourists' revisit intent, with the mediating role of tourists' satisfaction. To ascertain the impact of E-WoM and servicescape on the behavioural intention of tourists to revisit yoga and wellness destinations, academics can use the framework of the current study in the future in other tourism and hospitality domains. A second theoretical contribution of this research is its unique study setting. Unlike most prominent travel behaviour models provided in developed countries, the expanded S-O-R model was applicable in India, a developing country setting, providing contextual and empirical contributions. Other neighbouring countries can take insights from this study's findings. Understanding the existing visitor's psychology, expectations, experience, and satisfaction is important for industry players to improve the service quality of service providers. The study's theoretical contribution is validating this multidimensional extended S-O-R model that is suitable for assessing tourists' experience and revisiting intentions in wealthy nations and developing economies.

Thirdly, even though tourism researchers now have a better idea of how E-WoM influences tourism satisfaction (Kanwel, Lingqiang, Asif, Hwang, Hussain, & Jameel, 2019; Setiawan, Troena, & Armanu, 2014) and revisit intention (Azhar, Ali, Hamid, Akhtar, & Rahman, 2022), to the best of our knowledge, no scholars integrate servicescape on the mechanism. This integration offers a significant theoretical and empirical contribution to the tourism literature. Finally, the results of the current study add to the literature on tourism by clarifying and giving nuanced information regarding the state of the wellness sector and yoga tourism, particularly in India. The research's findings provide an overview and recommendations for the developing nations of South Asia that rely on tourism regarding which factors should be given priority and to what extent. Various nations with diverse geographies may adopt and put these lessons into practice.

### 5.2. Practical implications

Practically, the present study contributes with considerable implications on the wellness industry in India by investigating the influence of E-WoM and servicescape on tourists revisiting the Patanjali Yogpeeth with the mediating role of tourist satisfaction. The stakeholders, especially the destination marketers and service providers, can get better insights from the current study's findings to develop policies and improve existing strategies and services in terms of ambience, décor, convenience and hygiene management to increase tourists' satisfaction and enhance the tourists' revisit intention. Service providers can get insights regarding the factors that satisfy the tourists and understand tourists' decision-making patterns. Similarly, tourists can pre-assume and validate their decision to revisit through quality and trustworthy information from experts. The information obtained from several sources, including the Ministry of Tourism,

Yoga centres, hotels, resorts, airports, tour operators, travel agencies, etc., enhances the desire to revisit. Some examples of these sources are destination brochures, the destination's website, friends and family, newspaper and magazine articles, and travel guidebooks.

Current research stimulates and creates consciousness in government and think tanks about the significance of highlighting Yoga services, improving factors among stakeholders and creating collaborative associations among both internal and external tourism industry stakeholders of India. In addition, we contend that with the radical social and behavioural changes, service providers also need to re-strategise their policies. In this context, it is essential to comprehend how essential E-WoM is to tourists, why they check online review sites before booking a trip and include yoga tourism on their bucket lists.

### 5.3. Limitations

Though the current study has significantly contributed, a few limitations have to be acknowledged. Potential researchers can use these constraints as directions in future studies. Since the current study is cross-sectional, the outcome of this study may not provide the variance of frequently changed tourists' behaviour. Thus, a longitudinal study is suggested to enhance applicability. Secondly, the study has been conducted on 231 respondents from single Yoga service providers.

Further research can be conducted with more wellness tourists from other service providers to extend the generalizability. Another area for improvement of the current study is using a self-administrated closed-ended questionnaire survey to collect data from respondents, as it restricts them from providing in-depth information and comprehensive responses. Finally, the current study examined the influence of E-WoM and servicescape factors on revisiting intention. How-

ever, countless factors are yet to be investigated. Further research can be conducted, including other factors (e.g. past behaviour, destination trust, personal features, and value) as moderating variables.

### 5.4. Conclusion

The current study investigated the role of E-WoM and servicescape on yoga tourists' satisfaction and revisit intention to the Patanjali Yogpeeth. The findings from 231 responses reveal that the E-WoM and destination servicescape impact the tourists' revisit intention to the Yogpeeth. Moreover, the E-WoM, servicescape, and revisit intention of tourists are also positively associated with tourist satisfaction. Tourist satisfaction mediates the association between E-WoM and servicescape and tourists' revisit intention. The satisfaction of the Patanjali Yogpeeth tourist inclines their intent to revisit the destination. This study will inspire academia and practice to focus on Yoga tourism and other service-specific sectors for the betterment of the industry. The contentment tourists experienced at Patanjali Yogpeeth remarkably impacted their inclination to return. These findings extend beyond the realm of yoga tourism, holding valuable implications for academia and industry practice. The study resonates as a clarion call to devote greater attention to yoga tourism and service-specific sectors within the larger tourism and hospitality landscape.

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