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The Effect of Previous Experience and Travel Motivation on Behavioral Intention: Moderating the Influence of the New-Age Elderly of an Emerging Country

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Abstract: Research examining the travel motivation of elderly tourists in emerging countries is to date, far in between. Aiming to fill this gap, the current study focuses on the elderly tourists (traditional age and New-Age Elderly) of an emerging country so as to understand how they make decisions in planning their domestic and foreign trips. The interrelationship between the three main constructs of previous experience, travel motivation and behavioral intention is examined. Confirmatory factor analysis (CFA) and structural equation modeling (SEM) are used to analyze and validate the proposed research framework. Results drawn from the study confirm the relationship between previous experience and behavioral intention with travel motivation serving as a mediator. The elderly group (traditional age and New-Age Elderly) moderated the effect between previous experience and travel motivation; between previous experience and behavioral intention and between travel motivation and behavioral intention. This research thus, helps entrepreneurs in tourism business in emerging countries group better understand New-Age Elderly tourists and then be able to create appropriate tourism plans using the applied research results accordingly.

Keywords: Behavioral intention, Elderly, Emerging country, New-Age Elderly, Previous experience, Travel motivation

1. INTRODUCTION

The World Travel & Tourism Council (2015) claimed that international tourism is now on an increasing trend and this feature of the traveling industry will continue to expand over the next few years, as a result of the emerging economies experienced by emerging countries (WTTTC, 2015). Following this identification, the World Tourism Organization (2015) also predicted that the market shares of these emerging economies

would be growing gradually until the year 2030 where the number of tourist arrivals from these emerging economies would escalate to twice as many as those of advanced economies (UNWTO, 2015). In fact, the market share of tourist arrivals coming from these emerging markets is projected to reach 57% by 2030, a figure which corresponds to over one billion international tourists (UNWTO, 2014). Recent studies (e.g., Alvarez & Campo, 2014; Assaker & Hallak, 2013) focusing on this area have examined the various dimensions that propelled and guided travelers' intentions to visit the holiday destinations but these studies seemed to focus on more developed regions and short-haul holiday destinations. Few studies have investigated the antecedents of travelers' intentions to visit emerging holiday destinations even though such places have become a major leading inbound destination for many tourists around the world (Bianchi, 2017).

While the tourism marketing industry in emerging country groups has been increasing steadily and continually, it seems to have overlooked a certain group of travelers such as the elderly tourists who have also taken to traveling, like the rest of the world (Kim, Woo & Uysal, 2015). The increase in the percentage of elderly tourists, as seen in various statistics of the industry, suggests that it is fast becoming a crucial segment in the tourism industry and the hospitality market (under the substantial portion of population and purchasing power). The size of the elderly tourists illustrates an economic significance and a market potential which, if acknowledged and addressed duly by the tourism and hospitality industry, can impact on the revenue that comes into a country. Although the market potential of the elderly tourists has been identified by the tourism industry for several years, not much has been done to take advantage of this niche. As more and more countries are beginning to realise the revenue tourism can generate for a country, it is necessary for the tourism industry practitioners and policy makers to pay some attention towards developing more effective marketing strategies that can vie and woo the elderly tourists as their target (Sedgley, Pritchard & Morgan, 2011) instead of just focusing on the young and able. The section below discusses why this is necessary.

Elderly tourists are beginning to make an impact on the traveling scenario thereby affecting the tourism and hospitality industry. Some interesting and important studies focusing on elderly tourists have uncovered some interesting facts. Among some, these scholarly literature (Kim, Woo & Uysal, 2015) examined where the elderly tourists came from and what their traveling behavior was like. In particular, these studies (Kim, Woo & Uysal, 2015) focused on the socio-demographic characteristics, preferences and travel-related activities of the elderly tourists as well as their motivation for travelling. In one study, the travelling motivation of the elderly tourists from Beijing and Shanghai were examined by Hsu, Cai, and Wong (2007). Based on the review of a number of motivation theories and a qualitative survey outcome, the tourism motivation conceptual model for China's elderly tourist was proposed. The study by Shoemaker (1989) explored the elderly tourists' segmentation of travel markets which was based on pleasure and Shoemaker (1989) revealed that the elderly tourist markets can be segmented into smaller homogeneous groups instead of one large group.

Although it has been well-documented that there is great diversity within the elderly population in terms of their attitudes and behaviors (Dychtwald, 1989), it is now being realized that a substantial portion of the elderly tourists hardly fit the negative stereotyped image of the traditional elderly (e.g., weak, poor, isolated, lack of aspiration) (Sherman & Schiffman, 1991). Within the elderly population, a leading edge sub-segment has materialized and this sub-segment differs from the traditional elderly in terms of values,

attitudes and behaviors. The characteristics of the sub-segment population was documented by Schiffman and Sherman (1991) who identified them as the “New-Age Elderly”. Different from the image of the traditional elderly, the New-Age Elderly carries a different set of characteristics and in particular, they perceive themselves to be younger in age, more youthful in appearance, more in control of their lives and they possess more self-confidence. Moreover, they are more willing to accept changes and this reflects their willingness to accept new products and services. They also seek new experiences and they have a desire to taste personal creative challenges. The New-Age Elderly are thus skillful and knowledgeable consumers who are generally satisfied with their lives.

Nonetheless, all of these revelations are linked to the elderly sub-segment of developed countries such as Europe and North America. Very few studies have been conducted to explain the New-Age Elderly of emerging country groups which refer to countries of high potential with a strong tourism growth pattern (WTTC, 2016).

Due to this gap in literature, the main objectives of the current study are:

1. To investigate the relationship between travel motivation and its major antecedents,
2. To provide a better understanding of the travel motivation seen in consumer behavior, and
3. To gain a better understanding of the elderly tourists’travelling behavior in emerging markets.

The specific context of this study is Thailand, an emerging country in the South East Asia region that has tourism potential. Thailand was selected as the focus of this study because it carries a high tourism potential that demonstrates an increasing number of tourist arrivals over the years. The previous record year of 2009 indicates that there were 14 million tourists visiting Thailand and the number increased to 24.8 million in 2014, with a record high of 26.5 million visitor arrivals in 2013 (IAT, 2016). In addition to this, the percentage of the elderly population in Thailand was ranked the highest in the ASEAN region. Undoubtedly, the elderly population of Thailand has the tendency to increase every year (United Nations, 2012). Although some elderly people in Thailand have high education levels and good incomes and they lead a lifestyle that is similar to the lifestyle of the elderly in the west, most of the elderly people in Thailand carry some distinctive differences, perhaps because of the variation in culture and environment, which makes Thailand another step to successful aging society. As the demography of Thailand varies in terms of social and economic status due to the various livelihood of the people, Thailand comprises of an elderly group that is a blend between traditional elderly and the New-Age Elderly. This issue has become quite a challenge for researchers investigating the elderly group of people in the country for better understanding of this target group which will be beneficial for tourism industry.

The current study was conducted for the purpose of investigating the travel motivation of the New-Age Elderly and to understand the relationship between their travel motivation, their previous travel experience and their behavioral intention. Focusing primarily on the elderly population of Thailand, this study also exploits the various theories of psychology, sociology and consumer behavior as a means to understand the factor that drives elderly tourists towards travelling. This study will therefore, construct and empirically test a conceptual model that involves looking at the critical elements of tourist psychology particularly, in the context of Thailand. The aim is to explore what characterizes the New-Age Elderly market.

2. CONCEPTUAL DEVELOPMENT AND HYPOTHESES

2.1. Previous experience

In the past few decades, the consumption market has primarily and heavily focused on the supply and demand of products and services. Very little attention was paid to market positioning and differentiation, as highlighted by Pine and Gilmore (1998). Presently, the focus of attention has shifted to looking at economic values and in the context of this study, it focused on the level of experiences, termed as “stage experience” (Pine & Gilmore, 1998). This occurs because experiences have a vital importance on one’s social life as well as economy (Quan & Wang, 2004). Looking at the tourists, it is undeniable that what they experience are tied to their emotions hence, these experiences carry a unique and strong personal value for the specific tourist concerned (McIntosh & Siggs, 2005). In particular, creative tourism may also assist. As a form of industry that encourages participants to participate actively in the courses and learning experiences characterized by the holiday destinations where they are taken to, creative tourism develops the creative potentials of such tourists (Raymond & Richards, 2000). Thus, in creative tourism, these tourists become interactive and creative agents who co-design their classes or activities’ engagement. In doing so, they become enthusiastic about experiencing things in a more personal manner but yet also diverse from other types of tourism or leisure activities. During avacation of this nature, the experiences of the tourists are mainly concerned with seeing, visiting, enjoying, learning, and living a different lifestyle at that particular time of their experience (Stamboulis & Skayannis, 2003). This is important because new element experience helps add a comprehensive living adventure to a period of time the tourists spend in their destinations. In other words, everything is experience (Stamboulis & Skayannis, 2003).

Current research looking at tourism (Oh, Fiore & Jeoung, 2007) assert that the main construct in travel and tourism research is played by experiences, making the experiences of tourists as one of the most popular academic topics to be studied since the 1970s. After Pine and Gilmore (1998) coined the term “experience economy”, the number of studies focusing on tourists’ experience issues have been increasing. In 1999, Pine and Gilmore offered a framework based on “four realms of tourism experience theory” as a means to explore and understand the experiential consumption of tourists. This was dutifully applied and shown in some relevant studies such as Jurowski (2009). The realms served as the key structure to study tourists’ experiences and in doing so, the theory will be supported by the demonstration of the “underlying tourist participation dimensions (seen) in the activities as specified in the form of education, entertainment, escapism and esthetics” (Jurowski, 2009, p.7).

Recent studies also revealed that there is a positive relationship between tourists’ experiences and their intention to revisit. Weed (2005), for example, pointed out that the participants’ experience of enjoyable sporting events would lead them to have a pleasurable sense of experience. This pleasurable recall may make them want to repeat a similar experience in the future. In another study, Lee *et al.* (2005) reported that a favorable destination image existing in the individual’s mind may allow him/her to perceive the positive on-site experiences that could lead to higher levels of satisfaction and behavioral intentions to revisit the site in the future.

According to the aforementioned, we then formulated the following hypotheses:

H1: Previous experience has positive direct effect on behavioral intention.

H1a: Previous experience has positive direct effect on behavioral intention towards domestic trip.

H1b: Previous experience has positive direct effect on behavioral intention towards foreign trip.

2.2. Travel Motivation

Generally speaking, there are several reasons for people to engage in their behavior (Na-Nan, Sanamthong, & Sulong, 2015). Coming from different backgrounds and cultural context, human beings possess diverse needs which need to be satisfied. Hence, people behave in different ways in order to ensure that such needs are fulfilled. Some of these ways of fulfilling one's needs may be positive and some may be negative but regardless of the experiences, most people tend to rely on their past experiences when trying to get their needs satisfied in a new situation. Thus, a positive past experience tends to create a positive intention. In this regard, it is crucial for tourism managers to learn how to identify the needs of the current tourists for a future impact. For instance, if the current set of tourists requires a set of products or an additional service not currently offered, tourism managers should consider implementing these additional product or services as a means to motivate tourists to have the intention to come to the same place to go through a similar experience. Such products or services, when duly considered by the tourism managers reflects a response towards meeting tourists' needs. This implementation can further enhance tourists' desire to travel, their intention to revisit similar holiday destinations and so it becomes their motivation for wanting to travel. This idea was endorsed by Crompton (1979) who stated that "motivation is one among many variables that can explain the tourist behavior" (1979, p. 408). Recent literature notes that people's motivation to engage in diverse behaviors has been explored because having an understanding of how people behave is not only useful as a means to ignite their motivation; it is also useful for explaining the behavior of some tourists. In addition, having an understanding of how people behave can also explain what drives tourists to travel and what their intentions for traveling are made up of (Baloglu, 1999; Huang & Hsu, 2009).

The growing interest in tourism motivation can be noticed from several works since the 1980s (Shin, 2003). Crompton (1979), for example, categorized tourism motivation into nine areas based on the travelers' needs; Rubenstein (1980) studied the American people's preference in international vacation travel and motivation; Bryant and Morrison (1980) focused on the tourism market segmentation; Mazanec (1984) examined the strategies, Ross and Iso-Ahola (1991) investigated the significance of tourism motivation and satisfaction for sightseeing travelers; Jamrozny and Uysal (1994) observed cross-cultural tourism motivation in order to understand German travelers' behavior while Cha, McCleary and Uysal (1995) focused on Japanese traveler's motivation for travelling abroad.

Deci and Ryan's (1985) self-determination theory serves as one of the significant theories for explaining the individual differences noted in a person's behavior and motivation. With an influential impact on human motivation, this theory focuses on the quality of the individual's motivation; it also studies the environmental factors that can influence motivation (Deci & Ryan, 1985). This theory offers a motivational framework that can be directly applied in explaining the behavioral changes seen through the obvious psychosocial mediators set (Deci & Ryan, 1985; Ryan & Deci, 2000). As a result of this, the following hypotheses are formulated.

H2: Previous experience has positive indirect effect on behavioral intention with travel motivation as a mediator.

H2a: Previous experience has positive indirect effect on behavioral intention with travel motivation as the mediator in domestic trip.

H2b: Previous experience has positive indirect effect on behavioral intention with travel motivation as the mediator in foreign trip.

2.3. Elderly and the New-Age Elderly

Within the context of consumer behavior and marketing, a more contemporary view of “consumer aging” has emerged (Yoon, 2009). Consumer researchers (Wolfe, 1987) suggest that many adults aged 60 and above maintain a younger subjective age. Augmenting and enriching the cognitive-age concept, Schiffman and Sherman (1991) proposed and systematically defined the underlying characteristics and traits of what they perceive to be a profile of a leading-age, a sub-segment of the elderly known as “the New-Age Elderly.” They claimed that the New-Age Elderly consumers possess a substantially different set of values, traits, attitudes and behavior from their counterparts known as “the traditional elderly”. In particular, Schiffman and Sherman (1991) proposed that the New-Age Elderly are in control of their lives; they are more self-confident, more venturesome and they are more likely to see life as an adventure, unlike the traditional elderly group. As the New-Age Elderly, they are also more likely to be risk takers, more willing to accept new products and services and more likely to seek new experiences and pursue personal creative challenges. They were also noted to be more skillful and knowledgeable as consumers thus, they are generally, more satisfied with their lives (Schiffman & Sherman, 1991).

The vacation and leisure travel industries, of late, are particularly attracted to the elderly market. This is spurred by the current increase in elderly travels, a segment that also brings in revenue. Observations indicate that there is a certain pattern in elderly travels. For instance, the trend of selecting early retirement among senior people have helped to increase the amount of leisure time which senior people use for traveling. As working seniors who opted out of their full time profession, many of them also have increased wealth which fosters their desire and attention to experience a vacation and leisure travel offered by the traveling industry (Carter & Shipman, 1996). Overall, many studies (Bartos, 1980; Dunn, 1994; Javaalgi, 1992; Mazanec, 1992; Morgan & Levy, 1996) have indicated that elderly tourists can opt for both domestic and international travels.

In the context of this study, the “moderating effect” factor that influences an individual’s previous experience, the tourist’s motivation level and the tourist’s behavioral intention was adopted so as to understand the traveling pattern of the elderly tourists (traditional age and New-Age Elderly). This traveling pattern will be viewed from two perspectives: domestic trips and foreign trips. As a result of this, this study posits three final hypotheses which are stated as follows:

H3: Elderly group factor will moderate the effect between previous experience and travel motivation.

H3a: Elderly group factor will moderate the effect between previous experience and travel motivation in domestic trips.

H3b: Elderly group factor will moderate the effect between previous experience and travel motivation in foreign trips.

H4: Elderly group factor will moderate the effect between previous experience and behavioral intention.

H4a: Elderly group factor will moderate the effect between previous experience and behavioral intention in domestic trips.

H4b: Elderly group factor will moderate the effect between previous experience and behavioral intention in foreign trips.

H5: Elderly group will moderate the effect between travel motivation and behavioral intention.

H5a: Elderly group factor will moderate the effect between travel motivation and behavioral intention in domestic trips.

H5b: Elderly group factor will moderate the effect between travel motivation and behavioral intention in foreign trips.

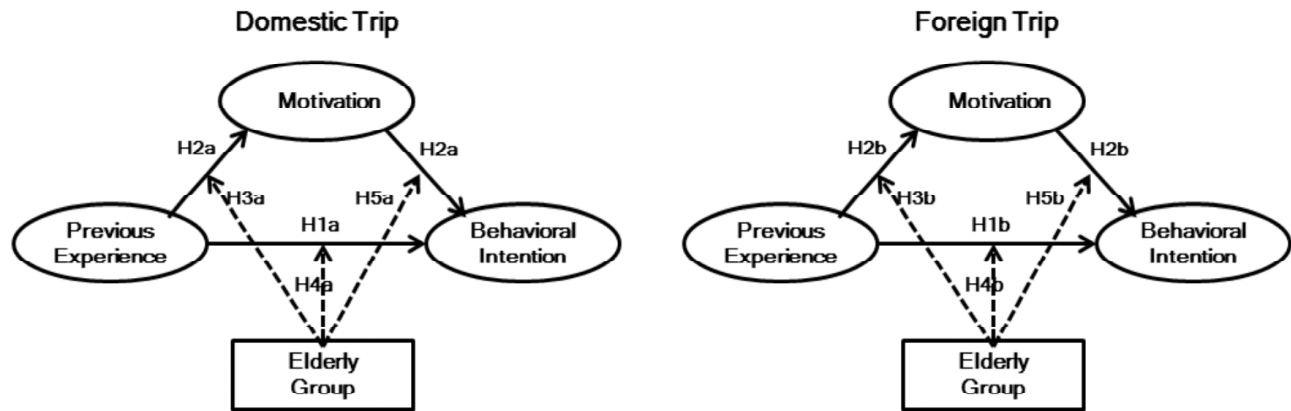


Figure 1: Research Framework of the Study

3. RESEARCH METHODOLOGY

3.1. Population and sample

The population of this study comprise Thai tourists aged 60 years and above (as of 2013); they live in the four major provinces of Bangkok, NakhonRatchasima, KhonKaen and Chiang Mai (the total altogether being 7,493,227 as of 2013). The sample size of the study consists of 420 cases which is in line with the criteria set by Steven (1986) who mentioned that one parameter should have a sample size of 15 cases (The SEM used in this study has a total of 28 parameters).

3.2. Research instrumentation

In this study, the only research tool used to collect data was the questionnaire which consists of five parts. Part I asks participants for demographic information; Part II provides questions about value orientation towards separating the elderly group. This was developed from the NAVO scales (Mathur, 1998). This part comprised 35 items listed within 9 dimensions. Part III inquires on the participants' previous travel experiences. This was developed from the works of Li (2007) and Mathur (1998). There were eight questions listed in this part (4 questions for domestic trip and 4 questions for foreign trip respectively). Part IV concerns motivation and the questions listed in this part were developed from the previous studies of Wong (2013) and Li (2007). In total there were 46 questions (23 questions for domestic trip and 23 questions for foreign trip respectively). In this part, participants were asked to rate the statements on a Likertscale ranging from 1 (Strongly Unimportant) to 5 (Strongly Important). Part V concerns the behavioral intention of the trips taken (domestic and foreign trips). The questions listed in this part were developed from the studies of Wong (2013) and Li (2008). In total, there were 24 questions (12 questions for domestic trip and 12 questions for foreign trip respectively). Participants were once again asked to rate the statements on a Likertscale ranging from 1 (Strongly Unimportant) to 5 (Strongly Important).

3.3. Content validity and reliability of the research instrument

The evaluation on content validity was done by five experts who were university professors. The IOC (Index of Item-Objective Congruence) method was used in the assessment to score each question according to the theories, objectives of the study and correct meanings. After the tests were conducted, the score remained as 0.89, indicating a good content validity level.

The questionnaire used in this study was provided with the 5-point Likert scale. Thus, the coefficient alpha (Cronbach, 1951) was applied. The Cronbach's alpha coefficients value in all the questionnaire items were observed to be more than 0.80, thus exhibiting the questionnaire's high reliability (Crano & Brewer, 1973).

4. DATA ANALYSIS AND RESULTS

4.1. Demographic data

The questionnaires were first sent to the participants who were mainly made up of people aged between 60 to 80 years old. The demographic questions highlight the participants' age, gender, current work status, marital status, current living status, annual salary, educational level, interesting activities and sources of information used for travel planning. These information help to compile their demographic data which were then summarized as shown in Table 1 below.

Table 1
The Frequency and Percentage of General Information (N=420)

<i>General information</i>	<i>Frequency</i>	<i>Percentage</i>
Gender		
Male	143	34.05
Female	277	65.95
Current employment status		
Retired/doesnot work	280	66.67
Never employed	7	1.67
Employed-part time	94	22.38
Employed-full time	32	7.62
During job changing period	0	0.00
Other	7	1.67
Marital status		
Married	255	60.71
Single (never married)	47	11.19
Divorced/ Separated	42	10.00
Widowed	76	18.10
Living status		
Alone	60	14.29
Living with children	104	24.76

cond. table 1

<i>General information</i>	<i>Frequency</i>	<i>Percentage</i>
Living with partner	43	10.24
Living with partner and children	194	46.19
Living with relatives	19	4.52
Annual personal income		
200,000 baht or lower	53	12.62
200,001- 400,000 baht	159	37.86
400,001- 600,000 baht	72	17.14
600,001- 800,000 baht	57	13.57
800,001– 1,000,000 baht	36	8.57
Higher than 1,000,000 baht	43	10.24
Highest level of education attained		
Elementary school(Prathom level)	42	10.00
Secondary school(Mattayom level)	28	6.67
High school	20	4.76
Certificate (vocational/high vocational/ certificate)	36	8.57
Bachelor's degree	197	46.90
Higher than Bachelor's degree	95	22.62
Other	2	0.48

The descriptive statistics in Table 2 showed that 66.67% of the participants were retirees. Also, most of them (60.71%) were married with personal income ranges between THB 200,000 – 600,000 (67.62%). Moreover, the majority of the participants (46.90%) were Bachelor's degree holders.

4.2. Confirmatory Factor Analysis (CFA)

The Confirmatory Factor Analysis was conducted in this study and it was able to demonstrate that the model used met the criteria of discriminant and convergent validity (see Table 2, Table 3 and Figure 2).

It also appears that the convergent validity for the item, domestic trip, (Fornell&Larcker, 1981) was also fulfilled for a number of reasons:

- 1) the value of the Standardized Factor Loading for most indicators was higher than 0.5, except in 2 (0.459), in 4 (0.304) and Mo6 (0.317) (Hair *et al.*, 2006);
- 2) the value of the Composite Reliability (CR) of each dimension was greater than 0.6 (Hair *et al.*, 2006) and
- 3) the value of the Average Variance Extracted (AVE) for all dimensions was higher than 0.5.

Further, the Discriminant Validity was also fulfilled because the value of the square root of AVE for each dimension fell within the range of 0.752 and 0.910 (greater than correlation between constructs) (Fornell & Larcker, 1981).

Table 2
The Composite Reliability (CR) and Average Variance Extracted (AVE) of Constructs in Domestic Trip and Foreign Trip

<i>Construct</i>	<i>No. of indicators used</i>	<i>Cronbach Alpha >0.7</i>	<i>CR >0.6</i>	<i>AVE >0.5</i>
Domestic Trip				
Experience - Previous Experience	4	0.601	0.668	0.566
Motivation - Travel Motivation	6	0.842	0.836	0.667
Intention - Behavioral Intention	2	0.881	0.825	0.829
Mo1 - For the excitement and challenge	5	0.777	0.894	0.790
Mo2 - For local and cultural sightseeing	5	0.768	0.806	0.636
Mo3 - For shopping	4	0.752	0.795	0.691
Mo4 - For rest and relaxation	3	0.686	0.744	0.699
Mo5 - For life fulfillment	3	0.584	0.664	0.630
Mo6 - To visit the old places	2	0.834	0.834	0.846
Int1 - Destinations that aimed to revisit in the future	6	0.775	0.819	0.655
Int2 - Destinations that wanted to suggest further	6	0.790	0.793	0.621
Foreign Trip				
Experience - Previous Experience	4	0.478	0.616	0.534
Motivation - Travel Motivation	6	0.847	0.753	0.570
Intention - Behavioral Intention	2	0.917	0.936	0.937
Mo1 - For the excitement and challenge	5	0.798	0.804	0.637
Mo2 - For local and cultural sightseeing	5	0.747	0.748	0.653
Mo3 - For shopping	3	0.753	0.768	0.722
Mo4 - For rest and relaxation	4	0.722	0.732	0.625
Mo5 - For life fulfillment	4	0.596	0.781	0.678
Mo6 - To visit the old places	2	0.850	0.865	0.869
Int1 - Destinations that aimed to revisit in the future	6	0.819	0.925	0.737
Int2 - Destinations that wanted to suggest further	6	0.815	0.906	0.698

Note: CR- Construct Reliability, AVE – Average Variance Extracted

Based on the outcome of the analysis as shown in Table 2, Table 3 and Figure 2 it can be said that the Convergent Validity for the item, foreign trip, is fulfilled due to a number of reasons:

- 1) the value of the Standardized Factor Loading for most indicators was higher than 0.5, except out2 (0.409) and mo6 (0.204) (Hair *et al.*, 2006);
- 2) the value of the Composite Reliability (CR) of each dimension was greater than 0.6 (Hair *et al.*, 2006) and
- 3) the value of the Average Variance Extracted (AVE) for all the dimensions was higher than 0.5 (Fornell & Larcker, 1981).

Table 3
Estimates of Correlations Compared with Variance Extracted Estimates to Establish Discriminant Validity in Domestic Trip and Foreign Trip

Domestic Trip			
Experience	-		
Motivation	0.213	-	
Intention	0.113	0.826	-
	Experience	Motivation	Intention
\sqrt{AVE}	0.752	0.817	0.910
Foreign Trip			
Experience	-		
Motivation	0.189	-	
Intention	0.505	0.191	-
	Experience	Motivation	Intention
\sqrt{AVE}	0.730	0.755	0.968

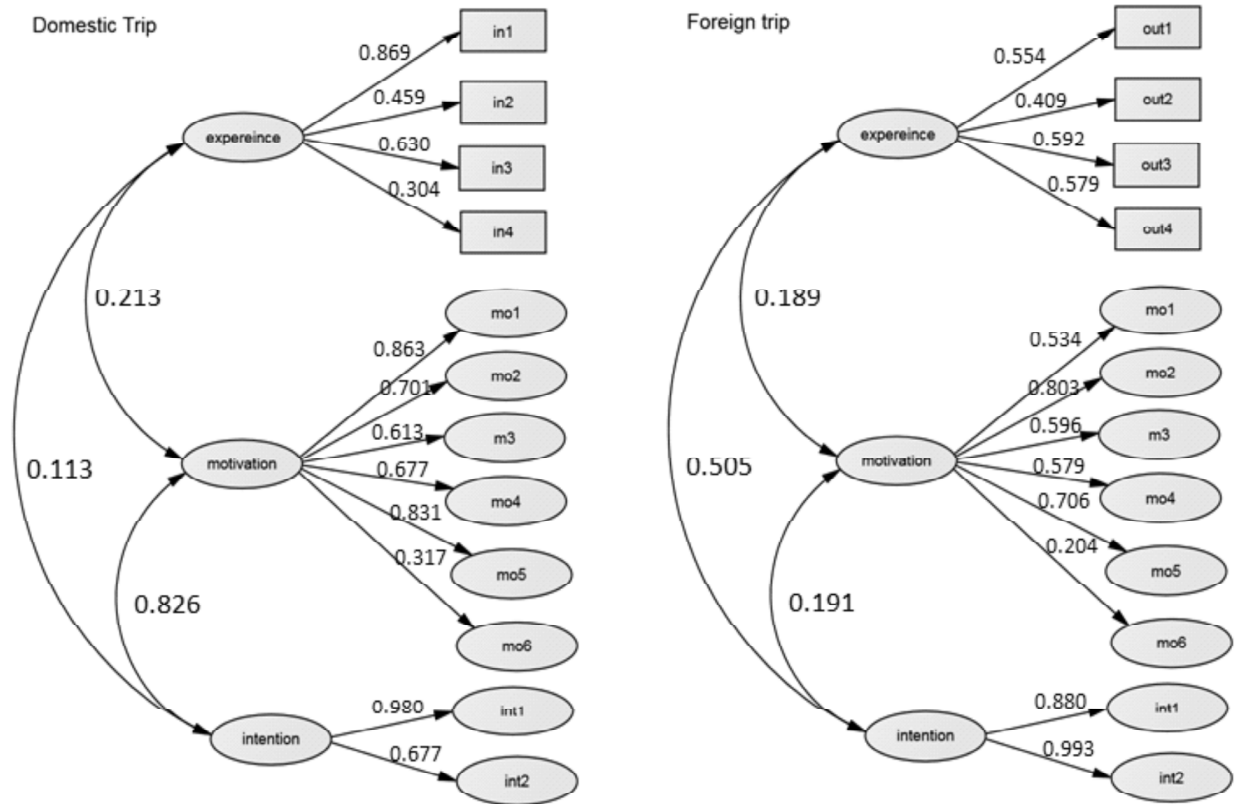


Figure 2: Standardized Factor Loading of Constructs and Correlation between Constructs in Domestic Trip and Foreign Trip

Likewise, the Discriminant Validity was also fulfilled because the value of the square root of the AVE for each dimension fell within the range of 0.730 and 0.968 (greater than correlation between constructs) (Fornell & Larcker, 1981).

Assessing Measurement Model Validity

Table 4
Measurement Model Fit Indices in Domestic Trip and Foreign Trip

	χ^2/DF	<i>P</i>	<i>CFI</i>	<i>TLI</i>	<i>RMSEA</i>
Suggested value	<3	>0.000	>0.90	>0.90	<0.08
Domestic Trip Model	2.051	0.000	0.914	0.893	0.050
Foreign Trip Model	2.038	0.000	0.927	0.915	0.050

Note: CFI – Comparative Fit Index, TLI – Tucker Lewis Index, RMSEA – Root Mean Square of Approximation

The SEM was applied in the modeling phase of this study for two specific reasons. First, it was meant to explore the relationship between the unobservable variables noted within the Structural Model. Second, it was to examine whether the Measurement Model has measurement reliability, and third, it was to measure the overall goodness-of-fit effects of this study via indices such as χ^2/DF , GFI, AGFI, NFI, CFI and RMSEA. Under normal circumstances, the requirement is that $\chi^2/DF < 3$, CFI > 0.9, TLI > 0.99 and RMSEA < 0.08 (Wim&Teamand, 2008). As shown in Table 4, the goodness-of-fit of the overall model used in this study is satisfactory because $\chi^2/DF < 3$ CFI and TLI all exceeded 0.90 with the RMSEA observed to be under 0.08.

4.3. Analysis of Structural Equation Modeling: SEM for hypothesis testing

Mediators Effect Analysis

In this study, the direct effect of the independent variable (Previous experience) on the dependent variable (Behavioral intention) appears to be significant (see Figure 3). When the mediator variable (Travel motivation) enters the model, the direct effect is reduced because some of the effect had shifted through the mediator.

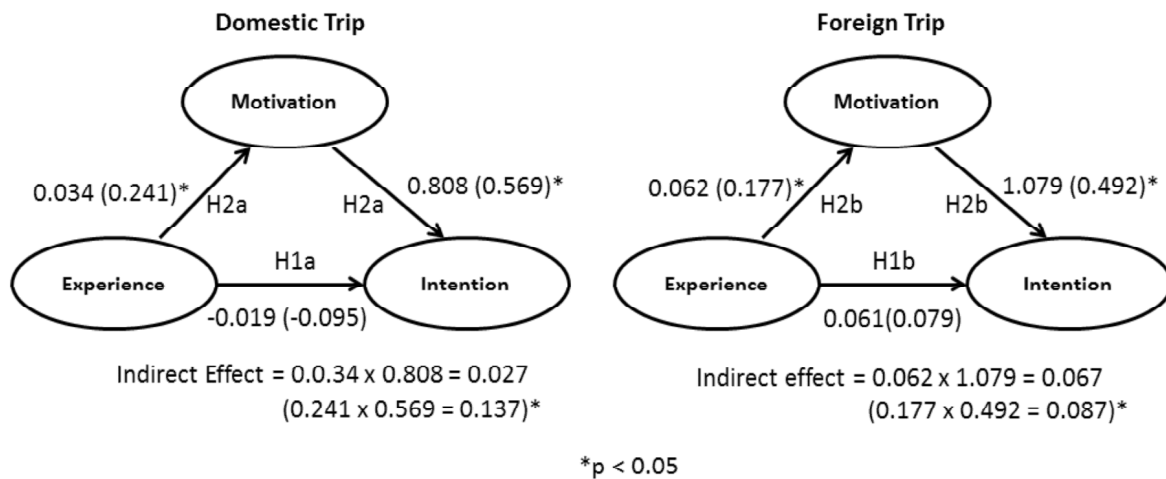


Figure 3: Direct Effect and Indirect Effect between Three Main Constructs in Domestic Trip and Foreign Trip

If it is reduced but yet still significant, the mediation effect here is called “partial mediation”. However, if the direct effect is reduced and is no longer significant, then the mediation is called “perfectly”, “completely” or “fully mediation” (Zainudin, 2014).

For the analysis of the statistical significance of the path analysis, Bootstrapping by AMOS (Changya, 2010), where the analysis is divided in order to explain the hypotheses - H1 and H2, was employed.

Table 5
Summary: The Significance of Direct and Indirect Effect in Domestic Trip and Foreign Trip

	<i>Estimate (Standardized)</i>	<i>Bootstrapping P-value</i>	<i>Hypothesis</i>	<i>Result</i>
Domestic Trip				
Direct Effect	-0.019 (-0.095)	0.209	H1a	Not supported
Indirect Effect	0.027 (0.137)	0.019*	H2a	Supported
Foreign Trip				
Direct Effect	0.061 (0.079)	0.151	H1b	Not supported
Indirect Effect	0.067 (0.087)	0.007*	H2b	supported

*P<0.05

From the statistics provided in Figure 3 and Table5, it can be seen that the direct effect value between previous experience and behavioral intention is not significant ($p > .05$). Thus, H1a and H1b were not supported. The indirect effect value between previous experience and behavioral intention was, however, significant ($p < .05$) thus, H2a and H2b were supported. Furthermore, the results indicate that travel motivation mediates the relationship between previous experience and behavioral intention. Thus, the type of mediation here is noted as complete or full mediation since the direct effect is no longer significant after the mediator entered the model (Awang, 2014).

Moderator Effect Analysis

The analysis in this part looks at the influence of two moderator variables which include the elderly group and destination factor on the relationship between previous experience and travel motivation; between travel motivation and behavioral intention; and between previous experience and behavioral intention.

Alternatively, the Multi Group CFA will serve as an alternative method for assessing the moderating effect variable. In the context of this study, the researchers only need to identify the path of interest where the moderator variable is to be assessed. This particular path would be constrained with parameter = 1 and the model is termed as the constrained model. The procedure will estimate two models separately. One is the constrained model while the other is the unconstrained model. In considering the difference between the constrained and the unconstrained model in Chi-square value, it can be said that if the value differs by more than 3.84, then the moderation is said to occur in that path (Awang, 2012).

Elderly Group Moderator

As mentioned earlier, the elderly tourists being observed here can be divided into two smaller groups. According to the second part of the questionnaire, analysis indicated that the group with a high average score would be considered as the “New Age Elderly” and this group was composed of 27% (114 out of 420 samples) while the group with a low average score was treated as the “traditional elderly” with a total of 73%.

Table 6
Summary of Chi-square Difference ($\Delta\chi^2$) in the Test of Elderly Group Moderator Effect in Domestic Trip and Foreign Trip

<i>Construct</i>	<i>Path</i>	<i>Construct</i>	<i>$\Delta\chi^2$ Above 3.84</i>	<i>Hypothesis</i>	<i>Result</i>
Domestic					
motivation	←	experience	54.490	H3a	supported
intention	←	motivation	14.059	H4a	supported
intention	←	experience	51.292	H5a	supported
Foreign					
motivation	←	experience	34.287	H3b	supported
intention	←	motivation	108.468	H4b	supported
intention	←	experience	35.385	H5b	supported

As can be seen in Table 6, the differences in Chi-square value ($\Delta\chi^2$) between the constrained and the unconstrained model of the three paths (experience \rightarrow motivation, motivation \rightarrow intention and experience \rightarrow intention) were observed to be more than 3.84. This shows that the elderly group has a moderating effect on these labeled paths. Therefore, H3a, H4a, H5a, H3b, H4b and H5b were supported.

5. DISCUSSION AND CONCLUSION

5.1. Theoretical implications

As mentioned earlier, the aim of this study was to investigate the relationship between travel motivation and its major antecedents. The other aim was to use the outcome of this study as a means to gain a better understanding of the concept of travel motivation as seen in the dynamics of consumer behavior. Another aim was to use the outcome to understand how the elderly tourist market emerges so that it can be explored as a potential for marketing opportunities.

According to the research findings, previous experience was found to have a positive indirect effect on behavioral intention when travel motivation serves as the mediator. By undertaking the hypothesis tests, this study was able to reveal results which showed that both the domestic and foreign trips intended by the elderly tourists were flowing in the same direction. This suggests that (tourists') previous experience does not have a direct effect on their behavioral intention. Once the elderly tourists' behavioral intention to travel occurs, travel motivation must also be taken into consideration. This is because the behavioral intention functions as a mediator, according to the results obtained by the hypothesis tests.

The results of this study were also noted to be similar to the findings identified by Pearce and Lee's (2005) TCL theory which emphasized that previous travel experience is a vital indicator of the individual's travel motivation. It appears that the core idea noted in people's behavior during their vacation and travel motivation is a dynamic course that could be influenced by their former life-cycle stages and experiences of travel. Nonetheless, the results from this study were unlike those of Lam and Hsu (2006) and Wood (1998) who claimed that previous travel experiences of tourists can significantly influence tourists' behavioral intentions.

In addition, the results of this study also demonstrated that the behavioral intention of the elderly tourists who were from emerging countries like Thailand had begun with their previous experience and this is later transmitted to travel motivation which acts as the mediator until it finally becomes the intention. The underlying reason which can explain why travel motivation is quite important in predicting the behavioral intention of tourists is that the elderly tourists' traveling habit is a relatively new phenomenon that has just emerged in Thailand. In other words, the elderly tourists from this country are just beginning to learn about the opportunity of traveling after they were retired (Na-Nan & Pukkeeree 2016). These elderly tourists traveled as a means to satisfy their needs and to fulfill their dreams which may have developed during their former working days. In this regard, the destination of their travels may not necessarily be the places that they had visited before or places which they have had some positive experiences.

In this section of the study which focussed on the "moderating effect" that could influence previous experience, tourist motivation and behavioral intention of the elderly group (traditional age and New-Age Elderly), results indicated that the elderly tourists (traditional age and New-Age Elderly) had a moderating effect on the relationship of: 1) previous experience and travel motivation; 2) previous experience and behavioral intention; and 3) travel motivation and behavioral intention.

5.2. Managerial implications

The significant relationship noted between the three main constructs imply both marketing and managerial implications. When elderly tourists are satisfied with their trip experiences, their satisfaction has an effect on their behavioral intention with motivation serving as a mediator. Tourism agencies, along with people working in the hospitality sector need to consider the strength of these relationships as a way to maintain the elderly tourists' motivation at an appropriate level. For example, they could create specifically good travel plans only meant for the elderly for the following purposes: to generate excitement and challenge, to encourage local and cultural sightseeing, to encourage shopping, to instill the concept of rest and relaxation, to fulfill life's desire, and as a means to encourage historical site visits.

In studying the outcome of the "elderly group" as a variable, it was revealed that such variable functions as a moderator which has an impact on the relationship between the three major constructs (previous experience, travel motivation and behavioral intention). For this reason, tourism agencies and those working in the hospitality sector should pay more attention to this point in order to be able to develop appropriate traveling plans for the elderly, both from the physical and psychological perspectives. This is because the elderly tourists coming from emerging country groups such as Thailand tend to be the New-Age Elderly, a group of elderly people with unique characteristics as mentioned earlier (Schiffman & Sherman, 1991).

6. LIMITATION OF THE STUDY AND FUTURE RESEARCH

This study has some limitations which need to be addressed. Firstly, the measurement of the elderly group was based on the NAVO scales (Mathur, 1998), a scale developed for use in the Western context. In this regard, it is possible that the Thai respondents who are Asians, may not be familiar with some questions such as "If I really wanted to, I could pick myself up and go around the world within two weeks". This may result in some degree of deviation in the responses of the participants. Secondly, the data for this study were collected from the elderly group aged between 60-80 years old who were living in one emerging country only (herein Thailand) which possesses a high tourism potential and which appear to carry the

highest percentage of elderly population in the ASEAN region. Consequently, these two variables may affect the outcome of the study to be less precise. In this regard, it would be more beneficial to conduct further research involving the elderly population of other emerging countries from various regions and continents. With the comparison of research results gained from the intra- and inter-regional studies, the body of knowledge in this field would be more complete. Thirdly, with so many question items indicated in the questionnaire used which came to a total of more than eight pages in length, it is possible that the elderly participants may have become less alert and attentive in reading the questions, thereby affecting their responses, particularly in the latter part of the questionnaire. This occurrence could also affect the way they answer the questions, thus some degree of deviation may have occurred. Fourthly, the construct of previous travel experience was not measured by the extensiveness of their experience but instead, based on the frequency of their previous domestic and outbound trips. It is suggested that this too may impact on the responses thereby, creating some degree of deviation in precision of responses. While all other constructs in the theoretical model were psychologically measured items, the inconsistency of measurement among certain items could contribute to the rejection of the TCL in the current study. Therefore, future studies need to be carried out so as to explore the relationship between previous travel experience and travel motivation. For this to work more effectively, different measurement scales and methods can be used. Finally, the model developed for this study mainly examined the behavioral characteristics of the elderly. Their socio-demographic variables such as age, income, and education was not included; they may have some significant influence or serve as the moderating effect on the proposed travel motivation model. Thus, future studies conducted should incorporate the socio-demographic characteristics into the model.

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