

A Value, Affective Attitude, and Tourist Behavioral Intention Model

Abstract

Considered as having a great impact on consumer behavior, value has received limited empirical attention. Moreover, the effects of values that influence tourist behavior have also received limited empirical attention. The current study aims to investigate the influence of value on affective attitude and behavioral intention toward tourism destinations. The survey, operated on outbound Chinese tourists, indicated that values, both internal and external, had significant impacts on tourist behavioral intention toward destinations. Nonetheless, only internal value exerts a significant influence over the affective attitude of tourists toward visiting destinations. The relationship between external value and tourist attitude was not significant. Practical and theoretical implications are also discussed.

摘要

价值观虽对消费者行为具有重大影响，但其得到的实证关注有限。同时，只有少量实证研究探讨价值观对旅游行为的影响。本研究旨在探讨价值观对情感态度及旅游目的地行为意向的影响。研究表明，对中国出境旅客而言，内在和外在价值对目的地的旅游行为意向有显著的影响。然而，仅内在价值对旅客的情感态度产生重大影响。外在价值与旅客态度之间的关系并不显著。本文亦就实践和理论意义进行了探讨。

Keywords: Value; affective attitude; behavioral intention; Chinese outbound tourists

关键词：价值观、情感态度、行为意向、中国出境旅客

1 **Introduction**

2 The conceptualization of ‘value’ reflects the interest of different disciplines, including
3 sociology and psychology (Vinson, Scott, & Lamont, 1977). This term has been broadly applied
4 by social scientists to explain various consumer behaviors (e.g., Homer & Kahle, 1988; Li &
5 Cai, 2012; Liu & McClure, 2001). Value, which is ‘a centrally held, enduring belief which
6 guides actions and judgments across specific situations and beyond immediate goals to more
7 ultimate end-states of existence’ (Rokeach, 1968, p. 16), is an abstract concept in social
8 cognition with four manifestations (i.e., values, rituals, heroes, and symbols) of culture
9 (Hofstede & Hofstede, 2005). Inherently, desired and individualized values are trans-situational
10 and serve as stable conventions or criteria of conduct (Williams, 1968). Therefore, many
11 scholars recommended using value as a feasible operationalization of culture in analyzing its
12 effect on consumer behavior (e.g., Earley & Singh, 1995; Lee, Kim, Seock, & Cho, 2009; Li &
13 Cai, 2012). Despite the general recognition of the role of values in determining behavior, this
14 concept has received insufficient empirical attention in the tourism literature, thereby resulting
15 in inconsistent findings (Li & Cai, 2012).

16 Behavioral intention is regarded as the immediate determinant of actual behavior (Hsu, Cai, &
17 Li, 2010). Numerous studies investigating tourist behavioral intention have been informed by
18 the theory of planned behavior (TPB) (Ajzen, 1991), which includes attitude as a strong
19 predictor of behavioral intention, and behavioral belief determines the attitude of individuals.
20 Accordingly, values are considered the central beliefs of an individual, thereby possibly
21 swaying his behavioral intention by influencing his attitude. To the best knowledge of the
22 current authors, the relationships among values, attitude, and behavioral intention have only
23 been investigated by a few empirical studies (e.g., Hansen, 2008; Homer & Kahle, 1988; Shim
24 & Eastlick, 1998). Evidence is even limited in the tourism literature.

25 The relationships among values, attitude, and behavioral intention are evident in the
26 sociopsychological value–attitude–behavior (V–A–B) hierarchy model proposed by Homer
27 and Kahle (1988). This model demonstrates the influence flow from abstract values to midrange
28 attitudes to specific behavioral intention in the context of food consumption. Although
29 extensively applied and verified in the domain of consumer goods (e.g., Grunert & Juhl, 1995;
30 Jayawardhena, 2004; Shim & Eastlick, 1998; Tan, 2011), the V–A–B hierarchy has not been
31 tested in the service industry, thereby possibly generating different results.

32 Value, as a culturally inherent concept, could demonstrate different patterns of influence on
33 consumers’ behavior. Previous findings regarding the V–A–B hierarchy model are mainly

1 based on Western culture samples. The current study will analyze the applicability and
2 variability of this model with samples from Chinese society. China has become one of the
3 leading outbound tourist sources in the world yet it remains an emerging market, the
4 characteristics of which are not completely understood by its main destinations. Li and Cai
5 (2012) identified the influence of Chinese outbound tourists' values on their outbound travel
6 motivation and that intention should be distinguished by internal and external values. This
7 finding implied that the V–A–B model may demonstrate unique patterns in Chinese outbound
8 tourists. Therefore, studying such tourists in the context of testing the V–A–B model in the
9 service industry is significant.

10 The design of the current study aims to analyze the effects of values on tourist attitude and
11 behavioral intention. The specific objectives of the current study are to:

12

13 (1) investigate the effect of values on affective attitude toward visiting tourism destinations;

14 (2) test the influence of values on tourist behavioral intention; and

15 (3) test the structural model of the V–A–B hierarchy in the tourism context.

16

17 **Literature review and hypotheses**

18 *Values*

19 Culture distinguishes specific groups of people from others by values, beliefs, and norms
20 (Pizam, Pine, Mok, & Shin, 1997). Culture researchers have argued that behavioral differences
21 among cultural groups are the result of various values (Legohere, Dauce, Hsu, & Ranchhold,
22 2009). Values have been firmly programmed into individuals since an early age and are resistant
23 to change; thus, values are extensively used by marketing researchers to signify culture (Sojka
24 & Tansuhaj, 1995).

25 Values are culturally and comprehensively acceptable requirements of human beings (Schwartz
26 & Bilsky, 1987) and reflect the results of evaluative interactions between a subject and an object.
27 This concept is the operationalization of cultural, social, and situational influences that express
28 learned strategies to satisfy needs by either adapting to the environment or adjusting oneself to
29 given situations (Gnoth, 1997; Kahle, 1983). Objectivity claims that the internal world (i.e., 'in-
30 itself') and the essence of reality is consistently there to be discovered. By contrast, subjectivity
31 theories argue that reality is the reflection of the knower's perceptions; hence, that reality is not
32 absolute but actually relative (Alicke, 1983). The discrepancy results of the two sides about
33 value (i.e., generally called external and internal values) are determined by the controlling locus.

1 External values relies on objective facts (e.g., experiences, goals, or situations) and are
2 symbolized by objects (Prentice, 1987). The satisfaction of external values consolidates and
3 enhances the cognitive component of attitudes (Gnoth, 1994). By contrast, the locus of control
4 of internal values lies in the self. Behavioral motivation is inner-drive- based, whereas the
5 interactions with objects are associative. Internal values are directed toward classes of objects
6 rather than specific objects, which is the case of external value (Gnoth, 1997).

7 Imagine a case: during a holiday break, a person can enjoy him or herself by either traveling
8 for leisure or playing video games. The gratification coming from the internal values related to
9 these behaviors may mitigate the drive to seek relaxation (Gnoth, 1994). By virtue of
10 discrepancy between these two values, we can probably determine the way to the essential
11 experience of tourism (Miller, 1976).

12 One of the most extensively applied measurements of values is the Rokeach Value Survey
13 (Rokeach, 1973), which includes 18 instrumental value items (i.e., ideal modes of behavior)
14 and 18 terminal value items (i.e., ideal end-states of existence). By using the Rokeach value
15 scale, Pitts and Woodside (1986) explored the relationship between values and important
16 attributes in tourism. Their study developed a value-based dis- criminant analysis model based
17 on the travel experience of respondents. However, the Rokeach value scale failed to account
18 for the comprehensiveness of information, the impossibility of connections, the difficulty of
19 answering, and the questionable relevance to daily life (Homer & Kahle, 1988). To overcome
20 this weakness, Kahle (1983) adjusted Rokeach’s list of terminal values into the list of values
21 (LOV) scale, which has been extensively applied to measure values associated with both leisure
22 (Backman & Crompton, 1989, 1990; Pottick, 1983; Veroff, Douvan, & Kulka, 1981) and
23 tourism (Chen & Sasias, 2014; Madrigal & Kahle, 1994; Muller, 1991). For example, Chen and
24 Sasias (2014) segmented wine tourists in Taiwan based on their values measured by LOV.

25 The number of studies on the cultural influence on travel behavior is increasing rapidly because
26 of the globalization of the tourism market, thereby requiring a thorough understanding of tourist
27 behavior from the perspective of value difference (Iversen, Hem, & Mehmetoglu, 2016). To the
28 best knowledge of the current authors, research on the role of values is limited to the extant
29 tourism literature despite the importance attributed to this factor by businesses.

30

31 *Attitude*

32 Attitude is ‘a learned predisposition to respond in a consistently favorable or unfavor- able
33 manner with respect to a given object’ (Fishbein & Ajzen, 1975, p. 10). Attitude toward an

1 object is a function of the belief of the object and associated implicit evaluation that occurs
2 spontaneously and inevitably as beliefs are formed (Ajzen & Fishbein, 2000). Attitude is
3 aroused in response to the activation of individual need or relevant environmental stimuli.
4 Attitude will change when the expression of the old attitude no longer satisfies its related need
5 state. The two basic conditions of attitude arousal are the activation of relative need states and
6 the perception of environmental stimuli related to the attitude content (Katz, 1960).

7 Attitude has been extensively studied in the social psychology domain for several decades.
8 However, the relationship between values and attitude (i.e., toward service, destination, or
9 travel behavior) has not been extensively explored in the tourism literature. Gnoth (1997)
10 explained that to understand tourist behavior, attitudes have to be determined in a
11 multidimensional system that demonstrates the diversity of their structure regarding
12 expectations and experiences of attitude objects.

13 Attitude is the product of multiple factors, including the value structure of the individual. The
14 theory of reasoned action (Fishbein & Ajzen, 1975) and the theory of planned behavior (TPB)
15 (Ajzen, 1991) propose that values comprise the central belief of the individual, and that attitude
16 in relation to behavior is a function of behavioral beliefs and the implicit evaluative responses
17 associated with such beliefs. Therefore, arguments in these behavioral theories imply that
18 individual values may exert strong influence on attitude toward objects. In addition, the social
19 adaptation theory evidently depicts the conceptual relationship between values and attitudes
20 (Kahle, 1983; Piner & Kahle, 1984). This theory claims that values and attitudes are social
21 cognitions and adaptation abstractions that emerge from the integration of environ- mental
22 information to preserve optimal functioning. Meanwhile, values are the most abstract social
23 cognitions that serve as prototypes of attitudes (Homer & Kahle, 1988).

24 Homer and Kahle (1988) claimed that internal and external values can influence attitudes, and
25 that all the individual values work simultaneously in influencing attitude formation. This
26 argument is consistent with the understanding of cognition hierarchy in which values are the
27 most abstract form of cognition and specific cognitions (i.e., attitudes) are derived from values.
28 They also tested the value–attitude cognition hier- archy they proposed, and empirically
29 demonstrated that internal and external values can influence attitudes toward nutrition. Their
30 study reported that internal values-oriented consumers had positive attitudes toward natural
31 food, whereas infre- quent natural food purchasers displayed external value orientation.

32 Since its inception, the relationship between individual values and attitudes has been
33 extensively verified in various consumption contexts (e.g., Grunert & Juhl, 1995; Jayawardhena,

1 2004; Shim & Eastlick, 1998; Tan, 2011). Gnoth (1997) indicated that the attitude of an
2 individual toward an object is determined by the perceived needs and the value system of the
3 tourist. However, the method in which values influence the attitudes toward destination requires
4 empirical testing. The following hypotheses are proposed based on the preceding discussions.

5
6 H1: Internal values have positive influence on attitude toward visiting tourism destination.

7
8 H2: External values have positive influence on attitude toward visiting tourism destination.

9
10 *Behavioral intention*

11 As an immediate determinant of actual behavior (Fishbein & Ajzen, 1975), behavioral intention
12 has been one of the most popular topics in tourism. Behavioral intention is the predicted future
13 behavior of an individual (Oliver & Swan, 1989). This behavior represents the individual's
14 expectancies and tendencies toward a particular action in a given circumstance; this concept
15 can be operationalized as the likelihood of action (Fishbein & Ajzen, 1975). The two main
16 topics in tourist behavioral studies are destination choice intention (e.g., Jalilvand & Samiei,
17 2012; Lam & Hsu, 2004, 2006) and post-purchase behavioral intention (e.g., Al-Refai, Ko, &
18 Li, 2012; Kozak, 2002; Moutinho, Albayrak, & Caber, 2012).

19 Many studies on behavioral intention toward destination choice have been inspired by TPB,
20 which claimed that behavioral intention is not merely the result of behavioral attitude but also
21 constrained by subjective norm and perceived behavioral control (Ajzen, 1991). Subjective
22 norm is the perceived social pressure to perform or not to perform the behavior in question.
23 Perceived behavioral control is the difficulty of performing a behavior as perceived by the
24 individual.

25 Although the relationship between value and behavioral intention has been suggested by many
26 scholars, this particular form of relationship has been explored by only a few scholars in such
27 areas as behavioral intention toward complaint (e.g., Liu & McClure, 2001), toward sustainable
28 food consumption (e.g., Vermeir & Verbeke, 2006), and toward different service results (e.g.,
29 Liu, Furrer, & Sudharshan, 2001). Evidence in tourist behavior studies is limited and the results
30 are inconsistent (e.g., Li & Cai, 2012; Madrigal & Kahle, 1994; Moutinho et al., 2012). For
31 example, Madrigal and Kahle (1994) determined that tourists to Scandinavia can be classified
32 under four segments based on their values, with each segment possessing different vacation
33 activity preferences.

1 Applying the Rokeach value scale and LOV, several tourism studies determined that values
2 have significant relationships with leisure travel style (Pitts & Woodside, 1986), tourism
3 motivation (Li & Cai, 2012), and activity preferences (Mehmetoglu, Hines, Graumann, &
4 Greibrokk, 2010). Mehmetoglu et al. (2010) segmented Norwegian tourists into four groups
5 based on values, and demonstrated that the four segments differed significantly in respects of
6 push and pull motives sets and travel activity preferences. Li and Cai (2012) identified the direct
7 influence of Chinese outbound tourist values on intention to revisit outbound destinations. The
8 following hypotheses are therefore proposed.

9
10 H3: Internal values have a positive effect on behavioral intention toward tourism destination.

11
12 H4: External values have a positive effect on behavioral intention toward tourism destination.

13
14 Attitude is a strong predictor of behavior. The theory of reasoned action (Fishbein & Ajzen,
15 1975) clearly indicated the relationship between attitude and behavior. Specific attitude is
16 relatively strong in anticipating a single behavior toward a specific object, whereas general
17 attitude is more suitable for explaining the general behavioral tendency toward a category of
18 attitude objects. TPB extends this theory by arguing that individual behavioral intention is
19 determined by 'attitude toward behavior,' which refers to the positive or negative evaluation of
20 a particular behavioral outcome or of behavior itself. TPB states that consumers with positive
21 affective attitude toward a product are inclined to purchase and recommend it.

22 Attitudes toward tourism destination are extensively studied to predict tourist behavioral
23 intention (e.g., Di Pietro, Di Virgilio, & Pantano, 2012; Jalilvand & Samiei, 2012; Lee, 2009).
24 Lee (2009) applied structural modeling to analyze a behavioral model of wetland tourism and
25 identified that attitude influences tourist satisfaction directly and future behavior indirectly. In
26 addition, Di Pietro et al. (2012) determined that individual attitude to using social networking
27 as a powerful tool in selecting tourism destinations is a significant predictor of travel behavior
28 intention. Consistent with TPB in the consumer behavior literature, attitudes of tourists toward
29 visiting a tourism destination should affect their intention to visit, comment on, or recommend
30 a destina- tion. The fifth hypothesis is thus proposed. Figure 1 shows the conceptual model of
31 the current study.

32
33 H5: Attitude toward tourism destination has a positive influence on behavioral intention.

1 **Methodology**

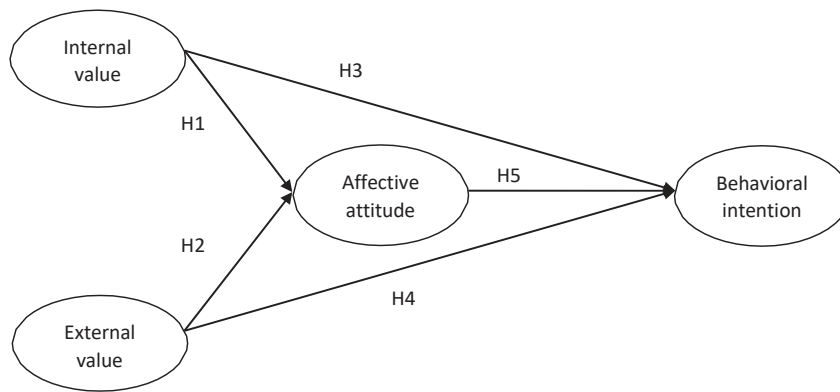
2 Data were collected from self-administrated questionnaires from Chinese outbound package-
3 group tourists who were returning from overseas destinations. Tour guides administered the
4 questionnaires during the flight, and 991 completed surveys were obtained and analyzed. The
5 survey instrument was first developed in English based on the literature review and translated
6 into Chinese thereafter. Parallel blind translation and modified direct translation approaches
7 were used according to Guthery and Lowe (1992). Two bilinguals conducted the translation
8 simultaneously. A comparison of the two target versions of the instrument was made until
9 consensus was reached. The finalized instrument was reviewed by an expert panel for further
10 revision.

11 Variables used for this research included value, affective attitude toward visiting the respective
12 outbound destinations, behavioral intention, and socioeconomic variables. Value was measured
13 by using the LOV scale of Kahle (1983). Respondents were required to rate each item on a
14 seven-point Likert scale based on importance. Affective attitude was operationalized using
15 scales developed by Lam and Hsu (2004). Five adjectives (i.e., enjoyable, fascinating,
16 worthwhile, rewarding, and pleasant) were used to describe the subjective feelings of visitors
17 regarding their destinations; they were also measured using a seven-point Likert scale.

18 Behavioral intention was measured using the four indicators developed by Zeithaml, Berry, and
19 Parasuraman (1996). These indicators exhibited consistent satisfactory factor loadings across
20 several studies (e.g., Hung & Petrick, 2011; Tian-Cole, Crompton, & Willson, 2002). The four
21 indicators include recommending destination(s) to others, encouraging others to visit the
22 destination(s), saying positive things about the destina- tion(s), and revisiting the destination(s)
23 in the future. All four items were measured using a seven-point Likert scale.

24 A progressive procedure of statistical analyses was conducted. Descriptive analysis was first
25 conducted to test the assumption of normality. Frequency analysis was performed to assess the
26 profile of the respondents. Confirmatory factor analysis (CFA) was performed before testing
27 the hypotheses, and structural equation model (SEM) was applied to test the conceptual model.

28



1
2 Figure 1. The conceptual model.

3
4 **Major findings**

5 Table 1 shows the profile of the respondents and their values selections. The sample had more
6 males than females (n = 534, 46.1%). Tourists in the 25–34 years old age group represented
7 32.6%, followed by the 35–44 (28.1%) and 20–24 (11.9%). Respondents over 50 years old
8 corresponded to 16.3%. Nearly half of the respondents had individual monthly incomes of
9 ¥2000 to ¥4999 (US\$294.12 to US\$735.15, respectively), followed by ¥1000 to ¥1999
10 (US\$147.06 to US\$293.97, respectively, 16.6%) and ¥5000 to ¥7999 (US\$735.29 to
11 US\$1176.32, respectively, 16.2%). A total of 82.8% of the surveyed tourists hold an associate
12 degree or higher.

13
14 Table 1. Regression output for floodlight analysis

| Variable | Percentage (%) | Variable | Percentage (%) |
|------------------------|----------------|------------------|----------------|
| Gender | | Age | |
| Male | 53.9 | <18 | 1.7 |
| Female | 46.1 | 18–19 | 0.8 |
| | | 20–24 | 11.9 |
| | | 25–34 | 32.6 |
| Occupation | | 35–44 | 28.1 |
| Managers/Executives | 25.4 | 45–49 | 8.5 |
| Government officials | 10.1 | 50–54 | 5.9 |
| Workers | 3.2 | 55–64 | 8.8 |
| Military/Police | 2.0 | 65 or above | 1.6 |
| Clerical/Sales | 18.0 | | |
| Farming/Fishing | 0.9 | | |
| Professional/Technical | 6.4 | Education | |

| | | | |
|--------------------------------|------|-----------------------|------|
| Students | 4.8 | High school | 12.3 |
| Owner/Self-employed | 16.6 | Associate degree | 37.4 |
| Retired | 11.1 | Bachelor's degree | 33.5 |
| Others | 1.5 | Master's degree | 10.2 |
| | | Doctorate | 1.7 |
| Value | | Others | 4.6 |
| Fun and enjoyment in life | 24.1 | | |
| Being well respected | 18.4 | Monthly Income (US\$) | |
| Self-fulfillment | 10.4 | <147.06 | 5.2 |
| Sense of belonging | 9.8 | 147.06–293.97 | 16.6 |
| Sense of security | 9.2 | 294.12–441.03 | 23.0 |
| Sense of accomplishment | 9.1 | 441.18–735.15 | 26.0 |
| Warm relationships with others | 7.9 | 735.29–1176.32 | 16.2 |
| Self-respect | 6.0 | 1176.47–1470.44 | 6.1 |
| Excitement | 5.1 | >1470.59 | 3.6 |

1
2 Through descriptive analysis, the assumption of normality was met with skewness and kurtosis
3 statistics ranging from -0.609 to -0.165 and -0.886 to -0.154 , respectively. The measurement
4 model linked and assessed the association strength between the observed indicator variables
5 and unobserved latent constructs. All three constructs have been substantially established and
6 empirically tested as valid by previous studies (e.g., Hsu et al., 2010; Li & Cai, 2012); thus,
7 only CFA was conducted to verify the proposed factor structure. Each construct was evaluated
8 separately by conducting a two-step CFA as suggested by Anderson and Gerbing (1988).
9 Testing of the overall measurement model followed. Four out of the five statements measuring
10 attitudes and eight out of the nine statements measuring values were retained after the first step.
11 Two items, namely, 'sense of belonging' (from values) and 'enjoyable' (from affective attitude),
12 were removed because of low standardized regression weights and high standardized residues.
13 Tables 2–4 present the CFA results for the adjusted model. Table 2 shows that all factor
14 loadings for the constructs were significant, thereby suggesting convergent validity (Gerbing &
15 Anderson, 1988). The reliability of the model was assured with satisfactory construct reliability
16 (CR) and Cronbach's alpha values. The CR values of all latent variables were larger than the
17 minimum criterion of 0.6 suggested by Hair, Black, Babin, Anderson, and Tatham (2006).
18 Except for the 'external value,' the Cronbach's alpha of which was slightly below 0.6, the rest

1 of the constructs had a Cronbach's alpha value of approximately 0.8. Furthermore, Table 3
 2 indicates that the square root of the average variance extracted (AVE) for any given construct
 3 was larger than the standardized correlation of that construct with any other construct in the
 4 model. Therefore, discriminant validity was achieved, as suggested by Fornell and Larcker
 5 (1981).

6

7 Table 2. Results for the measurement model (n = 991).

| Construct and indicator | Std. Coeff. | AVE | CR | Cronbach's alpha |
|--------------------------------|-------------|-------|-------|------------------|
| Behavioral intention | | 0.485 | 0.787 | 0.774 |
| Say positive things | 0.627 | | | |
| Recommend | 0.763 | | | |
| Encourage visit | 0.800 | | | |
| Revisit | 0.569 | | | |
| Attitude | | 0.589 | 0.836 | 0.811 |
| Rewarding | 0.968 | | | |
| Pleasant | 0.417 | | | |
| Worthwhile | 0.527 | | | |
| Fascinating | 0.984 | | | |
| Internal value | | 0.387 | 0.788 | 0.785 |
| Warm relationships with others | 0.748 | | | |
| Sense of accomplishment | 0.663 | | | |
| Excitement | 0.592 | | | |
| Self-respect | 0.654 | | | |
| Being well respected | 0.523 | | | |
| Sense of self-fulfillment | 0.520 | | | |
| External value | | 0.529 | 0.662 | 0.559 |
| Fun and enjoyment in life | 0.939 | | | |
| Sense of security | 0.419 | | | |

8 CR = Construct Reliability; AVE = Average Variance Extracted

9

10 Table 3. Correlation matrix for the measurement model.

| Construct | F1 | F2 | F3 | F4 |
|-----------|----|----|----|----|
|-----------|----|----|----|----|

| | | | | |
|-----------------|-------|-------|-------|-------|
| F1: IPV | 1.000 | | | |
| F2: EPV | 0.354 | 1.000 | | |
| F3: AT | 0.301 | 0.082 | 1.000 | |
| F4: BI | 0.339 | 0.315 | 0.536 | 1.000 |
| AVE square root | 0.622 | 0.727 | 0.767 | 0.696 |

1 N = 991; IPV = Internal Value; EPV = External Value; AT = Attitude; BI = Behavioral
2 Intention; AVE = Average Variance Extracted.

3

4 Table 4. Goodness-of-fit indices of each construct.

| | Construct χ^2 | p | SRMR | CFI | GFI |
|----------------------|--------------------|-------|--------|-------|-------|
| Value | 173.123 | 0.000 | 0.0506 | 0.917 | 0.962 |
| Attitude | 10.1 | 0.001 | 0.0058 | 0.997 | 0.995 |
| Behavioral Intention | 45.120 | 0.000 | 0.0370 | 0.962 | 0.976 |
| Overall | 791.312 | 0.000 | 0.0762 | 0.898 | 0.912 |

5 SRMR = Standardized Root Mean Square Residual; CFI = Comparative Fit Index; GFI =
6 Goodness of Fit Index.

7

8 To conduct CFA, Hair et al. (2006) recommended that multiple fit indices be used to assess the
9 goodness-of-fit of the model and should include the chi-square value, one absolute fit index,
10 one incremental fit index, one goodness-of-fit index, and one badness-of-fit index. Commonly
11 used indices are goodness-of-fit index (GFI), incremental fit index (CFI), and badness-of-fit
12 index (SRMR) (e.g., Kelly & Donovan, 2001; Li & Cai, 2012).

13 Table 4 shows all three constructs which had an acceptable level of model fit with CFI above
14 0.9, GFI above 0.9, and SRMR below 0.08, as suggested by Hair et al. (2006). The overall
15 model had an acceptable goodness-of-fit with CFI = 0.898, GFI = 0.912, and SRMR = 0.076.
16 To test the model fit of the ‘attitude’ construct, the random errors of two items (i.e., ‘worthwhile’
17 and ‘pleasant’) were correlated with one another, as suggested by the modification index.
18 Respondents and researchers perceived these two items to be similar; therefore, correlating
19 them to one another in the path analysis was reasonable. This modification resulted in
20 significant improvement on the model fit index.

21 The hypotheses were tested using SEM. Model diagnosis through correlation analysis indicated
22 that suppressor effects existed in the path of ‘external value to attitude’ because negative path

1 and positive correlations were present (Falk & Miller, 1992). This path was removed based on
 2 the recommendations of previous studies (e.g., Vazquez-Carrasco & Foxall, 2006). Moreover,
 3 no significant relationship was deter- mined between external values and attitude, thereby
 4 justifying the removal. Table 5 and Figure 2 display the model fit indices and the results of the
 5 path analysis, respectively.

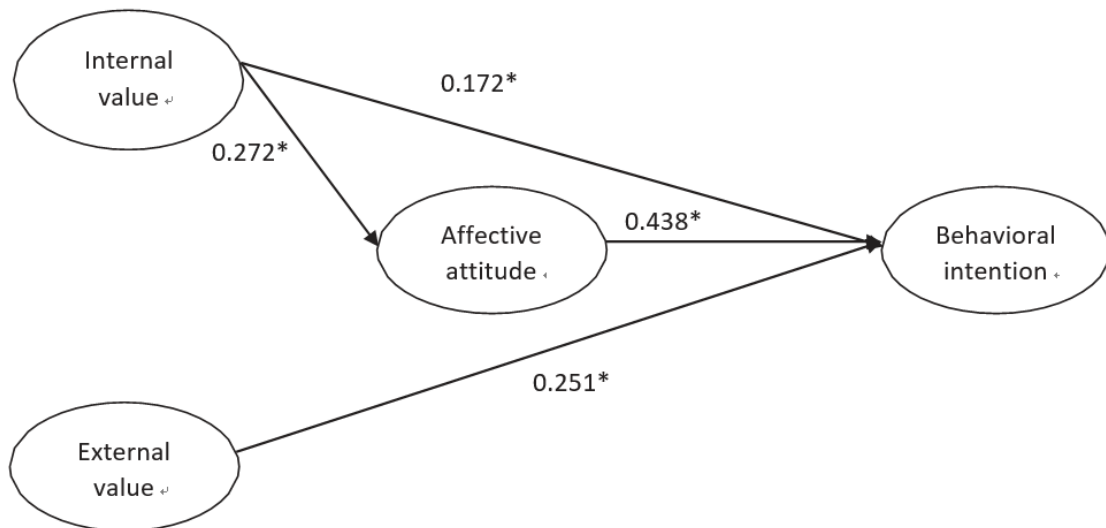
6

7 Table 5. Results of path analysis and goodness-of-fit indices.

| Paths | Standardized coefficient | | | t-values | Hypotheses |
|---|--------------------------|----------|-------|----------|---------------|
| | Direct | Indirect | Total | | |
| Internal value → Attitude | 0.272 | | | 7.633* | H1: supported |
| External value → Attitude (deleted path) | | | | | H2: rejected |
| Internal value → Behavioral intention | 0.172 | 0.119 | 0.291 | 3.726* | H3: supported |
| External value → Behavioral intention | 0.251 | | | 4.527* | H4: supported |
| Attitude → Behavioral intention | 0.438 | | | 12.904* | H5: supported |
| Model fit statistics | | | | | |
| Chi-square: | | 791.312 | | | |
| CFI | | 0.898 | | | |
| GFI | | 0.912 | | | |
| SRMR | | 0.076 | | | |
| RMSEA | | 0.085 | | | |

8 RMSEA = Root mean square error of approximation; SRMR = Standardized root mean square
 9 residual. *p < 0.05.

10



1
2 Figure 2. Modified model with estimated path coefficients.

3
4 Table 5 shows that internal values had a positive direct effect on attitude, whereas the path from
5 external values to attitude was deleted. Therefore, H1 was supported but H2 was rejected. Both
6 dimensions of values had significant positive relationships with behavioral intention; hence, H3
7 and H4 were supported. A significant relationship between attitude and behavioral intention
8 was determined, thereby supporting H5. In summary, the V–A–B hierarchy was generally
9 established for Chinese outbound tourists. However, the relationship between attitude and
10 external values was not significant.

11
12 **Discussion and conclusion**

13 This study extended the literature on tourist behavior by investigating the influence of values
14 on affective attitude toward destinations and behavioral intention. Five hypotheses were
15 developed and tested using SEM. The empirical results indicated that the V– A–B model was
16 partially established in outbound travel behavior. The internal values of tourists can influence
17 their behavioral intention by intervening with the affective attitude. However, external values
18 were unrelated to affective attitude. Direct influences of values and attitude on behavioral
19 intention were identified as well.

20 A strong positive causal relationship between the internal values and affective attitude of
21 visitors was significantly established based on the sample of Chinese out- bound tourists.
22 Attitude refers to the predisposed evaluation of visitors on the outcome of their visits to
23 outbound travel destinations, which may be fascinating, pleasant, worthwhile, or rewarding. An
24 individual who values warm relationships, respect, excitement, accomplishment, and self-

1 fulfillment tended to form a positive attitude to the trip or to their outbound destinations. This
2 finding was supported by the travel motivation study of Li and Cai (2012). Their study identified
3 that the motivation of outbound tourists to seek novelty, knowledge, and self-development is
4 influenced by their internal values. Experiencing novel things in exotic places is exciting for
5 tourists, whereas acquiring new knowledge during the trip can facilitate self-development to
6 provide the tourist with a sense of accomplishment and self-fulfillment. Therefore, by satisfying
7 the motivation for novelty, knowledge, and self-development, tourists feel that the outbound
8 tour is fascinating, pleasant, worthwhile, or rewarding. In addition, Chinese people are proud
9 to share their experiences with friends because they regard outbound travel as prestigious (e.g.,
10 Hsu & Lam, 2003; Li & Cai, 2012; Zhang & Lam, 1999). Trips enhance the esteem of Chinese
11 tourists and consolidate their personal relationships; therefore, the values of a warm relationship
12 and being well respected will be fulfilled.

13 One interesting finding is that external values did not have any significant effect on affective
14 attitude. Although previous studies in the area of consumer goods present a contradiction (e.g.,
15 Grunert & Juhl, 1995; Homer & Kahle, 1988), this result is consistent with the claims of Gnoth
16 (1994, 1997) that external values are cognition- dominant and that satisfaction confirms the
17 belief component of attitudes. The con- struct of affective attitude in the proposed model
18 comprises the subjective feelings and emotion of visitors, which are considerably associated
19 with emotion-dominant internal values. Therefore, predicting the variation of affection of an
20 individual by measuring object-directed external values is difficult (Holbrook & Hirschman,
21 1982; Prentice, 1987). Previous studies mainly applied cognitive attitude to the V–A–B model
22 and identified significant relationships between external values and attitude toward tangible
23 products or brands (e.g., Grunert & Juhl, 1995; Homer & Kahle, 1988; Jayawardhena, 2004;
24 Shim & Eastlick, 1998). However, the results may differ when the study is conducted in the
25 context of the service industry and when affective attitude is applied. The different components
26 and functions of values can be identified from the diverse cultural backgrounds of respondents
27 because values are culturally rooted. Previous studies were predominantly based on the Western
28 society, whereas the current study used a sample from the Eastern culture. Often, studies in the
29 Eastern context are extensively compared with the Western society in cross-cultural studies,
30 particularly on the individualism–collectivism continuum (e.g., Chan, Wan, & Sin, 2007; Li &
31 Su, 2007; Wang & Walker, 2011). Therefore, the traditional V–A–B model may not be
32 completely established when applied to a contrasting cultural environment.

1 For the hypothesized effect of values on behavioral intention, the current findings demonstrated
2 that internal and external values can affect tourist intention to revisit, recommend, and say
3 positive things about the destinations they visited. The relationships between values and
4 tourists' behavioral intention in the macro-background of the Chinese population can be
5 identified in studies on Chinese consumer behavior. In the Chinese society, significant values,
6 including face, harmony, and long-term orientation, exert strong influences on individual
7 behavior (Mok & DeFranco, 2000; Yau, Chan, & Lau, 1999). For example, the value of
8 harmony implies the emphasis of Chinese tourists on warm relationships with others, whereas
9 the desire for face explains the values of sense of accomplishment and respect. Long-term
10 orientation fosters the habit of saving, thereby reflecting the strong need for a sense of security.
11 The significant positive relationship identified between affective attitude and behavioral
12 intention manifests TPB with evidence from outbound tourism. The behavioral intention in the
13 current study was operationalized using four indicators that measured destination loyalty
14 (Zeithaml et al., 1996). The sample of Chinese outbound tourists indicated that positive
15 affective attitude toward the trip can encourage the loyal behavior of tourists toward the
16 destination. This result indicates consistency with empirical studies on attitude toward tangible
17 products or brands, as well as extends the knowledge to the tourism industry.

18 The present study reported significant theoretical and practical contributions to the tourist
19 behavior literature. Theoretically, this study empirically supports the influence of values on
20 attitude and behavioral intention in the tourism context as implied by TPB. Although values are
21 considered important factors in tourism marketing, how they affect tourist behavior is not
22 completely understood. This study provides additional empirical evidence that supports the
23 effects of values on travel behavioral intention. The crucial role of destination attitude was
24 identified in this process, and values were confirmed as directly related to destination loyalty.
25 Empirical evidence in the context of outbound tourism established the claim of TPB that
26 attitude is a strong predictor of behavior intention. Moreover, this study is among the first to
27 develop and test the V–A–B hierarchy in the service industry. The influence path flow from
28 values to attitude to behavioral intention was identified as well.

29 The practical contribution of the current study lies in its context. In general, this study extended
30 knowledge on the attitude and behavioral intention of tourists toward outbound destinations.
31 Tourism practitioners can be very confident of designing travel packages, tourism products,
32 attractions, and advertisements based on the values of tourists in certain market segments. A
33 trip that can fulfill the pursuit of certain values is beneficial in achieving positive tourist attitude

1 and loyalty. Specifically, this study advanced the knowledge on Chinese outbound travel
2 behavior, which has urgently been pursued by practitioners competing in this fast-growing and
3 lucrative market. The results showed that destination marketers can appeal to the values of a
4 warm relation- ship, self-respect, and sense of accomplishment to improve the destination
5 attitude and destination loyalty of Chinese tourists.

7 **Limitation and future studies**

8 This study has certain limitations. First, it only analyzed the functions of affective attitude
9 between values and behavioral intention. The insignificant relationship between external values
10 and destination attitude was partially attributed to this fact. Therefore, the results may be
11 substantially comprehensive and informative if both cognitive and affective components of
12 attitude were analyzed. Future studies can consider incorporating cognitive attitude into the V–
13 A–B model, thereby possibly generating different results.

14 In addition, future studies involving samples from multiple cultural backgrounds may generate
15 meaningful results. Kahle (1983) explained that the importance of the different values in the
16 lives of people varies according to numerous factors and social institutions. As an important
17 manifestation of culture, values differ across cultures; thus, the effects of the two-value
18 dimensions on consumer behavior can change according to different cultural environments. The
19 V–A–B model developed in this study, which is different from those of previous studies,
20 implied this possibility. Future studies can test this assumption by conducting cross-cultural
21 comparison to observe the different influences of values in this model.

22 Moreover, the predicting power of personal values and affective attitudes on out- bound tourists’
23 behavioral intention may be moderated or mediated by other factors. For example, Chinese
24 outbound package tourists in the current sample may have different travel motivations and have
25 visited different types of destinations (e.g., long- haul versus short-haul). This study focuses on
26 the influence of culture on attitude and behavioral intention with value as a proxy. Nonetheless,
27 future studies could include additional factors and analyze their interaction effects.

28 Finally, this study treated the sample as a homogeneous group. Situational factors, such as
29 socio-demographic variables, previous travel experience, and destination expec- tation, may
30 have important associations with tourist attitude. Therefore, future studies should involve
31 substantial comprehensive investigations on the relationships among values, attitude, and
32 behavioral intention by incorporating these factors into the structural model.

1 **References:**

- 2 Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human*
3 *Decision Processes*, 50, 179–211. doi:10.1016/0749-5978(91)90020-T
- 4 Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behavior relation: Reasoned and
5 automatic processes. *European Review of Social Psychology*, 11(1), 1–33. doi:10.1080/
6 14792779943000116
- 7 Alicke, M. (1983). Philosophical investigations of values. In L. Kahle (Ed.), *Social values and*
8 *social change: Adaption to life in America* (pp. 3–23). New York, NY: Praeger.
- 9 Al-Refaie, A., Ko, J. H., & Li, M. H. (2012). Examining the factors that affect tourists' satisfac-
10 tion, loyalty, WOM and intention to return using SEM: Evidence from Jordan.
11 *International Journal of Leisure and Tourism Marketing*, 3(2), 179–197.
12 doi:10.1504/IJLTM.2012.048947
- 13 Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review
14 and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423.
15 doi:10.1037/0033-2909.103.3.411
- 16 Backman, S., & Crompton, J. (1989). Discriminating between continuers and discontinuers of
17 two public leisure services. *Journal of Park and Recreation Administration*, 7(4), 56–71.
- 18 Backman, S., & Crompton, J. (1990). Differentiating between active and passive discontinuers
19 of two leisure activities. *Journal of Leisure Research*, 22, 197–212.
- 20 Chan, H., Wan, L. C., & Sin, L. Y. M. (2007). Hospitality service failures: Who will be more
21 dissatisfied? *International Journal of Hospitality Management*, 26(3), 531–545.
22 doi:10.1016/j.ijhm.2006.02.004
- 23 Chen, H. J., & Sasias, M. (2014). Tourist segmentation in Taiwan's wineries: A cultural
24 perspec- tive. *Social Behavior and Personality: An International Journal*, 42(2), 223–236.
25 doi:10.2224/sbp.2014.42.2.223
- 26 Di Pietro, L., Di Virgilio, F., & Pantano, E. (2012). Social network for the choice of tourist
27 destination: Attitude and behavioural intention. *Journal of Hospitality and Tourism*
28 *Technology*, 3(1), 60–76. doi:10.1108/17579881211206543
- 29 Earley, P. C., & Singh, H. (1995). International and intercultural management research: What's
30 next? *Academy of Management Journal*, 38(2), 327–340. doi:10.2307/256682
- 31 Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. Akron, OH: The University of
32 Akron.

- 1 Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to*
2 *theory and research*. Boston, MA: Addison-Wesley.
- 3 Fornell, C., & Larcker, F. (1981). Evaluating structural equation models with unobservable
4 variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
5 doi:10.2307/3151312
- 6 Gerbing, D., & Anderson, J. (1988). An updated paradigm for scale development incorporating
7 unidimensionality and its assessment. *Journal of Marketing Research*, 25(2), 186–192.
8 doi:10.2307/3172650
- 9 Gnoth, J. (1994). *Expectations and satisfaction in tourism: An exploratory study into measuring*
10 *satisfaction*. University of Otago, New Zealand.
- 11 Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*,
12 24(2), 283–304. doi:10.1016/S0160-7383(97)80002-3
- 13 Grunert, S. C., & Juhl, H. J. (1995). Values, environmental attitudes, and buying of organic
14 foods. *Journal of Economic Psychology*, 16(1), 39–62. doi:10.1016/0167-4870(94)00034-
15 8
- 16 Guthery, D., & Lowe, B. (1992). Translation problems in international marketing research.
17 *Journal of Language for International Business*, 4(1), 1–14.
- 18 Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis*
19 (6th ed.). Upper Saddle River, NJ: Prentice Hall.
- 20 Hansen, T. (2008). Consumer values, the theory of planned behaviour and online grocery
21 shopping. *International Journal of Consumer Studies*, 32(2), 128–137.
22 doi:10.1111/ijc.2008.32.issue-2
- 23 Hofstede, G., & Hofstede, G. J. (2005). *Culture and organizations: Software of the mind* (2nd
24 ed.). Beverly Hills, CA: Sage.
- 25 Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption:
26 Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140.
27 doi:10.1086/jcr.1982.9.issue-2
- 28 Homer, P., & Kahle, L. (1988). A structural equation test of the value-attitude-behavior
29 hierarchy. *Journal of Personality and Social Psychology*, 54(4), 638–646.
30 doi:10.1037/0022-3514.54.4.638
- 31 Hsu, C., Cai, L., & Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral
32 model. *Journal of Travel Research*, 49(3), 282–296. doi:10.1177/0047287509349266

- 1 Hsu, C., & Lam, T. (2003). Mainland Chinese travelers' motivations and barriers of visiting
2 Hong Kong. *Journal of Academy of Business and Economics*, 2(1), 60–67.
- 3 Hung, K., & Petrick, J. (2011). Why do you cruise? Exploring the motivations for taking cruise
4 holidays, and the construction of a cruising motivation scale. *Tourism Management*, 32(2),
5 386–393. doi:10.1016/j.tourman.2010.03.008
- 6 Iversen, N. M., Hem, L. E., & Mehmetoglu, M. (2016). Lifestyle segmentation of tourists
7 seeking nature-based experiences: The role of cultural values and travel motives. *Journal*
8 *of Travel & Tourism Marketing*, 33(sup1), 38–66. doi:10.1080/10548408.2014.998359
- 9 Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism
10 destination choice: Testing the theory of planned behavior (TPB). *Internet Research*, 22(5),
11 591–612. doi:10.1108/10662241211271563
- 12 Jayawardhena, C. (2004). Personal values' influence on e-shopping attitude and behaviour.
13 *Internet Research*, 14(2), 127–138. doi:10.1108/10662240410530844
- 14 Kahle, L. (1983). *Social values and social change: Adaptation to life in America*. New York,
15 NY: Praeger.
- 16 Katz, D. (1960). The functional approach to the study of attitudes. *Public Opinion Quarterly*,
17 24 (2), 163–204. doi:10.1086/266945
- 18 Kelly, T. M., & Donovan, J. E. (2001). Confirmatory factor analyses of the alcohol use disorders
19 identification test (AUDIT) among adolescents treated in emergency departments. *Journal*
20 *of Studies on Alcohol and Drugs*, 62(6), 838–842. doi:10.15288/jsa.2001.62.838
- 21 Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations.
22 *Tourism Management*, 23, 221–232. doi:10.1016/S0261-5177(01)00090-5
- 23 Lam, T., & Hsu, C. H. C. (2004). Theory of planned behavior: Potential travelers from China.
24 *Journal of Hospitality and Tourism Research*, 28(4), 463–482. doi:10.1177/
25 1096348004267515
- 26 Lam, T., & Hsu, C. H. C. (2006). Predicting behavioral intention of choosing a travel
27 destination. *Tourism Management*, 27, 589–599. doi:10.1016/j.tourman.2005.02.003
- 28 Lee, T. H. (2009). A structural model to examine how destination image, attitude, and
29 motivation affect the future behavior of tourists. *Leisure Sciences*, 31(3), 215–236.
30 doi:10.1080/01490400902837787
- 31 Lee, Y., Kim, S., Seock, Y., & Cho, Y. (2009). Tourists' attitudes towards textiles and apparel-
32 related cultural products: A cross-cultural marketing study. *Tourism Management*, 30(5),
33 724–732. doi:10.1016/j.tourman.2008.10.007

- 1 Legohere, P., Dauce, B., Hsu, C., & Ranchhold, A. (2009). Culture, time orientation, and
2 exploratory buying behavior. *Journal of International Consumer Marketing*, 21(2), 93–
3 107. doi:10.1080/08961530802153029
- 4 Li, J. J., & Su, C. (2007). How face influences consumption: A comparative study of American
5 and Chinese consumers. *International Journal of Market Research*, 49(2), 237–255.
- 6 Li, M., & Cai, L. (2012). The effects of personal values on travel motivation and behavioral
7 intention. *Journal of Travel Research*, 51(4), 473–487. doi:10.1177/0047287511418366
- 8 Liu, B., Furrer, O., & Sudharshan, D. (2001). The relationships between culture and behavioral
9 intentions toward services. *Journal of Service Research*, 4(2), 118–129. doi:10.1177/
10 109467050142004
- 11 Liu, R., & McClure, P. (2001). Recognizing cross-cultural differences in consumer complaint
12 behavior and intentions: An empirical examination. *Journal of Consumer Marketing*,
13 18(1), 54–75. doi:10.1108/07363760110365813
- 14 Madrigal, R., & Kahle, L. (1994). Predicting vacation activity preferences on the basis of value-
15 system segmentation. *Journal of Travel Research*, 32(3), 22–28. doi:10.1177/
16 004728759403200304
- 17 Mehmetoglu, M., Hines, K., Graumann, C., & Greibrokk, J. (2010). The relationship between
18 personal values and tourism behaviour: A segmentation approach. *Journal of Vacation*
19 *Marketing*, 16(1), 17–27. doi:10.1177/1356766709356210
- 20 Miller, J. A. (1976). Exploring some alternative measures of consumer satisfaction. In K. L.
21 Bernhardt (Ed.), *Marketing 1776-1976 and beyond* (pp. 661–664). Chicago, IL: American
22 Marketing Association.
- 23 Mok, C., & DeFranco, A. (2000). Chinese cultural values: Their implications for travel and
24 tourism marketing. *Journal of Travel & Tourism Marketing*, 8(2), 99–114. doi:10.1300/
25 J073v08n02_07
- 26 Moutinho, L., Albayrak, T., & Caber, M. (2012). How far does overall service quality of a
27 destination affect customers' post-purchase behaviours? *International Journal of Tourism*
28 *Research*, 14(4), 307–322. doi:10.1002/jtr.v14.4
- 29 Muller, T. (1991). Using personal values to define segments in an international tourism market.
30 *International Marketing Review*, 8, 57–70. doi:10.1108/02651339110003952
- 31 Oliver, R., & Swan, J. (1989). Consumer perceptions of interpersonal equity and satisfaction in
32 transactions: A field survey approach. *Journal of Marketing*, 53, 21–35.
33 doi:10.2307/1251411

- 1 Piner, K. E., & Kahle, L. R. (1984). Adapting to the stigmatizing label of mental illness:
2 Foregone but not forgotten. *Journal of Personality and Social Psychology*, 47, 805–811.
3 doi:10.1037/0022-3514.47.4.805
- 4 Pitts, R., & Woodside, A. (1986). Personal values and travel decisions. *Journal of Travel*
5 *Research*, 25(1), 20–25. doi:10.1177/004728758602500104
- 6 Pizam, A., Pine, R., Mok, C., & Shin, J. Y. (1997). Nationality vs industry cultures: Which has
7 a greater effect on managerial behavior? *International Journal of Hospitality Management*,
8 16(2), 127–145. doi:10.1016/S0278-4319(97)00001-7
- 9 Pottick, K. (1983). Work and leisure. In L. R. Kahle (Ed.), *Social values and social change:*
10 *Adaption to life in America* (pp. 117–142). Westport, CT: Praeger.
- 11 Prentice, D. A. (1987). Psychological correspondence of possessions, attitudes, and values.
12 *Journal of Personality and Social Psychology*, 53(6), 993–1003. doi:10.1037/0022-
13 3514.53.6.993
- 14 Rokeach, M. (1968). A theory of organization and change within value-attitude systems.
15 *Journal of Social Issues*, 24(1), 13–33. doi:10.1111/josi.1968.24.issue-1
- 16 Rokeach, M. (1973). *The nature of human value*. New York, NY: Free Press.
- 17 Schwartz, S., & Bilsky, W. (1987). Toward a universal psychological structure of human values.
18 *Journal of Personality and Social Psychology*, 53(3), 550–562. doi:10.1037/0022-
19 3514.53.3.550
- 20 Shim, S., & Eastlick, M. A. (1998). The hierarchical influence of personal values on mall
21 shopping attitude and behavior. *Journal of Retailing*, 74(1), 139–160. doi:10.1016/S0022-
22 4359(99)80091-8
- 23 Sojka, J., & Tansuhaj, P. (1995). Cross-cultural consumer research: A twenty-year review. In
24 M. Leigh & R. Michael (Eds.), *Advances in consumer research* (Vol. 22, pp. 461–474).
25 Ann Arbor, MI: Association for Consumer Research.
- 26 Tan, B. C. (2011). The role of perceived consumer effectiveness on value-attitude-behaviour
27 model in green buying behaviour context. *Australian Journal of Basic and Applied*
28 *Sciences*, 5 (12), 1766–1771.
- 29 Tian-Cole, S., Crompton, J., & Willson, V. (2002). An empirical investigation of the
30 relationships between service quality, satisfaction and behavioral intentions among
31 visitors to wildlife refuge. *Journal of Leisure Research*, 34(1), 1–21.

- 1 Vazquez-Carrasco, R., & Foxall, G. R. (2006). Influence of personality traits on satisfaction,
2 perception of relational benefits, and loyalty in a personal service context. *Journal of*
3 *Retailing and Consumer Services*, 13(3), 205–219. doi:10.1016/j.jretconser.2005.08.006
- 4 Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer
5 attitude-behavioral intention gap. *Journal of Agricultural and Environmental Ethics*, 19,
6 169–194. doi:10.1007/s10806-005-5485-3
- 7 Veroff, J., Douvan, E., & Kulka, R. (1981). *The inner American: A self-portrait from 1957 to*
8 *1976*. New York, NY: Basic Books.
- 9 Vinson, D., Scott, J., & Lamont, L. (1977). The role of personal values in marketing and
10 consumer behavior. *Journal of Marketing*, 41(2), 44–50. doi:10.2307/1250633
- 11 Wang, X., & Walker, G. J. (2011). The effect of face concerns on university students' leisure
12 travel: A cross-cultural comparison. *Journal of Leisure Research*, 43(1), 133–147.
- 13 Williams, R. (1968). Values. In E. Sills (Ed.), *International encyclopedia of the social sciences*
14 (pp. 203–207). New York, NY: Macmillan.
- 15 Yau, O., Chan, T., & Lau, K. (1999). Influence of Chinese cultural values on consumer behavior:
16 A proposed model of gift-purchasing behavior in Hong Kong. *Journal of International*
17 *Consumer Marketing*, 11(1), 97–116. doi:10.1300/J046v11n01_07
- 18 Zeithaml, V., Berry, L., & Parasuraman, A. (1996). The behavioral consequences of service
19 quality. *Journal of Marketing*, 60(2), 31–46. doi:10.2307/1251929
- 20 Zhang, H., & Lam, T. (1999). An analysis of Mainland Chinese visitors' motivation to visit
21 Hong Kong. *Tourism Management*, 20(5), 587–594. doi:10.1016/S0261-5177(99)00028-
22 X