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PROCEEDINGS

INTERNATIONAL SYMPOSIUM ON APPLIED STRUCTURAL EQUATION MODELLING AND METHODOLOGICAL MATTERS

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RAIA HOTEL KUCHING & THE KOPILAB

INTERNATIONAL SYMPOSIUM ON APPLIED STRUCTURAL EQUATION MODELLING AND METHODOLOGICAL MATTERS (SASEM) 2023

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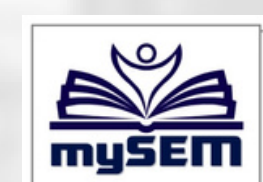**No 38, Tiya Residency, Lorong Pustaka 2E**

Petra Jaya, 93050 Kuching, Sarawak, Malaysia

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WELCOMING MESSAGE

Ladies and gentlemen,

SASEM2023 serves as an ideal platform to showcase the synergistic efforts of academics and researchers, sharing findings, latest works, ideas, and proposals contributing to theoretical, methodological, and empirical knowledge that is crucial for the future progress and development of the existing body of knowledge. Aligned with the theme "Advancement & Application of Quantitative Methods in Behavioural Research," this conference offers avenues for researchers to continually challenge the existing status quo of quantitative methods in social science research.

I firmly believe that the synergy between advanced methods and actual realities is no longer a matter of choice but a necessity. High-impact research will be those that effectively bridge these two worlds, creating seamless, engaging, and meaningful findings for readers and users alike. Together, let us take the leap into this exciting era of advancing the methods we employed in our research.

I have been informed that a total of more than 40 papers were submitted for this conference, comprising both local and international contributions, including submissions from China, Pakistan, Indonesia, Thailand, and many more. I am confident that this conference will breathe life into ideas for further progress, preparing us for a new perspective on quantitative methods and analysis. Perhaps, it may even lead to the development of new theories and models, advancing behavioral research and related fields.

I thought you would like to know that this is one of the unique conferences where no strict protocols need to be observed. Therefore, feel free to approach any of the experts and researchers to network and foster collaborations. Let us all be reminded to keep ourselves constantly updated to stay on par with global changes. Complacency has no place, and we must continuously seek better ways of conducting research. I hope this conference will provide further insights into understanding and applying approaches that pave the way for excellence. I eagerly anticipate hearing new inspirations and ideas that will lead to further research and improvements.

Lastly, I would like to express my gratitude to the Sarawak Research Society, speakers, sponsors, and participants for joining hands with us, making this year's SASEM another round of success.

Warmest regards,

Prof. Dr. Cham Tat Huei
Organising Chair, SASEM2023

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EXTENDED ABSTRACT SUBMISSION

1. **Uncovering the Sweet Secrets: Exploring the Factors that Shape College Students' Desire for Low Sugar-Sweetened Beverages (LSSBs) in China**

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Keywords: Purchase Intention, Low Sugar-Sweetened Beverages, Social Cognitive Theory, Theory of Planned Behaviour

EXTENDED ABSTRACT

The global trend of sugar-sweetened beverages (SSBs) consumption among college students is raising significant health concerns, notably obesity and diabetes. This issue has particular relevance to China, which carries a considerable burden of diabetes. As such, Chinese college students are a key demographic for encouraging healthier beverage choices. Accordingly, our research aims to unearth the factors that sway Chinese college students' decisions to buy low-sugar sweetened beverages (LSSBs). The focus of our study is Chinese college students, a critical consumer base for LSSBs. Given that we have limited access to a wider demographic, we have opted for convenience sampling. This approach ensures a comprehensive range of views by selecting easily accessible participants, specifically students from our university.

LITERATURE REVIEW

In recent years, the focus on LSSBs intake has heightened substantially, largely due to an amplified understanding of the detrimental health implications associated with overconsumption of sugar (Chang & Chen, 2020). A rising global inclination towards SSBs, especially amongst university students, has been noted. Comprehending the influences on their consumption patterns is integral in confronting the unhealthy

repercussions linked to excessive SSBs consumption (Xiao, Jin, Zhang, & Zhang, 2023).

Health consciousness is universally recognized as a pivotal factor influencing individuals' food and beverage choices (Smith, 2019). Prior research indicates that elevated levels of health consciousness correspond positively with a stronger inclination towards healthier eating and drinking habits, including preferences for LSSBs (Chen & Zhou, 2020). Research emphasizes that individuals with a deeper comprehension of the adverse health outcomes from consuming high-sugar drinks typically lean towards low sugar alternatives (Zhang, 2019). Additionally, the impact of educational campaigns focusing on sugar-related knowledge has been proven to instill positive attitudes and purchasing intentions towards LSSBs among consumers (Li, 2021).

The influence of the home environment on dietary habits and choices should not be underestimated either. Particularly among college students, those who were nurtured in families with healthier beverage consumption practices developed stronger preferences for LSSBs (Guo, 2020). In the realm of purchasing LSSBs, Perceived Behavioral Control, i.e., an individual's confidence in their capability to execute a behavior, plays a significant role. Individuals showcasing higher Perceived Behavioral Control tend to gravitate toward healthier choices (Li, 2020). This control perception can be shaped by multiple aspects including self-efficacy, the degree of social support, and the availability of LSSBs (Wang, 2019).

Notably, well-devised packaging and labeling strategies that underscore the low-sugar nature of beverages have demonstrated positive effects on consumer attitudes and intentions to purchase LSSBs (Wu, 2019). Research has previously indicated a trend where individuals who bear more favorable attitudes towards SSBs commonly exhibit a reduced intention to purchase LSSBs (Cheng, & Lau, 2022). It is well-established that consumers' purchasing behavior is heavily influenced by price. Past research, such as the study by Li and Yang (2019), highlights that price sensitivity can scale the impact of health-related elements on consumers' decision-making processes.

RESEARCH METHOD

Employing an exploratory research design and a quantitative approach, we conducted a cross-sectional survey using a structured questionnaire with a 5-point Likert scale. The sample consisted of 209 college students conveniently selected from various provinces in China. The questionnaire assessed five independent variables: health consciousness, sugar-related knowledge, home environment, perceived behavioral control, and packaging and labeling. Additionally, attitude towards LSSBs served as a mediating variable, while price sensitivity acted as a moderating variable.

RESULTS

The measurement model results indicate that the proposed model has good internal consistency reliability and convergent validity. Specifically, all composite reliability values are between 0.70 and 0.90, which surpasses the recommended threshold of 0.7, indicating that the variables are consistent in the measurement of their respective constructs. Additionally, all average variance extracted (AVE) values exceeded the recommended threshold of 0.5, suggesting adequate convergent validity in the measurement model. This signifies that each construct explains more than half of the variance in its indicators on average, suggesting strong relevance between the indicators and their respective latent constructs.

Regarding the fit of the model, the Standardized Root Mean Square Residual (SRMR) stands at 0.089. This value falls below the commonly accepted threshold of 0.10 and is very close to the more stringent criterion of 0.08 recommended by Hu and Bentler (1999). Such a result is generally taken to indicate a good fit, revealing that the model aligns well with the empirical data we have observed. Therefore, the SRMR suggests that our model accurately represents the underlying structure of the relationships in our data set.

In summary, the measurement model results affirm the reliability and validity of the measurement scales used to quantify health consciousness, sugar-related knowledge, home environment, perceived behavioral control, packaging and labelling, attitude towards LSSBs and purchase intention. Consequently, this lends credence to the findings and conclusions drawn from the analysis of the structural model.

The findings from the structural model demonstrate the following: The R-square value, which measures how much variance in the dependent variable is explained by the independent variables, for 'attitude towards LSSBs' is 0.615. This indicates that the predictors in the model – health consciousness, sugar-related knowledge, home environment, perceived behavioral control, and packaging and labeling – collectively account for approximately 61.5% of the variability in college students' attitudes towards LSSBs.

In addition, the R-square value for 'purchase intention' is 0.635. This means that our set of independent variables, along with the addition of the mediating variable (attitude towards LSSBs) and moderated by the factor of price sensitivity, explains around 63.5% of the changes in college students' intent to buy LSSBs. These high R-square values are indicative of robust explanatory power within the model since they represent a significant proportion of variance accounted for by the model's variables.

In analyzing the specific hypotheses, both the home environment and the packaging and labeling showed positive impacts on purchase intentions, confirming their hypothesized roles in influencing purchasing decisions. This underlines the importance of these factors in shaping students' buying behavior towards LSSBs.

MANAGERIAL IMPLICATIONS

The findings can inform targeted interventions and educational campaigns to promote healthier beverage choices among college students in China. By enhancing health literacy, improving packaging and labeling strategies, dispelling misconceptions, and implementing pricing strategies, stakeholders can drive market demand, economic growth, and investment opportunities in the food and beverage industry.

FUTURE RESEARCH DIRECTIONS

Future studies should aim to improve the reliability of these constructs through enhanced measurement approaches. Secondly, caution should be exercised in generalizing the findings to the wider population of college students in China, as the study sample may not fully represent their characteristics. Including a more diverse and representative sample would enhance the external validity of future studies. Lastly, there is a possibility of unmeasured variables influencing the relationships examined, suggesting the need for further exploration of additional factors.

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2. Investigating the relationship between social media influencers' characteristics and purchase intention of skincare products – The mediating role of brand image

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EXTENDED ABSTRACTS

Social media influencers (SMIs) have emerged with the proliferation of social media. They have a wide social network of followers and the power to exert their influence over their followers. It is important for marketers to understand the characteristics of SMIs who can aid in establishing the brand image and influencing purchase intention. This study examines the relationship between the characteristics of a SMI and purchase intention of skincare products. It will also examine the mediating role of brand image between the characteristics of a SMI and purchase intention. The researcher applied purposive sampling and collected data from 170 respondents via the online survey questionnaire. Attractiveness, expertise, trustworthiness and similarity, do not have a significant relationship with purchase intention. However, brand image mediates the relationship between attractiveness and purchase intention as well as similarity and purchase intention. Therefore, marketers should choose influencers who are attractive and portray higher levels of similarity with their prospective consumers to represent their skincare brands. Marketers should look into the psychographic characteristics of their target audience. This is to achieve greater perceived similarity with the social media influencers. It could also enhance feelings of admiration and optimism in consumers which lead to a better brand image and subsequently purchase intention.

LITERATURE REVIEW

Social media influencers (SMIs) have emerged with the proliferation of social media. They have a wide social network of followers and the power to exert their influence over their followers (Ki and Kim, 2019). Therefore, it is important for marketers to understand the characteristics of SMIs who can aid in establishing the brand image and influencing purchase intention. Previous studies have stated the effect of influencer endorsement on purchase intention and decisions (Hermanda et al., 2019; Lim et al., 2017; Lou and Yuan, 2019; Saima and Khan, 2021).

Organisations continue to invest their resources to build a good image for their brands to evoke behavioural intentions. Although skincare products are popular in the market, previous research have mainly focused on cosmetics rather than skincare products (Lee et al., 2019). Marketers are also plagued by the question of how to boost skincare products' sales (Lee et al., 2019). Therefore, this research aims to focus on skincare products.

Source credibility consists of three components: attractiveness, trustworthiness and expertise (Ohanian, 1990). SMIs develop their expertise, trustworthiness and

attractiveness by specialising in specific areas of interest and depicting themselves and their content in an interesting manner (Schouten et al., 2020).   People tend to compare themselves with other people, especially those who are better than them, when they communicate with others on social media platforms. Consumers' social comparison with brand endorsers is an important factor impacting brand assessment (Sääksjärvi et al., 2016). Consumers tend to purchase products with a favourable and strong brand image (Mahri et al., 2023). Thus, in addition to influencers' characteristics (physical attractiveness, expertise and trustworthiness), perceived similarity between the influencer and the followers is also included as one of the influencer's characteristics. In addition, a limited number of studies have focused on the indirect effect of brand image when explaining the effect of social media advertising content and sales promotion content on the behavioural intention of consumers (Raji et al., 2019). This study aims to add to the literature by (1) examining the impact of the SMIs' characteristics (attractiveness, trustworthiness, expertise and similarity) on brand image and purchase intention and (2) the mediating role of brand image between SMIs' characteristics and purchase intention.

To achieve the objectives of this study, the following hypotheses are developed for this study.
H1: The attractiveness of an influencer is positively related to brand image.
H2: The attractiveness of an influencer is positively related to purchase intention.
H3: The expertise of an influencer is positively related to brand image.
H4: The expertise of an influencer is positively related to purchase intention.
H5: The trustworthiness of an influencer is positively related to brand image.
H6: The trustworthiness of an influencer is positively related to purchase intention.
H7: Similarity with influencer is positively related to brand image.
H8: Similarity with influencer is positively related to purchase intention.
H9: Brand image is positively related to purchase intention.
H10: Brand image mediates the relationship between attractiveness and purchase intention.
H11: Brand image mediates the relationship between expertise and purchase intention.
H12: Brand image mediates the relationship between trustworthiness and purchase intention.
H13: Brand image mediates the relationship between similarity and purchase intention.

RESEARCH METHODOLOGY

The respondents of this study consisted of Generation Z pre-university and university students aged 18 to 25 years old.   A self-administered questionnaire was used to collect data. Data was collected using the purposive sampling approach because there was no access to sample frames. A total of 170 pre-university and university students was recruited. The respondents needed to know what a social media influencer is and be aware of skincare brands promoted by social media influencers.

RESULTS

This study investigated the impact of the influencers' characteristics on purchase intention via the mediating role of brand image. Majority of the respondents were females (84.1%) and the rest were males (15.9%). In addition, they were from the 20-21 years old age group (41.2%) and owned a bachelor's degree (52.4%). This study found that attractiveness and similarity have a positive relationship with brand image. Brand image also mediates the relationship between attractiveness and similarity with purchase intention. Consumers who find social media influencers attractive and similar to them will perceive the brand image favourably and subsequently will have the intention to buy skincare products recommended by the social media influencers.

THEORETICAL AND PRACTICAL IMPLICATION

Brand image is an important determinant of purchase intention in the source credibility model. It mediates the relationship between attractiveness and purchase intention as well as similarity and purchase intention. These two characteristics of the SMIs can influence purchase intention through brand image. Social media influencers' characteristics are not the sole determiner of purchase intention. Brand image can function as the mediator for attractiveness and perceived similarity. A strong brand image can attract and retain consumers towards a popular brand (Marsha and Dwi Hayu, 2019).

Skincare product marketers should select attractive influencers and influencers who portray higher levels of similarity with their target audience to represent their skincare brands. Besides consumers' demographic profiles, marketers should focus on the psychographic characteristics of their target audience. These include lifestyles, values, beliefs, attitudes and interests of consumers. Understanding these psychographic characteristics enhances connectedness and improves relevance of the skincare brands to consumers.

FUTURE RESEARCH DIRECTION

Future studies can adopt a qualitative approach by interviewing marketing managers to explore their views on social influencers' characteristics in influencing brand image and purchase intention. Future research can also look into other mediating variables such as loyalty programmes or consumers' word-of-mouth. Besides pre-university and university students from 18 to 25 years old, the purchase intention of skincare products of the other age groups can also be assessed.

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3. Reimagining Travel Experiences: SMART-PLS Empowered Strategies for Enriching Community-Based Tourism Value-Added Programs

Irving Shou Hui Ting[1]*, Adam Long She[2], Bibiana Chiu Yiong Lim[1], Rodney Thiam Hock Lim[1], Marc Arul Weissmann[1], Komathi Wasudawan[1], and Tze Yin Lim[1]

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EXTENDED ABSTRACT

In light of the ongoing global expansion of the tourism industry, there is a pressing demand for the adoption of sustainable and responsible practices. Community-Based Tourism (CBT) has emerged as a potent solution, repositioning local communities at the core of tourism development. The advent of the COVID-19 pandemic has provided a unique opportunity to redefine the role of tourism within these communities, presenting a more equitable avenue for socioeconomic advancement. To prevent the pitfalls of a tourism industry that risks exploitation, it becomes imperative for local communities to actively engage in and take charge of decision-making processes concerning tourism. This strategic approach harnesses the twin forces of community involvement and empowerment, serving as compelling drivers for sustainable tourism. The ultimate goal is to harmonize economic prosperity with the safeguarding of cultural heritage and the well-being of local residents. Within this research article, we delve into the intricate factors that collectively shape the visitor experience in the context of Community-Based Tourism (CBT). Using partial least squares structural equation modeling (PLS-SEM) to examining the influence of community involvement, destination image, visitor motivation, safety and health concerns, and sustainable preferences on the visitor's journey, the study unravels the interconnected dynamics. It seeks to understand how these elements collectively mold the visitor's perception and experience, ultimately affecting their likelihood of revisiting or further engaging with the destination. The research answers two critical questions: (1) What factors affect the visitor's experience in CBT? (2) How does the visitor's experience in CBT influence their intention to revisit or engage further? The analysis reveals significant findings, underscoring the importance of community involvement, a positive destination image, and addressing safety and health concerns in enhancing visitor experiences within CBT destinations. The study further highlights the strong connection between visitor experiences and subsequent revisit/engagement, suggesting that CBT stakeholders should prioritize efforts to create positive and memorable experiences to ensure sustained visitor engagement.

INTRODUCTION

Tourism is a multifaceted phenomenon, often wielding a dual-edged sword; it can bring both economic prosperity and cultural exchange to destinations while simultaneously posing significant environmental and socio-cultural challenges (Khan et al., 2021). As the global tourism industry continues its relentless expansion, the imperative for more sustainable and responsible practices has gained unprecedented prominence. Community-Based Tourism (CBT) has emerged as a transformative and powerful solution, offering a unique approach that positions local communities squarely at the epicenter of tourism development. The Covid-19 pandemic has also offered an opportunity to reframe tourism for such communities as a more equitable pathway for socioeconomic development (Higgins-Desbiolles, 2020). In order to prevent tourism from merely resembling yet another exploitative industry, local community need to cultivate the ability to engage in and take control of decision-making processes related to tourism (Moayerian et al., 2022). This approach harnesses the power of community involvement and empowerment as potent catalysts for sustainable tourism, with the overarching goal of balancing economic gains with the preservation of cultural heritage and the profound enhancement of local well-being. This journal article endeavors to explore the intricate web of factors that shape the visitor experience within the context of community-based tourism (CBT). By investigating the influence of community involvement, image, visitor motivation, safety and health concerns, and sustainable preferences on the visitor's journey, the study aims to unravel the interconnected dynamics at play. It seeks to understand how these elements collectively mold the visitor's perception and experience, ultimately affecting their likelihood of revisiting or further engaging with the destination. In doing so, this research delves into the critical intersection of community-driven tourism, visitor satisfaction, and long-term engagement, offering insights that can inform strategies for sustainable and responsible tourism practices in the future. Hence, the research questions were:

RQ1: What factors affect the visitor's experience on CBT?

RQ2: How does visitor's experience on CBT affect the visitor revisit/engagement intention?

Figure 1: Conceptual Model of Factor Influencing Visitor's Experience
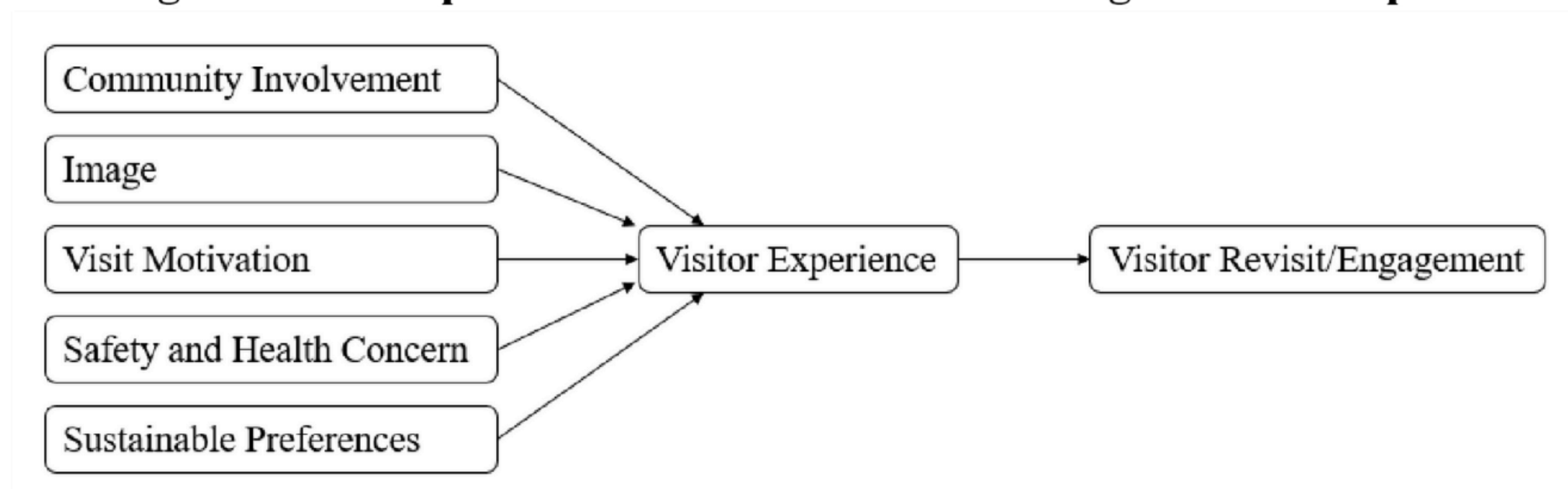
LITERATURE REVIEW

Community-based tourism (CBT) is a crucial aspect of sustainable tourism (Bagus et al., 2019), playing a pivotal role in the global tourism industry. Sustainable tourism is increasingly vital due to the growing awareness among travelers about pro-social, pro-environmental, and conservation issues (Lengieza et al., 2023). CBT is a form of sustainable tourism that focuses on developing local communities through tourism, with benefits extending beyond mere economic gains. While knowledge about CBT remains somewhat limited, existing studies have shed light on its characteristics and positive outcomes.

CBT encompasses various facets of local culture, including entertainment, natural environment, food, products, accommodations, and community development (Van Tuyen et al., 2023). These factors are integral to a tourism destination's appeal, with their optimal performance driving positive post-purchase behaviors among travelers.

Studies in consumer behavior and tourism have consistently highlighted the connection between product performance and behavioral intentions. Excellent performance of product attributes tends to result in positive evaluations, influencing post-purchase decisions. This principle applies to CBT, where travelers' perceived outcomes from their experiences with community-based tourism attributes significantly affect their intentions to revisit or recommend the destination (Han et al., 2019).

CBT is regarded as an alternative path to achieving socio-economic and environmental sustainability while fostering balance in communities and society. It emphasizes community participation in planning, managing, implementing, and evaluating tourism services. Various definitions of CBT revolve around community involvement (Yasir et al., 2021) and ownership of tourism services, emphasizing the importance of local communities in planning and management processes. CBT not only generates income for local communities but also preserves cultural heritage, fostering a sense of belonging and pride.

Community-Based Tourism (CBT) has been primarily centered on promoting active community involvement in the management and growth of tourism (Reimer & Walter, 2013). This involvement includes communities having control over tourism activities, as well as reaping direct financial benefits. Notably, the academic definitions of CBT commonly emphasize two key criteria: community ownership/management and the positive impact on the community.

While it's possible for communities to benefit from tourism participation without full control or ownership, these benefits often revolve around providing local employment opportunities, typically at a basic level. However, what truly distinguishes CBT from conventional tourism participation, as originally described by (Arnstein, 2019), is the high level of community involvement. Tourism initiatives that are initiated and led by the communities themselves are more likely to achieve the desired social and economic outcomes.

It's important to recognize that the development of CBT is not always a straightforward decision made by local residents and then executed. It often requires acknowledgment and support from influential stakeholders who wield various dimensions of power, and

in many cases, these stakeholders may be resistant to community involvement. The issue of power dynamics is a central aspect of achieving fairness and sustainability in the development of community-based tourism.

METHODOLOGY

This section outlines the research design, sample selection, and analytical techniques employed in the study on Community Based Tourism (CBT) with a specific focus on visitor experiences. The research employed a cross-sectional research design and utilized online questionnaires for data collection. The analysis was conducted using partial least squares structural equation modeling (PLS-SEM) with the assistance of SmartPLS, version 4.

Research Design
A cross-sectional research design was chosen for this study. This design allowed the research to gather data at a single point in time, providing a snapshot of visitor experiences within Community Based Tourism (CBT) destinations. By employing this design, we aimed to assess the relationships between various factors that influence visitors' experiences during their stay in CBT settings.

Sample Selection
The study collected a total of 425 samples from visitors who had prior experience in visiting and staying in Community Based Tourism (CBT) destinations. The sample was collected through online questionnaires. Of the 425 participants, 365 were from China, and 60 were from Malaysia. Participants were selected through convenience and snowball sampling techniques, targeting individuals who had been involved in tourism. To ensure that the participants had relevant experience, screening questions were included in the initial part of the questionnaire. Only those who confirmed their prior experience were included in the study.

Data Collection
Data collection was primarily conducted online, which allowed for efficient data acquisition and a wide geographical reach. Participants were invited to complete a structured questionnaire that assessed various aspects of their experiences during CBT visits. The questionnaire included items related to community involvement, image, visit motivation, safety and health concern, sustainable preferences and visitor experience that contribute to the overall CBT visitors' experience. The online survey was distributed through various channels, including social media and emails.

Data Analysis
The data collected through the online questionnaires were analyzed using partial least squares structural equation modeling (PLS-SEM). PLS-SEM is a robust statistical technique suited for exploratory research and complex models, making it well-suited for examining the intricate relationships between variables in the context of CBT visitor

experiences. SmartPLS, version 4, was the software utilized for data analysis. The analysis involved two main steps: assessing the measurement model and evaluating the structural model. The measurement model assessed the reliability and validity of the constructs used in the study, ensuring that the questionnaire items accurately measured the underlying factors. The structural model examined the relationships between the constructs and tested the proposed hypotheses.

By employing these methods, the study aimed to provide a comprehensive understanding of the factors that influence visitor experiences in Community Based Tourism destinations, with a particular focus on the unique dynamics within the Chinese and Malaysian visitor groups.

FINDINGS

Table 1: Demographic profile of the participants

Variable	Details	Frequency	Percentage (%)
Nationality	Malaysia	60	14.1
	China	365	85.9
Gender	Male	188	44.2
	Female	237	55.8
Age	20 years and below	96	22.6
	21 to 30 years	184	43.3
	31 to 40 years	95	22.4
	41 to 50 years	37	8.7
	51 to 60 years	9	2.1
	60 years and above	4	0.9
Occupation	Student	106	24.9
	Public sector	84	19.8
	Private sector	174	40.9
	Self-employed	44	10.4
	Unemployed	15	3.5
	Retired	2	0.5
Education level	Secondary school and below	30	7.1
	Diploma	101	23.8
	Undergraduate	228	53.6
	Postgraduate	63	14.8
	Professional	3	0.7
Preferred travel location	Domestic	283	66.6
	International	142	33.4
Preferred travel activity	Conventional tourism	135	31.8
	Sustainable tourism	288	67.8
	Other	2	0.5

Preferred mode of payment	Credit card	52	12.2
	Cash	70	16.5
	Bank transfer	36	8.5
	E-wallet	267	62.8
Type of accommodation stayed during travel	AirB&B/guest house	116	27.2
	Hotel (2-3 stars)	168	39.5
	Hotel (4-5 stars)	60	14.1
	Outdoor/camping	27	6.4
	Community homestay	54	12.7

Table **1** shows the breakdown of the demographic profile of the participants in this research. The data provides significant insights into the surveyed individuals' demographics and travel preferences. A substantial 85.9% of the respondents are of Chinese nationality, with the remaining 14.1% hailing from Malaysia. Gender distribution is nearly equal, with 55.8% identifying as female and 44.2% as male. In terms of age, the 21-30 age group is the largest, representing 43.3% of respondents, followed by 22.6% aged 20 years and below, and 22.4% aged 31-40 years.

When it comes to occupation, the "Private Sector" is the most prevalent, accounting for 40.9% of respondents, while "Students" make up 24.9%. In the realm of education, 53.6% of respondents hold an "Undergraduate" degree, 23.8% have a "Diploma," and 14.8% have a "Postgraduate" degree.

Regarding travel preferences, 66.6% of respondents opt for "Domestic" travel, and 33.4% prefer "International" destinations. "Sustainable tourism" is the favoured travel activity, chosen by 67.8% of respondents. In terms of payment methods, "E-Wallet" is the top choice at 62.8%, with "Cash" and "Credit Card" following at 16.5% and 12.2%, respectively.

When it comes to accommodation choices, "Hotel (2-3 stars)" and "AirB&B/Guest houses" are the most popular options, with 39.5% and 27.2%, respectively. "Hotel (4-5 stars)" is the choice of 14.1% of respondents. These findings can be invaluable for businesses in the travel and tourism sector, helping them tailor their services and marketing strategies to align with the preferences of this specific audience.

Table 2: Measurement model assessment

Constructs/Items	Factor loading	Cronbach's alpha	CR	AVE
Community Involvement		0.753	0.759	0.581
Community Involvement 1	0.767***			
Community Involvement 2	0.797***			
Community Involvement 3	0.845***			
Community Involvement 4	0.621***			
Image		0.869	0.869	0.660
Image 1	0.847***			

Image 2	0.853***			
Image 3	0.823***			
Image 4	0.845***			
Image 5	0.682***			
Visit Motivation		0.839	0.855	0.611
Visit Motivation 1	0.608***			
Visit Motivation 2	0.790***			
Visit Motivation 3	0.853***			
Visit Motivation 4	0.839***			
Visit Motivation 5	0.795***			
Safety and Health Concern		0.836	0.839	0.753
Safety and Health Concern 1	0.880***			
Safety and Health Concern 2	0.864***			
Safety and Health Concern 3	0.859***			
Sustainable Preference		0.824	0.845	0.739
Sustainable Preference 1	0.905***			
Sustainable Preference 2	0.837***			
Sustainable Preference 3	0.834***			
Visit Experience		0.969	0.971	0.823
Visit Experience 1	0.912***			
Visit Experience 2	0.888***			
Visit Experience 3	0.838***			
Visit Experience 4	0.936***			
Visit Experience 5	0.920***			
Visit Experience 6	0.918***			
Visit Experience 7	0.931***			
Visit Experience 8	0.914***			
Visitor Revisit/Engagement		0.972	0.973	0.800
Visitor Revisit/Engagement 1	0.838***			
Visitor Revisit/Engagement 2	0.925***			
Visitor Revisit/Engagement 3	0.882***			
Visitor Revisit/Engagement 4	0.852***			
Visitor Revisit/Engagement 5	0.875***			
Visitor Revisit/Engagement 6	0.927***			
Visitor Revisit/Engagement 7	0.887***			
Visitor Revisit/Engagement 8	0.920***			
Visitor Revisit/Engagement 9	0.912***			
Visitor Revisit/Engagement 10	0.921***			

*** $p < .001$

Table 3: Discriminant validity assessment using the HTMT matrix

	Construct	(1)	(2)	(3)	(4)	(5)	(6)
Heterotrait-monotrait ratio of correlations (HTMT)	(1) Community Involvement						
	(2) Image	0.827					
	(3) Visit Motivation	.609	.467				
	(4) Safety and Health Concern	.531	.447	.548			
	(5) Sustainable Preference	.669	.422	.673	.699		
	(6) Visit Experience	.441	.411	.285	.332	.243	
	(7) Visitor Revisit/Engagement	.330	.272	.236	.301	.225	.900

Table 4: SEM results

Paths	Beta	T statistics	P value	Decision
Community Involvement > Visitor's Experience	0.201	3.235	0.001	Significant and Positive relationship
Image > Visitor's experience	0.189	2.927	0.003	Significant and Positive relationship
Visit Motivation > Visitor's experience	0.074	1.367	0.172	Non-significant relationship
Safety and Health Concern > Visitor's experience	0.162	2.776	0.006	Significant and Positive relationship
Sustainable Preferences > Visitor's experience	-0.092	1.714	0.087	Non-significant relationship
Visitor's experience > Visitor's Revisit/Engagement	0.911	50.153	0.000	Significant and Positive relationship

Table 4 reveals valuable insights into the factors influencing visitor experiences and their subsequent impact on visitor revisit/engagement within the context of Community Based Tourism (CBT) destinations. The analysis of path coefficients, beta values, T statistics, and P values sheds light on the significance and direction of these relationships. The key findings are as follows:

Community Involvement > Visitor Experience: A significant and positive relationship was observed between community involvement and visitor experiences (Beta = 0.201, T statistics = 3.235, p = 0.001). This suggests that visitors who actively engage with the local community during their CBT visits tend to have more positive and fulfilling experiences. Engaging with local communities allows visitors to experience the authentic culture, traditions, and way of life of a destination, enriching the visitor experience with a sense of genuine authenticity (Chhabra et al., 2003). Interactions with local residents, as highlighted by Chen and Rahman (2018), play a

pivotal role in enhancing tourism experiences by providing opportunities for cultural exchange and learning. Additionally, community members' in-depth knowledge of their area, including hidden gems and local stories, as emphasized by (Irimiás & Volo, 2018) significantly contribute to visitors' deeper understanding and heightened appreciation of the destination.

Image > Visitor Experience: Similarly, a significant and positive relationship was identified between the image of the destination and visitor experiences (Beta = 0.189, T statistics = 2.927, p = 0.003). This highlights the importance of a positive destination image in enhancing the overall visitor experience. When visitors find that the destination matches or exceeds the positive image they had in mind, they are more likely to be satisfied and fulfilled by their experience. This alignment between expectation and reality can lead to a sense of contentment. As noted by (Ye & Tussyadiah, 2011), people who prefer sightseeing are often motivated by images that showcase a blend of various facets of the travel destination. A similar study (Su et al., 2020) confirmed that a strongly favorable image of a heritage site (tourism spot) can lead to a significant increase in visitor satisfaction.

Visit Motivation > Visitor Experience: While visit motivation exhibited a positive relationship with visitor experiences (Beta = 0.074, T statistics = 1.367, p = 0.172), the relationship was not statistically significant. This suggests that the motivation for visiting a CBT destination may play a role in shaping the visitor experience, but other factors may be more influential. Tourists visit CBT destinations for a wide range of reasons, including cultural exploration, nature-based activities, adventure, relaxation, and more. The diversity of motivations means that the impact of motivation on the overall experience can vary greatly from one visitor to another. Devesa et al. (2010) in their research concluded that satisfaction elements have no links to motivation. External factors such as weather, unforeseen events, and the local sociopolitical climate can have a substantial external impact on visitor experiences (Lindberg & Jensen, 2021), which can overshadow the influence of motivation.

Safety and Health Concern > Visitor Experience: Safety and health concerns significantly and positively influenced visitor experiences (Beta = 0.162, T statistics = 2.776, p = 0.006). This underscores the importance of addressing safety and health considerations to enhance the overall visitor experience in CBT destinations. When tourists feel safe and their health is well-protected during their visit, they are more likely to have positive experiences. The presence of safety and health measures can enhance the perception of the quality of a CBT destination. Visitors tend to associate destinations that prioritize safety and health with professionalism and a commitment to providing a high-quality experience (Walker & Page, 2007). When a CBT destination aligns with these expectations by implementing safety and health measures, it aligns itself with the changing preferences and concerns of visitors.

Sustainable Preferences > Visitor Experience: In contrast, the relationship between sustainable preferences and visitor experiences was found to be non-significant (Beta = -0.092, T statistics = 1.714, p = 0.087). This implies that visitors' sustainable preferences do not have a statistically significant impact on their overall experiences in CBT settings. Visitors may face trade-offs between sustainability and other factors.

They may be willing to compromise on sustainability if it means gaining access to unique experiences, cost savings, or greater convenience. It's possible that some visitors may not have a clear understanding of the sustainable practices in place at the CBT destination. If tourists are unaware of these efforts, their sustainable preferences may not influence their perception of the overall experience. However, the concept of sustainable experiences remains vaguely defined (Breiby et al., 2020).

Visitor Experience > Visitor Revisit/Engagement: The most compelling finding reveals a highly significant and positive relationship between visitor experiences and visitor revisit/engagement (Beta = 0.911, T statistics = 50.153, p = 0.000). This indicates that visitors who have positive experiences during their initial visits are more likely to revisit and engage further with CBT destinations, underscoring the pivotal role of visitor experience in fostering long-term engagement. Positive visitor experiences are often associated with higher levels of visitor satisfaction. Satisfied visitors are more likely to develop a sense of loyalty to the destination and are thus more inclined to revisit. Visitors who have positive experiences are more likely to share their experiences with friends and family, which can lead to word-of-mouth recommendations (Kempiak et al., 2017). In CBT destinations, visitors may not have the opportunity to fully explore everything during their initial visit. Positive experiences can leave them with a desire to return and explore more, complete unfinished activities, or delve deeper into the local culture and environment.

These findings collectively emphasize the importance of community involvement, destination image, and addressing safety and health concerns in enhancing visitor experiences within CBT destinations. Furthermore, the study highlights the strong connection between visitor experiences and subsequent revisit/engagement, suggesting that CBT stakeholders should prioritize efforts to create positive and memorable experiences to ensure the sustained engagement of visitors.

DISCUSSIONS AND RECOMMENDATIONS

The study of Community-Based Tourism (CBT) reveals several vital insights into the factors influencing visitor experiences and their consequential impact on visitor revisit and engagement. The significance of these findings calls for collective action by stakeholders, policy makers, and communities involved in CBT.

Community involvement emerges as a central element in shaping positive visitor experiences. To this end, it is recommended that CBT destinations encourage and facilitate active engagement between visitors and local communities. Collaboration and partnership should be fostered to ensure the community remains at the heart of tourism development. Simultaneously, maintaining a positive image of CBT destinations is crucial. Effective marketing efforts should emphasize the unique cultural and environmental aspects, highlighting the potential for enriching visitor experiences. In the post-pandemic landscape, addressing safety and health concerns should be a top priority. Robust safety measures and health protocols will not only ensure visitor safety but also contribute to a positive overall experience. Furthermore, there is a need to explore the reasons behind the non-significant impact of sustainable preferences on

visitor experiences. Research in this area may help align visitor expectations with actual sustainability practices in CBT destinations, ensuring that the experience is in harmony with their preferences. Above all, the study underscores the profound influence of initial visitor experiences on long-term engagement. Therefore, CBT stakeholders should focus on continuously improving the quality of visitor experiences, as visitors who enjoy their initial encounters are more likely to return and engage more deeply with CBT destinations.

In conclusion, the findings collectively emphasize the importance of community engagement, image management, safety and health, and the creation of positive visitor experiences. By acting upon these recommendations, CBT destinations can achieve a harmonious balance of economic prosperity, cultural enrichment, and social benefits, ensuring their sustainability and vitality in the ever-evolving landscape of global tourism.

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4.   **Are You Intend to Bring Your Own Containers (BYOC)? Evidence from Residential Students Using an Integrated Framework**

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Keywords: bring your own containers, theory of planned behaviour, norm activation model, green university initiatives, perceived university support

EXTENDED ABSTRACT

Consumers' behaviour has changed, especially after the COVID-19 pandemic, and they are likely to take away their meals compared to dining in. However, this has caused excessive food and plastic waste that triggered some negative consequences in solid waste management. Therefore, adopting environmentally friendly behaviour is vital to avoid this issue and protect the earth for future generations. Among all pro-environmental behaviour, Bring Your Own Container (BYOC) was a relatively new "idea" to avoid the overwhelming usage of unrecyclable containers.

   Empirically, the studies on the consumers' pro-environmental behaviour have been enormous in the literature, and they provide a solid and comprehensive investigation regarding the determinants that affect the different respondents to engage in these environmentally friendly behaviours in different study contexts using different perspectives. However, limited to no studies have focused on BYOC, even though similar concepts like Bring Your Own Shopping Bags, Bring Your Own Reusable Coffee Cups and the like have been studied in previous studies. Moreover, with the unique and different characteristics of the residential students in the university, it is essential to examine further the determining factors that could significantly affect these residential students' intention to BYOC.

LITERATURE REVIEW

This study used the theory of planned behaviour (TPB) and norm activation model (NAM) to develop an integrated framework. TPB, introduced by Ajzen (1991), has been widely utilised in studying human behaviour, while NAM, proposed by Schwartz (1977), explains human environmentally friendly behaviour. Numerous studies have widely acknowledged the significant role of the factors in both TPB and NAM. For example, Duong *et al.* (2022) and Nguyen *et al.* (2022) found a significant effect of

attitudes on behavioural intention. Similarly, the significant impact of subjective norms on behavioural intention is also remarked in previous studies (Nguyen, 2022; Wang & Li, 2022). In addition, Duong *et al.* (2022) and Wang and Li (2022) also revealed a significant relationship between the perceived behavioural control and behavioural intention.

As postulated by the NAM, awareness of consequences and ascription of responsibility are expected to be crucial in determining personal norms. For example, Dalvi-Esfahani *et al.* (2017) and Nguyen (2022) showed that awareness of consequences significantly influenced personal norms. Besides, the significant effect of the ascription of responsibility on personal norms has also been remarked in previous studies, such as Fauzi *et al.* (2022) and Nguyen *et al.* (2021). Furthermore, the significant role of personal norms on behavioural intention has also been documented in previous studies (Dalvi-Esfahani *et al.*, 2017; Munerah *et al.*, 2021).

In addition, since the study's targeted population being exclusively focused on the residential students in the university, this study further incorporated two university-related factors, namely green university initiatives and also perceived university support, to capture the special and unique features of the study context that were ignored in both TPB and NAM. For instance, Wang *et al.* (2022) revealed that green university initiatives have significantly affected students' behaviour. In contrast, support from the university has also been found to be an essential factor that may affect the student's behaviour (Liu et al., 2022).

RESEARCH METHOD

An online questionnaire has been used to collect the primary quantitative responses through Google Forms. A total of 201 valid responses were gathered in this study and further analysed using the partial least squares structural equation modelling (PLS-SEM), as the multivariate normality test of Mardia's coefficient produced showed that the collected responses were not normally distributed (Hair *et al.*, 2019).

RESULTS

The study's respondents were dominated by female residential students aged between 21 and 23 years old, and most of them were students of Bachelor's degrees. The outer measurement assessments firstly showed that all reliability and validity tests, such as outer loading, average variance extracted, composite reliability, and the heterotrait-monotrait ratio of correlation, are achieved in this study.

The path coefficient analysis further revealed that attitude, perceived behavioural control, and personal norm significantly influenced intention to BYOC, except that subjective norm and perceived university support insignificantly affected intention to BYOC. The results also found that awareness of consequences and ascription of responsibility have indirectly significantly influenced intention to BYOC through personal norms, green university initiative indirectly impacted intention to BYOC

through attitude, and perceived university support also indirectly influenced intention to BYOC through perceived behavioural control.

MANAGERIAL IMPLICATION

The study findings provided some implications for the stakeholders to increase the residential students' intention to BYOC. For instance, students' responsibility has to be enhanced by the stakeholders, together with their understanding of the negative impacts of their unsustainable behaviour on the environment and society. Moreover, some strategies must also be focused on establishing the students' attitudes and perceived behavioural control as it is crucial in cultivating students' intention to BYOC. The study also found that universities played an important role in encouraging students to BYOC, either directly or indirectly. Therefore, all stakeholders, such as governments, university management, businesses, and the like, must work together to enhance the residential students' intention to bring their own containers when takeaway meals to minimise the consequences on society and the environment.

FUTURE RESEARCH DIRECTION

Future studies could expand the geographical scope of the study by including more residential students from different universities or even from other countries to increase the generalizability of the study's findings. Besides, more factors should be incorporated in the future study as this study only considers TPB and NAM factors and two university-related factors. Lastly, adding a moderator in the research model could be something that could be considered in future studies as human behaviour usually involves a complex process rather than direct processes, as posited in the study.

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5. Job Embeddedness, Career Adaptability, and Perceived Overqualification under Career Shocks--A Hybrid Method Based on PLS and NCA

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Keywords: Cognitive appraisal theory of stress; Career shock; Relative Deprivation; Career Adaptability; Job Embeddedness; Perceived overqualification

EXTENDED ABSTRACT

This paper combines the cognitive appraisal theory of stress and the concept of career shocks to explore the formation mechanism of perceived overqualification of employees after suffering shocks. When employees experience a career shock (stressor), they conduct a primary appraisal to determine the degree of impact of the event on them, followed by a secondary appraisal, i.e., an assessment of their own resources, including individual factors (career adaptability) and situational factors (job embeddedness), and then finally copes with the shocks through the paths of emotion (relative deprivation) and cognition (perceived overqualification). This study uses 339 samples to test the hypotheses. The findings has some management significations.

LITERATURE REVIEW

Perceived overqualification is that individuals feel their qualifications surpass their job requirements (Erdogan & Bauer, 2021; Harari et al., 2017). It remains unclear whether individuals who genuinely possess advantageous resources in their work also experience overqualification, especially in some specific situations.

A "shock" from the turnover unfolding model represents various events within and outside the organization that can impact employees (Lee & Mitchell, 1994), which is consistent with stressor. Shocks can lead employees to reconsider their connection to their current job, triggering strong emotional reactions (Holtom et al., 2012), which is similar to cognitive appraisal and coping process from the cognitive appraisal theory of stress (Lazarus & Folkman, 1984).

Career adaptability reflects individuals' ability to navigate current and future occupational tasks, transitions, and events (Deen et al., 2021). This article argues that career adaptability has a "dark side," especially when individuals encounter shocks and begin reevaluating the fit between their current job and themselves (Holtom et al., 2012). In such cases, the abundance of individual resource advantages can trigger negative emotions, leading to perceived overqualification.

Job embeddedness defined as "the combined forces that keep a person from leaving his or her job" (Mitchell et al., 2001). When individuals with high job embeddedness after experiencing shocks, even though they may have thoughts of quitting jobs, due to their high embeddedness, they are still likely to choose to stay (Kiazad et al., 2015). However, the continuous accumulation of the sense of being trapped can lead to relative deprivation. To balance this discrepancy, individuals develop psychological defense mechanisms, resulting in perceived overqualification.

Relative deprivation occurs when employees compare their current job situation with their ideal job depending on some subjective criteria and subjectively perceive a discrepancy between expectations and reality (Luksyte & Spitzmueller, 2011). It has the meaning of negative emotions like anger, dissatisfaction, and resentment (Smith et al., 2012). This study introduces relative deprivation as a mediator in the connections among career adaptability, job embeddedness, and perceived overqualification.

RESEARCH METHOD

In this study, the research hypotheses were tested using two methods, SEM and NCA, respectively, where SEM tests the sufficiency of the antecedent conditions, while NCA analyses the necessity of the antecedent conditions. This paper uses NCA to complement the SEM method.

In this paper, for 339 samples of employees who have recently suffered from career shocks, we used Smart-PLS to conduct path analysis and R software to conduct necessary conditions analysis.

RESULTS

The results of PLS path analysis show that when employees experience career shocks, their own advantageous resources (e.g., career adaptability and job embeddedness) become the trigger for negative emotions (e.g., relative deprivation). And then individuals will make cognitive efforts (e.g., perceive their own qualifications as higher than the current position) to cope with such negative emotions in order to balance the psychological deprivation experience.

The results of the necessary conditions analysis show that career adaptability, job embeddedness, and relative deprivation are all necessary conditions for perceived overqualification when employees experience career shocks.

MANAGERIAL IMPLICATION

1. Investigating the precursors of perceived overqualification becomes instrumental in formulating effective strategies to attract, incentivize, and retain organizational talent (Yang et al., 2015).

2. Exploring employees' reactions to experiencing career shocks can help managers

identify risks and help employees manage themselves.

3. Employees with high perceived overqualification tend to possess significant career adaptability and job embeddedness. So clarifying the requisites in highly perceived overqualification employees helps managers to conduct their employees to discard the dross and retain the best.

FUTURE RESEARCH DIRECTORS

1. About the way to collect data, future research could employ multi-time point assessments, multiple sources, or objective measures to further reduce the impact of common method bias.

2. In future research, exploring factors at the team or organizational levels could provide a more comprehensive understanding of the phenomenon, thus encouraging cross-level investigations.

3. Adopting a longitudinal perspective or employing experimental methods in future research would offer more robust evidence for identifying causal relationships among variables.

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