

Evaluation of personality traits influencing destination selection among Vietnamese tourists



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ABSTRACT

This study investigates the factors influencing Vietnamese tourists' destination choices using survey data from 405 visitors to tourist sites in Hanoi, Vietnam. The research integrates the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and personality trait theory to develop a comprehensive framework. Data analysis, conducted using SPSS 20 and AMOS 24, reveals that tourists with modern personality traits positively impact destination selection and strengthen the relationship between travel intention and selection behavior. In contrast, traditional personality traits neither directly influence destination choice nor enhance this relationship. The findings also highlight that travel intentions are driven by the perceived ease of trip planning and the benefits of travel, with travel intention emerging as the most significant determinant of destination selection. These insights provide valuable implications for tourism marketing strategies and destination management.

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1. Introduction

A selection of tourist destinations can be viewed similarly to a product or service. From the perspective of consumer behavior, understanding behavior and behavioral intentions often involves the use of Davis's (1989) Technology Acceptance Model (TAM). However, according to Fishbein and Ajzen (1974), attitude affects behavior through behavioral intention (Ajzen, 1991) which is considered the best factor to predict human behavior. Many studies have also agreed with this statement, especially studies on purchase intention. In general, human behavior is determined by behavioral intention, which is believed to be influenced by many different factors, the most basic of which are attitude toward the behavior and subjective norms of that person (Zhuang et al., 2021). In fact, the TAM model presents many practical factors and gives managers a broader picture of how consumers accept a new product/service (Salimon et al., 2023). Some studies

also demonstrate the high level of behavioral prediction of behavioral intention by implicitly considering intention and behavior as one. Behavioral intention is considered a set of motivational factors that influence behavior. The intention is an indication of how much effort an individual is willing to put into plan and performing a behavior (Yang et al., 2022). However, there seems to be little research that considers how consumers' personality traits influence their behavior. Personality trait factors are expressed through consumers' own feelings. This is a factor that has been confirmed to have a strong impact on people's decisions and shows the tendency to easily accept new things or not (Mai et al., 2009). In this study, this is a factor that is predicted to have an impact on the relationship between intention to destination choice behavior of tourists.

2. Theoretical basis

2.1. Destination and choice of tourist destination

A tourist destination is a place with attractive factors, complementary factors, and products that combine these factors to meet the needs and desires of tourists. From a business perspective, a tourist destination is a product or a brand that is a synthesis, consisting of many constituent factors such as weather and climate conditions,

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infrastructure, facilities or superstructure, services, and natural and cultural features to bring an experience to tourists (Yoon and Uysal, 2005). Consumer behavior is considered a process, originating from external stimuli leading to consumer responses (Kotler and Armstrong, 2016). When the purchase behavior is performed, the consumer is ready to trade off the price paid for the main functions of the product, which is also considered when the consumer has determined the perceived value of the product. Accordingly, the destination selection behavior of tourists depends on the popularity or reputation of the destination brand. In addition, this behavior also depends heavily on the tourists' perception of the value they receive compared to what they must pay for the trip. Timely, accurate information about the brand and appropriate to the needs of tourists contribute to tourist satisfaction as well as increase the competitiveness of the destination (Királová and Pavlíčka, 2015).

2.2. Theoretical framework of system acceptance

In this study, the TAM is examined to implement data collection and analysis. TAM has been applied in many studies on the intention and behavior of choosing new products and services at both individual and organizational levels (Davis, 1989). It is a new theory developed based on the theory of reasoned behavior (TRA) to explain any human behavior in general, including the behavior of choosing something (Ajzen, 1991). Although TRA is a pioneering model in explaining human behavior, TAM explains better the behavior of choosing and accepting something. Therefore, inheriting from the TRA model, Davis (1989) developed the technology acceptance model to explain why a person or an organization chooses something new (Tang et al., 2010). The intention to adopt a system is influenced by the attitude toward that system (Davis, 1989). The two important components that Davis (1989) added to the TRA model to transform into the TAM model are Perceived Product Benefits and Perceived Ease of Use (Davis, 1989). Other researchers have suggested an extension of the technology acceptance model with four main directions of development including contextual factors; external factors affecting "perceived system benefits" and "perceived ease of use"; factors from other theories; and using other measurement tools (Marangunić and Granić, 2015). It can be said that TAM is a relatively flexible model and has been applied by studies in many different fields, from individual decisions to organizational decisions (Mortenson and Vidgen, 2016; Salimon et al., 2023).

2.3. Behavioral intention

Davis's (1989) concept of intention-to-system application originates from the concept of the behavioral intention of Fishbein and Ajzen (1974) in the TRA model and later the Theory of Planned

Behavior (TPB). Accordingly, choice intention is understood as the level of effort to choose and use the system (Ajzen, 1991; Tang et al., 2010). According to Davis (1989), choice intention will determine whether an individual decides to use that product or not (Rauniar et al., 2014). This is an important factor in determining whether an individual chooses to use a new product (Ong et al., 2015). The stronger the intention to use, the more likely an individual or organization is to decide to choose the product (Ajzen, 1991; Ong et al., 2015; Sheikshoaei and Oloumi, 2011; Tang et al., 2010). The intention to choose a product is strongly influenced by perceived benefits and perceived ease of use and is almost unaffected by attitudes toward the product (Hasan, 2007; Klein, 2007; Walker and Johnson, 2008). Behavioral intention is influenced by users' beliefs about the ease of use and usefulness of the product (Scherer et al., 2019).

Therefore, the concept of travel intention in this study is understood to the extent to which tourists are willing to try and intend to try to perform the travel behavior. However, implementation intention is the best factor in predicting human behavior (Ajzen, 1991). And intention to behavior can be influenced by subjective factors of the decision maker (Mai et al., 2009). One of those subjective factors can be their personality traits. If they are adventurous, willing to face risks, and willing to trade off to experience new things, then their intention to behave will be very fast, and vice versa. Therefore, in this study, the impact of tourist personality traits on tourists' selection of destination and its moderation on the relationship between intention and tourists' selection of destination is additionally considered. Accordingly, the following hypothesis is proposed:

H1: Travel intention has a positive impact on Vietnamese tourists' selection of destination.

2.4. Factors affecting the intention to travel

2.4.1. Perceived benefits of the trip

Several studies have confirmed that perceived benefits have a positive and strong impact on product choice intention (Elbeltagi et al., 2005; Klein, 2007), and tourists will be more interested in trips or destinations where they perceive they receive more benefits (Archi et al., 2023; Berakon et al., 2023; Chen et al., 2023; Li et al., 2022; Yang et al., 2022). In addition, many studies in different fields have similar conclusions (Brezavšček et al., 2014; Carr et al., 2010; Giovanni Mariani et al., 2013; Tarcan et al., 2010; Walker and Johnson, 2008). On the contrary, some studies have shown low-impact results on this relationship (Hasan, 2007; Ong et al., 2015; Sheikshoaei and Oloumi, 2011). Thus, studies on product choice intention in different fields do not have consistent results. From the above arguments, the following hypothesis is proposed:

H2: Perceived benefits of the trip have a positive impact on the travel intention of Vietnamese tourists.

2.4.2. Perceived ease of making the trip

Some studies confirm that perceived ease of use of a system positively affects acceptance of the system (Brezavšček et al., 2014; Elbeltagi et al., 2005; Hasan, 2007; Tarcan et al., 2010). However, some other studies show that perceived ease of use has no effect on product choice intention (Klein, 2007; Ong et al., 2015; Walker and Johnson, 2008). In addition, some studies indicate a weak impact of perceived ease of use on intention to use a product (Carr et al., 2010; Giovanni Mariani et al., 2013; Sheikhshoaei and Oloumi, 2011), and that tourists will more easily make a decision to travel if they perceive the trip to be easy and beneficial (Archi et al., 2023; Berakon et al., 2023; Huang et al., 2013; Sancho-Espei et al., 2023; Xian, 2020). From the above arguments, the following hypothesis is proposed:

H3: Perceived ease of use has a positive impact on the intention to travel of Vietnamese tourists.

2.4.3. Personality traits of individuals

Vietnamese people and East Asians in general are traditional and collectivist. This affects how they make decisions, because self-perception is a major determinant of human behavior (Arnould et al., 2004), and personality traits can influence customers' choice of products/services (Korzaan and Boswell, 2008). Individual personality traits are reflected in each person's perception of who they are, which affects their motivation to perform a behavior or their perception of performing a behavior (Markus and Wurf, 1987). Both modern and traditional self-perceptions can coexist in each person (Mai et al., 2003). People who perceive themselves as traditional are defined as people who are less likely to accept new things, are often not open to change, are perfectionists, are afraid of risks,

etc., and are often older and less educated (Mai et al., 2009). The group of Vietnamese tourists who perceive themselves as traditional are closely linked to the cultural background of a part of traditional Vietnamese people. That includes a psychology of valuing stability, liking safety, and being afraid of contact or experiencing big changes. Meanwhile, people who perceive themselves as modern tend to be more open to change and are more likely to be pioneers in shopping and choosing products, especially with highly intangible products such as tourism products. People with a modern tendency will make purchasing decisions faster and more spontaneously (Brunelle and Grossman, 2022). This group of tourists are often younger, more educated, risk-takers, and adventurous. From the above arguments, the following hypotheses are proposed:

H4a: Perception of oneself as a traditional person has a negative impact on Vietnamese tourists' destination selection behavior.

H4b: Perception of oneself as a modern person has a positive impact on Vietnamese tourists' destination selection behavior.

H5a: Perception of oneself as a traditional person has a negative impact on the relationship between Vietnamese tourists' travel intention and destination selection behavior.

H5b: Perception of oneself as a modern person has a positive impact on the relationship between Vietnamese tourists' travel intention and destination selection behavior.

3. Research model and data

3.1. Research model

From the above overview results and model development based on the fundamental theories of TPB, TRA, TAM, and the theory of personality traits, the research model (Fig. 1) on the behavior of choosing tourist destinations of Vietnamese tourists is built. Concepts and scales used in the study are shown in Table 1.

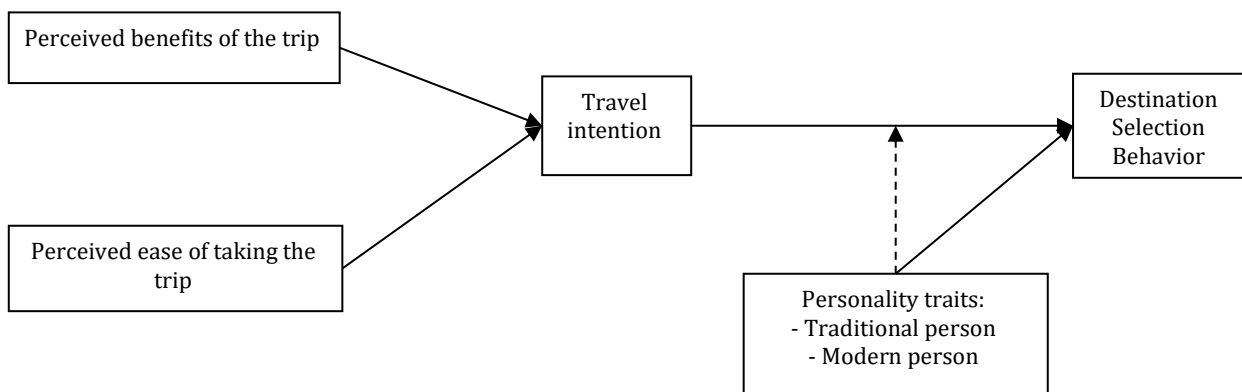


Fig. 1: Research model

Table 1: Concepts and scales used in the study

Code	Item	Reference
I	Perceived benefits of the trip	
LI1	A trip will make my life more interesting	
LI2	A trip will help improve the quality of my life	
LI3	A trip will help me to regenerate my labor force	Davis (1989), Berakon et al. (2023), and El Archi et al. (2023)
LI4	A trip will help me to work more effectively	
LI5	In general, a trip is useful for my life	
II	Perceived ease of taking the trip	
SDD1	Taking a trip is easy for me	
SDD2	The requirements to take a trip are clear	
SDD3	The process of making a trip is comprehensible	Davis (1989), Berakon et al. (2023), and El Archi et al. (2023)
SDD4	The content of a travel trip is flexible to fulfill	
SDD5	In general, I find it easy to be able to join a tour	
III	Perception of being a traditional person	
NTT1	I always try to live a frugal life	
NTT2	I feel the need to be careful when buying and using new products	
NTT3	I like to use traditional products	Mai et al. (2009)
NTT4	It is important for me to respect other people's opinions about myself	
NTT5	It is important for me to observe and preserve traditional values in social relationships	
IV	Perception of being a modern person	
NHD1	I like people who dress in a modern and fashionable way	
NHD2	I think it is important to enjoy life happily	
NHD3	I like a modern lifestyle	Mai et al. (2009)
NHD4	I like to try new products	
NHD5	I think that changes add excitement to life	
V	Travel Intention	
YD1	I will take a trip in the near future	
YD2	I am likely to take a trip in the near future	Ong et al. (2015)
YD3	I plan to take a trip in the near future	
YD4	I will definitely take a trip in the near future	
VI	Destination Selection Behavior	
LC1	I already know about the destination but I need more information to decide whether to travel there or not	
LC2	I will travel there when I have the opportunity	Mutinda and Mayaka (2012) and Jalilvand et al. (2012)
LC3	I will definitely travel to the destination in the future	
LC4	I will return to the destination very soon	

3.2. Research data

The study mainly uses primary data based on a survey of 405 tourists traveling to tourist destinations in Hanoi, Vietnam about their travel intentions and destination selection behavior. The sample size was calculated according to the sampling formula of Hair et al. (1995) for Exploratory Factor Analysis (EFA) analysis. Accordingly, each variable analyzed requires at least 5 observations or 10 observations (Hair et al., 1995). Therefore, with a total of 28 observational statements for 06 factors in the model, the minimum number of survey samples required is 140 or better, 280 valid ballots. Due to the large population and the difficulty in determining the exact size, we designed a Google form survey and contacted 500 Vietnamese tourists at destinations in Hanoi in February - March 2024 using a random sampling method. As a result, 420 questionnaires were collected, of which 15 were invalid due to incorrect information. Thus, with the number of valid questionnaires being 405, including 217 male respondents (53.6%) and 188 female respondents (46.4%); in terms of age, 116 respondents were over 50 years old (28.6%), 181 respondents were between 30 and 50 years old (44.7%), and the remaining 108 respondents were under 30 years old (26.7%). Thus, the sample structure was representative in terms of gender and age and satisfied the conditions for conducting exploratory factor analysis EFA, confirmatory factor analysis Confirmatory Factor Analysis (CFA), estimating the model using the linear structural equation SEM, and

had high representativeness to ensure the research results were reliable.

The results of the EFA using the principal axis factoring method with Promax rotation and a factor stopping point of 1 were analyzed for 28 observed variables. The analysis yielded a Kaiser-Meyer-Olkin (KMO) coefficient of 0.813 with a significance value of 0.000 and an Eigenvalue of 74.673 at a stopping point of 1.093. The rotated factor matrix showed that the study's variables converged into six factors, consistent with the proposed research model.

Reliability testing of the study's constructs and scales indicated that all factors had Cronbach's Alpha coefficients above 0.7, confirming that the scales used were reliable. CFA of the scales was conducted with 334 degrees of freedom (df = 334). The results showed that the model fit the research data well, with Chi-square = 772.226 (p = 0.000), cmin/df = 2.312, CFI = 0.947, GFI = 0.881, TLI = 0.940, and RMSEA = 0.057. The standardized factor loadings of all observed variables were above 0.5, and the unstandardized weights were statistically significant, confirming the convergent validity of the scales. The correlation coefficients between constructs were all less than one, confirming discriminant validity.

The measurement model demonstrated a good fit with the research data, with no correlations between measurement errors, indicating unidimensionality. Therefore, the research dataset meets the requirements for testing the structural model examining the relationship between personality traits, travel intentions, and destination selection behavior of Vietnamese tourists.

4. Results and discussion

4.1. Testing results of the model using the linear structural equation

The results of testing the critical model have 238 degrees of freedom (df=338). The SEM testing results show that the model achieves compatibility with the research data set: Chi-square = 793.850 (p=0.000); cmin/df = 2.349; CFI = 0.945; GFI = 0.878; TLI = 0.939; and RMSEA = 0.058. The impact of travel intention and personality traits on Vietnamese tourists' destination selection behavior has the estimated result of the model with the value R²=0.521, meaning that 52.1% of the change in Vietnamese tourists' destination selection behavior is affected by "Previous travel intention" and "their personality traits." In which, "previous travel intention" will have a strong and decisive impact with a standardized Beta coefficient of 0.715 and a confidence level of 99% (P-value = 0.000). In addition, tourists who "perceive themselves as modern people" will find it easier to decide on

destination selection with a standardized Beta coefficient of 0.121 and at a confidence level of 99% (P-value = 0.004); while with tourists who are traditional people, the data set shows no impact on destination selection behavior. This means that the destination selection behavior of Vietnamese tourists is mainly influenced by their previous intentions, and modern people tend to make decisions faster on destination selection, while traditional people reveal no connection with destination selection decisions.

The study also shows that 19.2% (R¹² = 0.192) of the change in "Travel Intention" of Vietnamese tourists is explained by the Perceived Benefits of the Trip and Perceived Ease of Making a Trip. Accordingly, if tourists realize that they can easily participate in making a trip, their travel intention will be higher and be higher than when they only learn the benefits of the trip, with standardized Beta coefficients reaching 0.345 and 0.183 respectively, and at the same confidence level of 99% (P-value = 0.000). The estimated results of the main parameters in the theoretical model are presented in Table 2.

Table 2: Estimation results of standardized model (SEM)

No.	Relationship between concepts		Standardized estimate	Unstandardized estimate	Standard Deviation	T-value	P-value	
R ² of Vietnamese tourists' destination selection behavior = 0.521								
H1	Lc	<---	YD	0.715	0.798	0.065	12.209	0.000
H4a	Lc	<---	TT	-0.013	-0.007	0.025	-0.289	0.773
H4b	Lc	<---	Hd	0.121	0.104	0.037	2.854	0.004
The moderating role of individual personality traits on the relationship between the impact of Travel Intention on Vietnamese tourists' destination selection behavior								
Perception of oneself as a traditional person moderates the relationship between Travel Intention to Vietnamese tourists' destination selection behavior								
	ZLC	<---	ZNTT	0.276	0.276	0.040	6.896	0.000
H5a	ZLC	<---	ZYD	0.396	0.396	0.040	9.850	0.000
	ZLC	<---	DTntt.yd	-0.126	-0.102	0.030	-3.410	0.000
Perception of oneself as a modern person moderates the relationship between Travel Intention to Vietnamese tourists' destination selection behavior								
	ZLC	<---	ZNHD	0.288	0.288	0.039	7.311	0.000
H5b	ZLC	<---	ZYD	0.399	0.399	0.039	10.274	0.000
	ZLC	<---	DTnhd.yd	0.183	0.159	0.031	5.102	0.000
R ¹² of Vietnamese tourists' travel intention = 0.194								
H2	YD	<---	LI	0.215	0.183	0.043	4.274	0.000
H3	YD	<---	DD	0.371	0.345	0.045	7.708	0.000

4.2. Discussion of results

From the estimation results of the model, there are some comments as follows.

First, Vietnamese tourists' travel intention is positively influenced by their perception of the benefits received from the trip and the ease of making the trip. Research H2 asserts that if Vietnamese tourists have a high perception of the benefits received from the trip, it will positively affect their travel intention. Data analysis shows that the results are as expected, tourists' travel intentions are driven by the perception of the benefits that the trip brings, with Sig value = 0.000 < 0.05, t = 4.274, and standardized β coefficient = 0.215 > 0. This result supports the studies of authors such as the study of Rehman et al. (2019) on online shopping intentions in Pakistan, standardized β coefficient equal to 0.260, t = 2.32, p < 0.01 (Rehman et al., 2019); the study of Liu and Zhou (2012) on the intention to use mobile virtual networks of young Chinese consumers, standardized β coefficient equal

to 0.19, p < 0.01 (Liu and Zhou, 2012). Kumar et al. (2016) studied Indian consumers' purchase acceptance behavior on e-commerce sites, standardized β coefficient is 0.253, p < 0.001. For tourism services, the research results support the assertion that tourists are convinced by the perceived values that the trip brings to them (Chen et al., 2023; Li et al., 2022; Yang et al., 2022).

Whether an individual decides to buy a tourism product, or service depends largely on the benefits it brings. When buyers feel the benefits of a trip, it means that they feel that the trip will bring them benefits, satisfaction, and quality that meet their expectations. In addition, tourism products are intangible, so tourists will have difficulty imagining consumption, for example, they may feel anxious before each trip away from their residential area. Therefore, if customers feel the ease of making a trip it is also a factor that greatly affects their intention to travel. The research results show that the perception of ease of making a trip has a positive effect on the intention to travel of Vietnamese tourists (H3 has Sig

= 0.000 < 0.05, $t = 7.708$ and standardized β coefficient = 0.371 > 0). This result supports the studies of authors such as the study of Brezavšček et al. (2014) on the intention to use SPSS in social science research of Slovenian students, the standardized β coefficient was 0.618 $p < 0.001$ (Brezavšček et al., 2014). In the study of Giovanni Mariani et al. (2013) on the intention to use information technology with job satisfaction of 479 employees of companies in Italy, the standardized β coefficient was 0.210 $p < 0.01$ (Giovanni Mariani et al., 2013). In the study of Rehman et al. (2019) on the intention to buy online in Pakistan, the standardized β coefficient was 0.226 $t = 3.20$ $p < 0.001$ (Rehman et al., 2019). Kumar et al. (2016) studied Indian consumers' purchase acceptance behavior on e-commerce sites, the standardized β coefficient of indirect impact through attitude was 0.075 $p < 0.05$. Rauniar et al. (2014) studied the intention to use the Facebook social network of 389 students at universities in the US, the standardized β coefficient of indirect impact through perceived usefulness was 0.155 $p < 0.001$ (Rauniar et al., 2014). Dung et al. (2023) studied the intention to use rehabilitation exercises in health service facilities in Vietnam, with standardized β reaching 0.296 and $p=0.000$ (Dung et al. 2023). Thang et al. (2023) studied the intention to apply e-commerce in communication and marketing at community tourism destinations in Vietnam, with standardized β reaching 0.337 and $p=0.000$ (Thang et al., 2023). The research results are also considered, like some studies on the use of virtual reality tourism services (Huang et al., 2013; Sancho-Esper et al., 2023; Xian, 2020).

Second, travel intention has a positive and strong impact on the choice of tourist destinations (H1 has a Sig. value = 0.000 < 0.05, $t = 12.209$, and standardized β coefficient = 0.715 > 0). This supports Ajzen's (1991) assertion that implementation intention is the best factor to predict human behavior (Ajzen, 1991). This result shows that the destination selection behavior of Vietnamese tourists is strongly influenced by previous travel intention, which is also consistent with many theories of human behavior (Kiráľová and Pavlíčeka, 2015; Steers and Porter, 1987). In addition, tourists' individual personality traits also have a certain impact on their destination selection decisions. Tourists who perceive themselves as modern people will have a positive impact on their selection of destination (H4b has a Sig. value = 0.004 < 0.05, $t = 2.854$, and standardized β coefficient = 0.121 > 0). As aforementioned, people with modern personalities are those who are willing to accept new things and take risks to make decisions. This is consistent with the characteristics of tourism products and tourist destinations which are still selected by tourists who have never been there or experienced them. This result supports studies in other fields such as the study of Dung et al. (2023) on the intention to use rehabilitation exercises in medical service facilities in Vietnam, which shows that modern people will perceive the application of

rehabilitation exercises as easy and useful, thereby affecting their application in medical service facilities (Dung et al., 2023). On the contrary, people with traditional views and personalities are perfectionists, slow in making consumer decisions, and often perceive many risks when consuming new products. Therefore, the results of this study do not confirm if the traditional personality of tourists has an impact on their decision to choose a destination (H4a has a Sig. value = 0.773 > 0.05).

Third, when examining the moderating effect of tourists' individual personality traits on the relationship between travel intention and destination selection decision, the results were as expected, tourists with modern tendencies had a positive impact on the relationship between travel intention and destination selection decision (H4b has a Sig. value = 0.000 < 0.05, $t = 5.102$ and standardized β coefficient = 0.183 > 0). On the contrary, tourists with traditional personality tendencies will have a negative impact, hindering the relationship between travel intention and destination selection decision of Vietnamese tourists (H5a has a Sig value = 0.000 < 0.05, $t = -3.410$ and standardized β coefficient = -0.126 < 0).

These results suggest that tourism businesses and tourist destinations need to focus on studying the characteristics of decision-makers to develop communication and marketing strategies that are consistent with the characteristics of tourists. Tourism products and tourist destinations are something very invisible and vague in the minds of customers if they have never been there. Therefore, presenting them with visual and creative tools will have a higher level of customer persuasion. On the contrary, although traditional personality traits do not directly affect destination selection behavior, it has an impact on reducing the influence of travel intention on destination selection behavior; so, there is also a need for an approach to minimize this impact. Although the results of this study are limited to Vietnamese tourists, tourism products are products that meet high-level human needs, suggesting the results of this study to be a good reference for research on the influence of individual personality traits on tourists' intention and consumption behavior of tourism products in other countries and territories.

5. Conclusions

When tourists feel positive about the benefits of the trip and the ease of making the trip, it will promote the intention to make a trip, thereby positively affecting their choice of tourist destination. In addition, tourists with modern personalities will positively affect the choice of destination and strongly moderate the relationship from the intention to travel to the destination choice behavior. Meanwhile, tourists with traditional personalities will hinder the choice of a tourist destination but do not moderate the relationship from the intention to travel to the destination choice

behavior. These studies may be valid in many different contexts and in different customer groups because they follow the theories of human behavior. However, they are especially meaningful to marketers, sellers in general, and tourism businesses in particular. The results suggest that tourist destinations and tourism businesses need to research and understand customer personality groups to make recommendations on tourism products that suit their individual personalities.

List of symbols

LC	Destination choice behavior
YD	Travel intention
TT	Traditionalist
HD	Modernist
ZLC	Standardized value of destination choice behavior
ZYD	Standardized value of travel intention
ZNTT	Standardized value of traditionalist
ZNHD	Standardized value of modernist
DTntt.yd	Moderator variable: Traditionalist
DTnhd.yd	Moderator variable: Modernist
LI	Perceived benefits of trip
DD	Perceived ease of making trip

Compliance with ethical standards

Ethical considerations

The study was conducted in accordance with ethical guidelines. Informed consent was obtained from all participants, and their anonymity and confidentiality were ensured. Data were securely stored and used solely for academic purposes.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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