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Miami, Florida

PERCEPTION OF TRAVEL MOTIVATION AND INTENTION FOR CHINESE
CRUISE TRAVELERS: TOWARD AN INTEGRATED MODEL

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Florida International University, 2019

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DEDICATION

To those who have inspired me to always reach for my dreams

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ABSTRACT OF THE THESIS
PERCEPTION OF TRAVEL MOTIVATION AND INTENTION FOR CHINESE
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by

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Understanding the decision-making process and predicting cruise consumers behavior are critical. This study develops and tests a structural equation model (SEM) using the Theory of Planned Behavior (TPB) and Motivation – Satisfaction Theory to explain Chinese consumers travel motivation and behavioral intention in the cruise industry. Nine hypotheses were proposed regarding the relationships between second-order factor Motivation, travel satisfaction, and the original TPB constructs. Results of the study demonstrated that the integrated model fits the data relatively well, exploring the driving factors of Chinese consumers to participate in cruise travel. The path weight of every hypothesis is significant, and all hypotheses are supported. Chinese consumers' cruise travel motivation highly correlated to cruise travel satisfaction, and travel satisfaction highly positively impact on behavioral intention of cruise traveling in China. Moreover, cruise travel motivation directly affects cruise travel intention in China. This research has both theoretical and managerial implication to the Chinese cruise industry.

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CHAPTER 1: INTRODUCTION

Background

The cruise business is one of the most dynamic and fastest-growing segments of the international hospitality and tourism industries (Dwyer & Forsyth, 1998). Cruise tourism originated in Europe and America. However, within the fast-growing decades in cruise tourism in Europe, America and other developed regions, the regional markets became saturated. Cruise companies began to transfer their focus onto the markets in the Asia Pacific (Zhao, 2018). Globalization has become commonplace as one prominent feature of the new era in cruise tourism (Harvey, 1989). With one-third of the world's population and rapid economic growth, the Asia Pacific area devotes full energy into tourism development and shows the highest demand in cruise tourism (Zhao, 2018).

The number of Asian cruise passengers hit a new high record in 2017, increased by 20.6%, when compared to that of 2016. Although Mainland China grew slower than in previous years, it maintained its dominance and made up 59% of all Asian passengers in 2017. The possible reasons for this slowdown could be a mix of regulatory issues, special needs in China's market, and some reductions in ship deployment in East Asia, as the demand for those ships was strong elsewhere in the world (Association Cruise Line International, 2018). Moreover, the cruise industry is not only highly dynamic and globalized but also likely to be affected by regional socio-economic development (Hung & Petrick, 2010; Park, Hsieh, & Lee, 2017). As a matter of fact, the Asian market has grown fastest in the world recently and has the most significant potential to develop in the world cruise industry (Association Cruise Line International, 2018).

The cruise industry seems to be gradually reaching the maturity stage of the life cycle nowadays (Han & Hyun, 2019), however, Chinese cruise market is still growing and presenting a significant market share within Asia. The cruise industry in China has the potential for continued expansion because China has a long coast with a population of 1.34 billion (Mondou & Taunay, 2012), and Chinese government encourages development of cruise tourism while maintaining strong regulations (Nyíri, 2008; Yang, 2015). China's middle- and upper-income classes are growing continuously with the soaring economy and upwardly mobile society (Yang, 2015). Culture is a complex and multi-layered structure, which included many kinds of service-based cultures, such as "cruise culture" and "food culture". Cruise culture has been defined as relaxing and enjoying on-board activities in holidays (Pearce, 2011). Within the development, more and more Chinese travelers are accepting cruise culture in recent years. Moreover, cruise companies have been striving to offer valuable product packages with better prices to retain increasingly demanding travelers and survive in a competitive market (Han & Hyun, 2019). The difficulty of attracting consumers attentions is increasing under this growingly competitive market environment, so studying Chinese cruise travel intention is more important now than ever in the cruise tourism industry in China (Han & Hyun, 2019; Hyun & Han, 2015; S. Kim, Kim, & Hyun, 2016).

Motivation has been a critical topic in tourism and consumer behavior for a long time, and significantly aroused and guided individuals' behaviors by specific internal variables (Crompton, 1979; Han & Hyun, 2018). Most scholars have focused on the North American and European cruise markets, but only a few research have investigated the Asian market, especially mainland China, which is the largest potential cruise market in

the world (Fan, Qiu, Hsu, & Liu, 2015). Several studies have explored both the Hong Kong and Taiwan cruise markets (Chen, 2016; Josiam, Huang, Spears, Kennon, & Bahulkar, 2009; Qu & Ping, 1999), also limited research focused on investigating the emerging cruise market in Mainland China. Fu et al. (2010) examined the motivations of Chinese tourists for cruise tourism by using push-pull motivation construct; Fan et al. (2015) compared motivations and intentions of Chinese potential cruise passengers from different demographic groups; and Fan et al. (2015) explored the preferences of potential Chinese cruisers and their expectations, motivations, and intentions in relation to taking an outbound cruise.

Purpose of the Study

This study investigated the cruise travel motivation and intention in China by using an integrated model of TPB and Motivation-satisfaction construct. The primary purpose of this research project is to explore what Chinese cruise travelers' want, and how cruise companies satisfy cruise travelers' preferred needs and demands. Although cruise companies developed quickly in the past decade in China, the marketing efficiency and the number of consumers are still lower than other areas. Fundamentally, cruise companies haven't known Chinese cruise travelers' motivation well. In 2018, Norwegian Cruise Line moved its built-for-China ship Norwegian Joy to the United States (Sampson, 2018). The Norwegian Cruise Line annual report showed the profits from Norwegian Joy in China were less than the company expected, and the special cruise distribution method in China (chartered by travel agency) affected the ship's occupancy. Even through the company decorated the cruise ship in Chinese style, the attraction of cruise traveling in China was lower than expected. Compared to the Alaskan market, China's is not as good.

Definition of Terms

Consumer perception. The term consumer perception refers to the customers' opinion of a business or product, summarizing how customers feel about a brand including every direct or indirect experience with the company (Stec, 2019). Perception plays an important role in consumers' life, and it is a process of selecting, organizing and interpreting information inputs to create meaningful picture in the world by consumers (Agyekum et al., 2015). When consumers interpret a situation or events, perceptions come out directly and then they can be in position to respond (Kotler, 2000). In this study, the idea of consumer perception referred to cruise traveler's motivation and behavioral intention in China.

Attitude Toward the Behavior (ATT). Compared to the traditional understanding of attitude as a positive or negative evaluation of an object, the attitude toward the behavior in the Theory of Planned Behavior has been defined as a positive or negative evaluation of individual's performance of the behavior in question (Ajzen, 1991, 2009, 2013; Yuzhanin & Fisher, 2016). In other words, attitude toward the behavior is the likelihood that important referent consumers approve or disapprove of performing a given behavior (Ajzen, 1991).

Subjective norm (SN). Subjective norm has been defined as "individual's perceptions of what others think of a particular behavior" (Ajzen, 1991). An individual's beliefs of what others might think constitute subjective norm; however, those beliefs may not reflect others actual thoughts. Yuzhanin & Fisher (2016) indicated that "an individual may forego a behavior if there is a belief that the behavior would be unacceptable, or they may decide to act in a way that would not be noticed".

Perceived behavioral control (PBC). Ajzen (1991) specified that perceived behavioral control indicates an individual's perceptions of their abilities to perform a given behavior, and individual's positive attitudes or intentions would not necessarily lead to action. In some cases, perceived behavioral control could be the sole predictor behavior if the individual's self-control is low. Furthermore, an individual's control beliefs may be based on past experience with the behavior that increase or decrease the perceived difficulty of performing the behavior in question (Ajzen, 1991; Yuzhanin & Fisher, 2016).

Behavioral intention (INT). Behavioral intention is the central factor in the Theory of Planned Behavior, assuming to capture the motivational factors that influence individual's behaviors. Also, behavioral intention can be seen as how hard people are willing to try or plan to perform the behavior. In general, the stronger the intention to engage in a behavior, the more likely to perform it in the real life (Ajzen, 1991).

Motivation. Crompton & McKay (1997) defined motivation as "an internal factor that guides or integrates individual's behaviors". Individual motivation has been a crucial topic in the tourism industry in the last few decades (Andriotis & Agiomirgianakis, 2010; Han & Hyun, 2019). Furthermore, tourism motivation has been defined as "a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals" in 1997 (Crompton & McKay, 1997). This study utilized such motivation dimensions as self-esteem & social recognition; escape and relaxation; learning, discovery and thrill; socialization and bonding; enjoy nature; and creativity (Hung & Petrick, 2011; Manfredi, Driver, & Tarrant, 1996).

Satisfaction. Dunn Ross & Iso-Ahola (1991) considered satisfaction as "a central concept in understanding tourism behavior". Previous studies suggest that "satisfaction is

'destination-determined' and formed by experiences, and critically important to investigate cruise passengers' satisfaction levels in various destination attribute (Andriotis & Agiomirgianakis, 2010; Crompton, 1979; Schneider & Sönmez, 1999). Consumer satisfaction can be seen as a relationship between the costs of what the consumer spends and the expecting rewards. The major factors in determining consumer satisfaction are price, benefits, time, and effort (Oliver & Swan, 1989; Yoon & Uysal, 2005).

Proposed Model

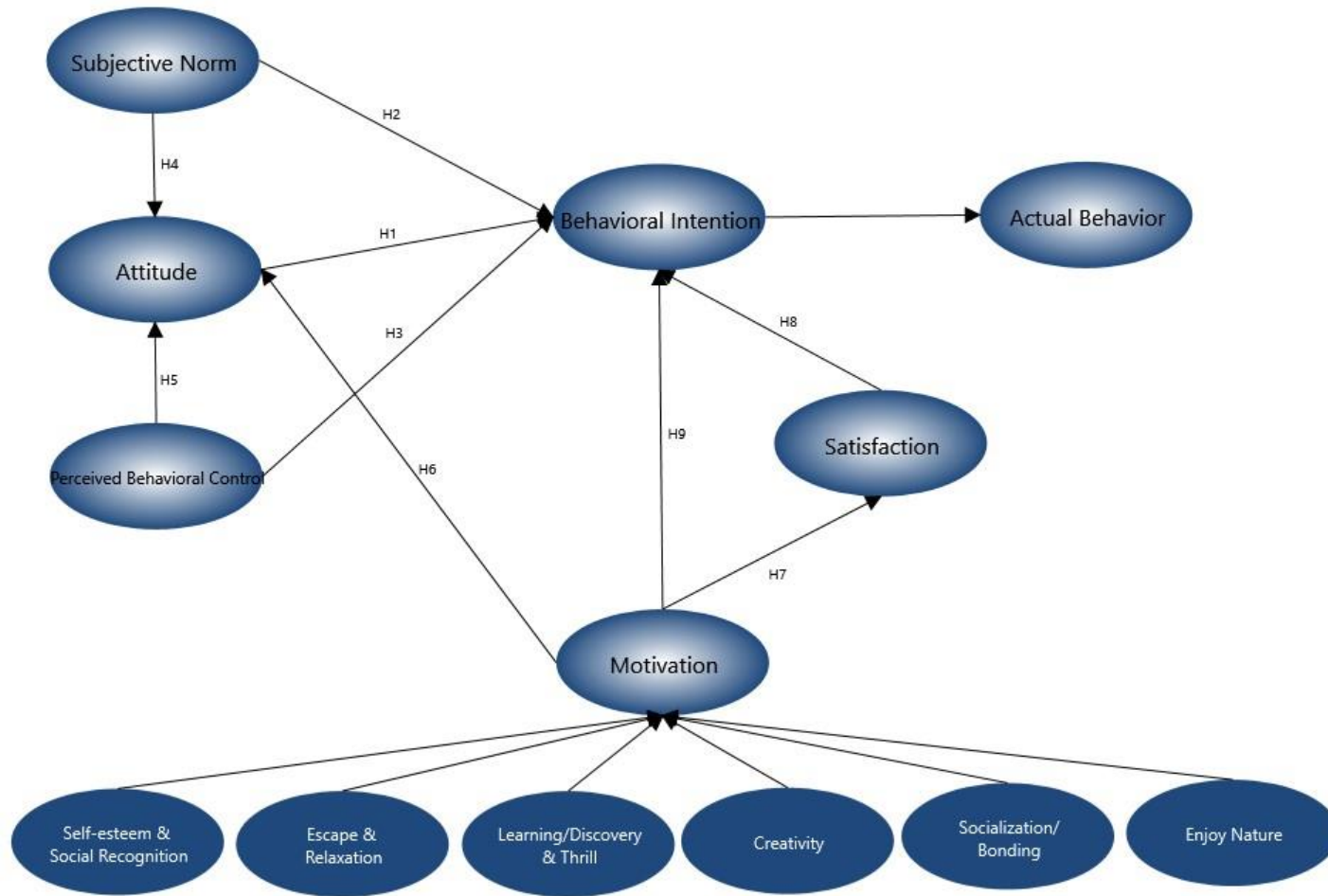


Figure 1. Proposed Model

Proposed Hypotheses

- H1. Chinese cruise travel attitudes exert a positive influence upon Chinese cruise travel intention.
- H2. Subjective norms have a positive effect on Chinese cruise travel intention.
- H3. Perceived behavior control positively influences Chinese cruise travel intention.
- H4. Subjective norms have a positive effect on Chinese cruise travel attitude.
- H5. Perceived behavior control positively influences Chinese cruise travel attitude.
- H6. Chinese cruise travel motivation has a positive effect on Chinese cruise travel attitude.
- H7. Chinese cruise travel motivation has a positive effect on Chinese cruise travel satisfaction.
- H8. Chinese cruise travel satisfaction positively influences Chinese cruise travel intention.
- H9. Chinese cruise travel motivation positively directly affects Chinese cruise travel intention.

Proposed Research Questions

- Research Question 1. Do attitudes, subjective norms, and perceived behavior control affect Chinese cruise travel intention?
- Research Question 2. Is there a significant relationship among attitudes, subjective norms and perceived behavior control?
- Research Question 3. Does Chinese cruise travel motivation affect Chinese cruise traveler's attitudes and satisfaction?
- Research Question 4. Does Chinese cruise travel satisfaction influence Chinese cruise travel intention?

Research Question 5. Does Chinese cruise travel motivation affect Chinese cruise travel behavioral intention?

Delimitations

This study was delimited by time and location for data collection. Data were collected during a three-week period, starting on September 16, 2019, and ending on September 29, 2019. The data collected for this study focused on consumers who had cruising experience in recent years. The survey was only conducted in Chinese, and Wenjuanxing Survey Platform has been used for the collection of data. Through the database of Wenjuanxing Survey Platform, the survey was sent to Chinese travelers who had cruising experience(s) among 32 provincial-level administrative units, including 23 provinces, 4 municipalities (Beijing, Tianjin, Shanghai, Chongqing), and 5 autonomous regions (Guangxi, Inner Mongolia, Tibet, Ningxia, Xinjiang).

Limitations

The study was limited by data collection location and sampling. This study was limited to surveys in an online environment. The data collection was restricted to cruise message boards and social media because the researcher could not access nearby cruise ports to survey consumers in person. Even though cruise message boards and social media reach a wide range of individuals, the responses for some age groups were limited. Cruisers 70-years and older may not partake in cruise message boards and social media due to lack of computer access. Data collection was restricted to participants who choose to partake in the survey from cruise message boards and social media.

Assumptions

The researcher made the following assumptions: (1) The survey instrument created to question cruise consumers had been designed appropriately to determinate perceptions of travel motivation and intention for Chinese cruise travelers based on the theory models; (2) According to the literature review, the proposed model and hypotheses constructed correctly; (3) All participants in the online survey answered the questions honestly and without any prejudice.

Importance of the Study

The proposed study is significant for three reasons: first, exploring the motivation and intention of cruise traveling in China; second, integrating important factors that are affecting current cruise traveling market in China by using structural equation modeling (SEM); third, the results of this study could bring a revolution in the Chinese cruise industry and aid cruise companies to attract more consumers in China.

With the fast growth in the cruise industry, limited academic research has been conducted on the topic, especially the cruise travel motivation and intention of Chinese people (Lee & Ramdeen, 2013; R. E. Wood, 2000). To address this research gap and develop the cruise tourism market in China, this research focused on exploring factors that are affecting Chinese cruise travel motivation and intention and reported how cruise companies will attract more consumers in China.

CHAPTER 2: LITERATURE REVIEW

Cruise Tourism Studies

Cruise tourism has been defined as a luxurious form of traveling. During a minimum 48 hours period, consumers have access to entertainments and accommodations, such as internet, food and beverage, shopping centers, off cruise programs (Research Centre for Coastal Tourism, 2012). Travel motivations in the cruise industry are comprehensive and differ from travelers' motivations for common traveling (Hung & Petrick, 2011). Due to the limited development, restrictions, and political issues in China, cruising is still a new concept in contemporary China. However, the Chinese market has demonstrated a huge potential and highlighted the role as an essential component of marketing in Asia (Fan et al., 2015). By using qualitative and quantitative methodological approaches, previous studies identified four major categories of cruise travel motivations: "escape/relaxation," "self-esteem and social recognition," "learning/discovery and thrill," and "bonding" (Hung & Petrick, 2011; Jung & Han, 2016; Kah & Lee, 2016; Qu & Ping, 1999).

Fan et al. (2015) explored the cruise motivation and intention of potential Mainland Chinese cruise passengers firstly, and then verified how the motivation and intention of cruise consumers differed in terms of their demographic background by using qualitative and quantitative methodologies. Different demographic factors could significantly affect cruise motivation and intention, including age, marital status, and income level. However, this study found that gender, family size, and education are insignificant in differentiating cruise motivation and intention. Furthermore, the results showed that factors, such as relaxation, family, and enjoyment, highly positively affect cruising intention in China.

Mondou & Taunay (2012) studied the adaptation strategies of the cruise lines to the Chinese tourists by qualitatively analyzing the social, spatial (the cruise tourist practices) and political realities (the political pressure and the strategies of the cruise lines). Furthermore, this study explored the factors that affected Chinese cruise market by applying qualitative semi-structured interviews. The analysis showed that the expectations of Chinese cruise travelers are different from the Americans and Europeans. Especially, most of cruise ships in China focused on Chinese decorations instead of creating spaces for relaxation. Moreover, socializing displayed higher importance than the need to care for oneself.

Hung & Petrick (2011) explored the motivations for taking cruise holidays, and the construction of a cruising motivation scale by adopting Churchill's (1979) recommended measurement scale and using multi-stage research methodology, including in-depth interviews, experts panel, pilot test, and online panel survey. This study developed a measurement scale for motivations to cruising, including self-esteem and social recognition; escape and relaxation; learning, discovery and thrill; and bonding. Additionally, the researchers examined the influences of cruising motivation on its intention, and a positive relationship was found between these two variables. This indicated that people who have higher cruising motivation are more likely to cruise in the future if cruise lines offered the same conditions.

Han & Hyun (2019) explored the impact of relationship investment on cruise travel motivations and repeat cruising behavior by using hedonic and utilitarian values, and structural equation modeling. The finding demonstrated the hedonic and utilitarian values are increased by the adequacy of the higher order structure of cruise travel motivations.

Furthermore, the results verified the comparative importance of overall company image in determining intention, and the mediators between factors.

Fan & Hsu (2014) investigated the relationship among potential cruise travelers' expectations, motivations, and intentions in Mainland China by using both qualitative and quantitative research methodologies, including focus group interviews, and questionnaire. The analysis showed that most respondents preferred medium length cruises (7-15 days), and 1 to 2 months in advance to begin planning cruise travel. Furthermore, the results proved that "See some beautiful sceneries", "Spend time with friends and family", "Relax", "Have fun", and "Experience different cultures" are the top expectation items; and "Enjoy beautiful environment and sceneries", "Experience attractive routes and destinations", "See and experience new cultures", "Visit different places in one trip", and "Travel to places friends/relatives have not visited" are the top five motivations for potential cruise travelers in China. Moreover, motivation has a positive effect on intention based on the EMI model in this research. This study could be utilized by cruise companies and travel agencies to meet Chinese cruise travelers' needs and maximize the profits from China.

Western and Eastern Traveler Behavior

The extant has found that cruise travelers' consuming behaviors are different in countries, especially between China and the Western countries. The similarities and differences between Chinese and Western cruise travelers have been explored in prior research (Lyu, Hu, Hung, & Mao, 2017). The profile of the Chinese cruise market is similar to the Western, which is dominated by leisure travelers with higher education and rich household backgrounds (International, 2013). Additionally, both Chinese and Western cruise travelers have "relaxing" and "escape from normal life" as two common cruise travel

motivations. However, most of the Western travelers are repeat cruise travelers, but the Chinese are not. This could be because Chinese cruise travelers are usually more sensitive to cruise pricing and have more service requirements on the cruise ship (Sun, Feng, & Gauri, 2014). Moreover, the behaviors of Chinese cruise travelers, such as connecting with overseas crew members who can speak Chinese more than English, and spending more time in authentic Chinese food than international cuisine, indicated that they have a unique cultural attribute and their activities are more culture-driven (Fan & Hsu, 2014; International, 2013; Xie, Kerstetter, & Mattila, 2012). Although understanding different consumer behaviors in countries is significant for marketing management in the cruise industry, only a few studies focused on identifying differences of behavior between Western and Eastern travelers. Hobson & Josiam (1996) suggested that future research should be conducted on the travel patterns and motivations of sub-cultural and ethnic groups.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is developed from Theory of Reasoned Action (TRA) and extends TRA by adding perceived behavior control (PBC) as a third independent determinant of behavioral intention (Liu, 2019). The TPB could be simply understood as self-interest and motivational factors affecting people's behaviors and decisions. Based on the theory, the three kinds of principal considerations are behavioral beliefs, normative beliefs, and control beliefs. Behavioral beliefs produce a positive or negative attitude towards behavior (ATT); normative beliefs guide to perceived social pressure or subjective norm (SN); and perceived behavior control (PBC) or self-efficacy is produced by control beliefs (Ajzen, 1991). The three core elements build up connections

to a behavioral intention (INT). In general, three core elements have positive relationship with behavioral intention, which means if the more favorable the attitude and subjective norm, along with the greater perceived behavioral control, people should have a stronger intention to perform the behavior in question (Ajzen, 2009).

The TPB has been applied to a wide range of examining a variety of social behaviors, especially predicting human behaviors such as alcohol consumption, technology acceptance, physical activity, consumer behavior, and other research (Armitage & Conner, 2001; Bamberg, Ajzen, & Schmidt, 2003; Huang, Lin, & Chuang, 2007). Due to the TPB model having predicted the human behavioral intention with high reliability in prior studies, it is considered as one of the most significant models to understand human action (Chien, Yen, & Hoang, 2012). Figure 2 presents the TPB model.

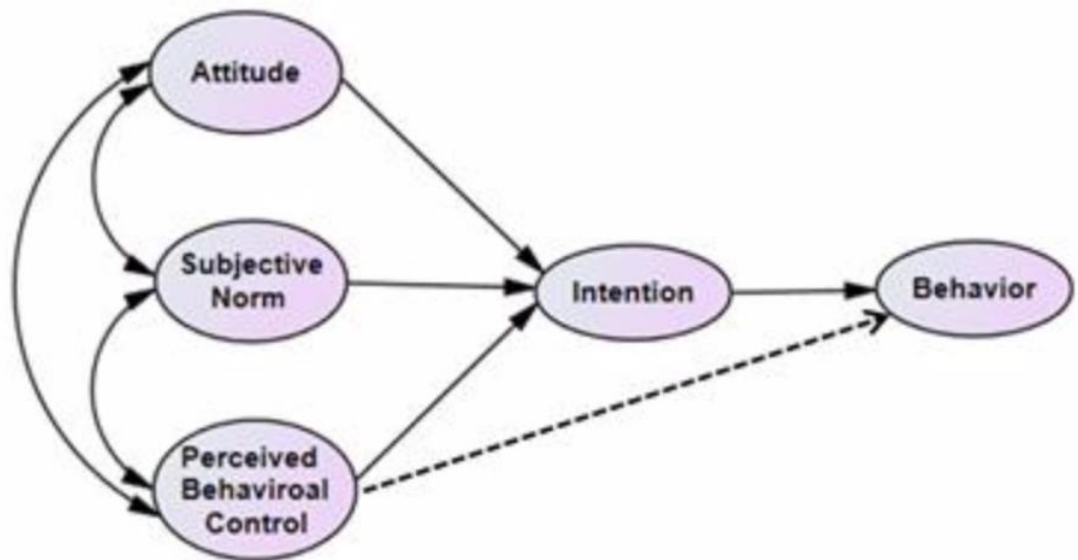


Figure 2. Theory of Planned Behavior (Ajzen, 1991)

Liu (2019) predicted tourists' revisiting behavioral intention in the wind energy tourism context by using an integrative model of the TPB and the Value-Belief-Norm

Theory (VBN). This study was the first attempt at combining both the TPB and VBN models for explaining and predicting tourists' revisiting behavioral intention in the wind energy tourism context in China. The results have several practical implications, as follows: firstly, marketers could use the results to promote industrial and pro-environmental tourism; secondly, the analysis could help marketers design and implement active initiatives for increasing engagement in industrial and pro-environmental tourism experience; thirdly, government could develop and integrate existing policies for wind energy tourism context by reviewing this study.

Yuzhanin & Fisher (2016) analyzed the efficacy of the TPB for predicting people's intentions when choosing a travel destination by using 15 studies that applied TPB to predict the choice of travel destination. The TPB in the context of the research has been evaluated, and it showed that measurement scales and precision might vary the efficiency of predicting human's behavior by the TPB in defining the behavior being investigated. Numerous researchers tried to increase the predictive power of the TPB in the tourism context by extending the model or combining related models. Acknowledgment of cultural differences should also be incorporated, especially in considering subjective norms. Moreover, the TPB model is valuable for predicting human behavior when the definitions of behavior are specific, and the strength of the beliefs is incorporated into any study.

Park et al. (2017) examined Chinese college students' intention to travel to Japan and tested destination image and the mediating role of travel constraints by using extended theory of planned behavior and structural equation modeling. The finding showed extended theory of planned behavior is valid and powerful theoretical framework for explaining travel intention and predicting travel behavior. Furthermore, the hypotheses testing proved

that Chinese students' attitude, social norm, and perceived behavioral control impact their travel intention to Japan directly. Moreover, the results confirmed that the mediating role of travel constraints negatively affect the relationship between travel attitude and intention to Japan, subjective norm and travel intention, and destination image and travel intention.

Hsu & Huang (2012) investigated relationships among constructs of the model with the addition of motivation and actual behavior in the tourism context by using an extension of the theory of planned behavior. The researchers designed a questionnaire based on the literature review and focus group interviews. A two-wave data collection was implemented with collecting data from 1,524 respondents in Beijing, Shanghai, and Guangzhou in stage 1 and 311 respondents in stage 2. The results of this study confirmed that the extension of the theory of planned behavior explained 5% more of the variation in behavioral intention in comparison with a base model without motivation. Also, the study further explored the ability of behavioral intention in predicting actual behavior in a tourism context. The results showed that only a marginal relationship existed between behavioral intention and actual tourist behavior by applying regression analysis. Moreover, the study suggested that researchers needed to do further research to examine the predictive power of behavioral intention on actual behavior.

Push-pull Motivation

Motivation has been defined as psychological or biological needs and demands that integrate a person's behavior and activity (Dann, 1981; Pearce, 1982; Uysal & Jurowski, 1994). People may travel to satisfy their physiological (food, climate, and health) and psychological (adventure, relaxation, and family togetherness) needs (Fan & Hsu, 2014; Mayo, E.J., & Jarvis, 1981). Prior study indicated that people travel because they are

pushed and pulled by internal and external forces (Crompton, 1979). Push factors can be explained as motivating people by internal psychological forces, including needs, demands, or emotional factors (Cha, McCleary, & Uysal, 1995; Crompton, 1979; Kim, 2008). According to the previous studies, push factors could be the need for escape, relaxation, adventure, self-esteem, social recognition, and novelty in the cruise industry (Fan & Hsu, 2014; Hung & Petrick, 2011; Josiam et al., 2009). Pull factors are external forces and also explain the attractions and idiosyncrasies of the destination or tourism product itself (Cha et al., 1995; Chul Oh, Uysal, & Weaver, 1995; Crompton, 1979). Former research showed that pull factors in the cruise industry include national environment and safety; entertainment and sports recreation, nature and wilderness, learning opportunity, and facilities (Fan & Hsu, 2014; Hung & Petrick, 2011; Josiam et al., 2009). Figure 3 represent the push-pull motivation model.

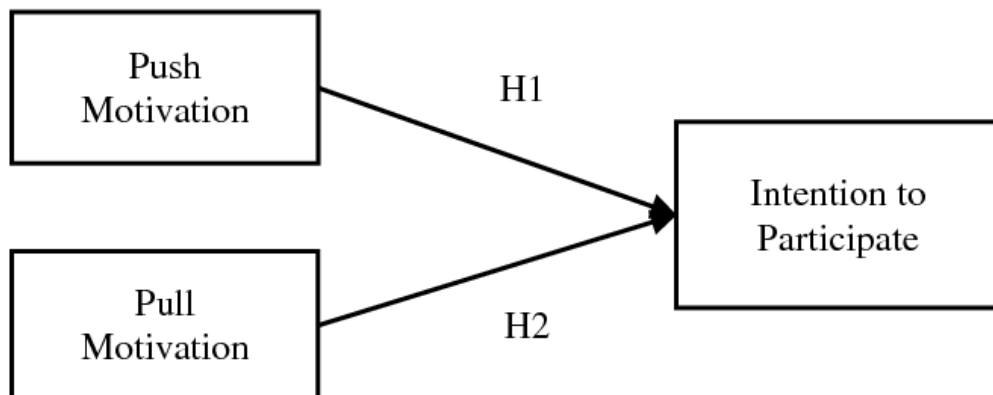


Figure 3. Push-pull Motivation Model (Tsai & Sakulsinlapakorn, 2016)

According to the literature review, push-pull motivation has been applied to plenty of tourism research to predict travelers' behaviors. Chan, Yuen, Duan, & Marafa (2018) investigated the push-pull motivations of visitors to the Country Parks in Hong Kong, and

the socio-demographic characteristics on push-pull motivations have been enhanced. The study selected the push and pull motivation measurement scales from the relevant literature (Cheung, 2013; Figler, Weinstein, Sollers, & Devan, 1992; Jim, 1989; S. S. Kim, Lee, & Klenosky, 2003; Mayo, 1975; Mohammad & Som, 2010), and the data was primarily collected at Shing Mun Country Park and Sai Kung East Country Park in Hong Kong. The results suggested specific market segments to foster local and inbound visits, and this could be applied to tourism and park resources and demands management.

Dean & Suhartanto (2019) addressed the behavioral intention model in creative tourism by using push and pull motivations, experience quality, perceived value, and visitor satisfaction. This study employed a two-stage model examination using PLS-SEM to review the proposed model and hypotheses. The findings suggested that experience quality, perceived value, satisfaction, and push-pull motivations can be utilized to explain a visitor's behavioral intention after experiencing a creative attraction. Furthermore, the results highlighted the significant role of push motivations on perceived value, and pull motivations have a direct impact on behavioral intention. This implied that pull motivations are not directly affecting experience quality, perceived value, or satisfaction, which is different from previous studies (Devesa, Laguna, & Palacios, 2010; Wong, Musa, & Taha, 2017; Yoon & Uysal, 2005) that have reported a strong influence of pull motivation factors on travelers' satisfaction. Based on the findings, theoretical implications, and managerial implications, the research is valuable and essential to study push-pull motivations.

Tsai & Sakulsinlapakorn (2016) identified push and pull motivations positively and directly affecting the decision-making of Taiwanese travelers in participating Songkran Festival in Thailand as a cultural destination by using survey technique, Pearson'

correlation analysis, and simple linear regression. The results showed that Taiwanese highly ranked “To get experience in foreign land,” “To relax in foreign land,” and “To have enjoyable time with my travel companion(s)” in push motivations; and “Thai food is delicious,” “Image of Songkran Festival is wonderful,” “In Thailand, people are very friendly and courteous,” and “There are many special events in Songkran Festival” in pull motivations. The significant managerial implications were also made for destination marketers, business organizations in the tourism context, and government in Thailand.

However, limited studies have been done in the cruise industry by using push-pull motivation. Fan & Hsu (2014) explored potential Mainland Chinese cruise travelers’ expectations, motivations, and intentions by using push-pull motivation and structural equation modeling. Since this was the first study to apply push-pull motivations in the cruise industry and due to the lack of standardized measurement, a focus group interview was conducted to obtain more insights and explore additional measurement items. For push motivation, the mean values of “Reduce stress,” “Escape from routine of work and daily life,” and “Accompany family members who want to cruise” are the highest. For pull motivation, potential Chinese cruise travelers highly ranked “Have fun through cruise activities and facilities,” “Enjoy luxurious experiences,” and “Look for excitement”.

Travel Motivations in the Cruise Industry

In order to comprehend tourism travelers’ motivations in the cruise industry, Hung & Petrick (2011) used a psychometric procedure based on Churchill's (1979) widely accepted paradigm for developing measures (Han & Hyun, 2018). According to the research of Hung & Petrick (2011), motivations for cruise traveling are different from common traveling. The study used both qualitative and quantitative research

methodologies to explore motivation measurement scale of cruise traveling, and it identified four major categories of cruise travel motivations, namely “Self-esteem and social recognition,” “Escape and relaxation,” “Learning, discovery and thrill,” and “Bonding”.

Self-esteem and social recognition (SS) are strong motives of traveling with a cruise from vacationers, and it is associated with travelers’ self-worthy feeling of consuming a certain tourism product, such as cruise, to impress others (Han & Hyun, 2018). In this dimension, the perceptions of traveling with cruise eventually are deriving a feeling of accomplishment and increasing the feelings of self-worth. Thus, self-esteem and social recognition have often been categorized into common dimension (Han & Hyun, 2019).

Escape and relaxation (ER) is the second dimension of cruise travel motivations. Crompton (1979) proved that travelers frequently need a temporary change of environment from daily/routine work and life. Relaxation has been defined as “taking the time to pursue activities of interest, and the activities selected were often a reflection of the increased time available at the vacation destination” (Crompton, 1979; Crompton & McKay, 1997). Given the definition of relaxation, it as a motive in the cruise industry referred to a mental state rather than a physical relaxation. Generally, vacationers chose cruise travel for escaping from daily/routing life, having fun on cruise, resting their mind, and being free to do whatever they want (Hung & Petrick, 2011).

Learning, discovery, and thrill is the third category of cruise travel motivation. Travelers in this dimension mostly are seeking for new and unique things, including knowledge, activities, experience, and environments (Han & Hyun, 2018). The

measurement items in this cruise travel motivation dimension generally are “To gain knowledge,” “To enjoy activities that provides a thrill,” and “To experience other cultures”.

Bonding is the fourth category of motivation for cruise travel. Crompton (1979) has defined bonding as “going on a pleasure vacation was to meet new people in different locations” in the common tourism context. In the cruise industry, bonding can be seen as a process of facilitation of a close interpersonal relationship on cruise ships (Han & Hyun, 2019). Bonding represents a strongly interactive and reciprocal process when participating in cruise traveling. Generally, the measurement items in this cruise travel motivation dimension include “Because my friends/family want to cruise,” “To interact with friends/family,” and “I cruise because I like to meet different people on a cruise ship”.

As cruising belongs to leisure traveling, natural scenery and creativity have been considered as motivations in a few cruise research (Duman & Mattila, 2005; Johnson, 2002; Manfredo et al., 1996; Weeden, Lester, & Thyne, 2011). The reliable measurement scales for nature scenery and creativity have been applied in previous studies, including “To view the scenic beauty,” “To be close to nature,” “To enjoy the smells and sounds of nature” in nature scenery; and “To be creative,” “To do something creative such as sketch, paint, take photos,” “To gain a new perspective on life” in creativity (Crompton, 1979; Manfredo et al., 1996).

Travel Satisfaction

Satisfaction has been defined as “a comprehensive reaction after consumers experience a product or service” (Josiam et al., 2009). Satisfaction has been examined periodically in the hospitality industry, and the tourism context started considering satisfaction as a key to stay competitive in the industry and attract more consumers (Chang,

2008). Consumers' needs and demands can easily affect their satisfaction, and every consumer has its own needs and purposes in traveling (Qu & Ping, 1999). According to Chang (2008) and Qu & Ping (1999), the satisfaction level of every tourist might be varied. Cruising can be seen as a comprehensive tourism product that integrate all accommodations, restaurants, bars, casino, and leisure activities in one. Teye & Leclerc (1998) identified that transportation, accommodation, dining, on-board entertainment, recreational activities, domestic and foreign ports of calls, and shore excursions highly attracted North American cruise consumers as main cruise products. Furthermore, the study explored and ranked the top 10 cruise product and service delivery areas that are important measures of satisfaction for North American cruise customers. Table 1 presented the top 10 cruise product and service delivery for customers' satisfaction.

Table 1. Top 10 Cruise Product and Service Delivery for Customers' Satisfaction

Rank	Top 10 Cruise Product and Service Delivery for Customers' Satisfaction
1	Cabin service
2	Dining room service
3	Cleanliness of ship
4	Cruise staff
5	Entertainment
6	Bar service
7	Ports of call
8	Quality of food
9	Purser staff/info desk
10	Shore tours

Note. From "Product and Service Delivery Satisfaction Among North American Cruise Passengers," by V. Teye and D. Leclerc, 1998, *Tourism Management*, 19(2), 153-160.

Since cruise tourism has only developed for the past 10 years in Mainland China, there's a lack of literature review focused on cruise tourists' satisfaction. Therefore, for the

purpose of the current study, the researcher invited consumers who had cruise travel experience(s) to measure satisfaction by 7-Likert-Point scale.

Motivation and Satisfaction Construct

According to Yoon & Uysal (2005), tourist travel is mainly driven by push factors and pull factors. This study has proved that push and pull motivators directly impact on tourist satisfaction; however, due to every consumer has its own needs and purposes in traveling, tourists may have different motivations, satisfaction levels, and standards for participating in cruise traveling. Figure 4 represent the relationship between motivations and satisfaction.

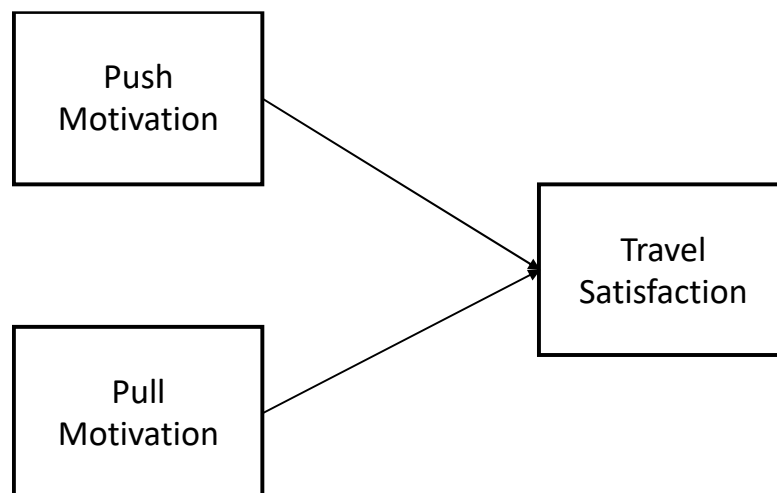


Figure 4. Motivational Driver (Yoon & Uysal, 2005)

Yoon & Uysal (2005) examined the effects of motivation and satisfaction on destination loyalty in Northern Cyprus, which located on the Mediterranean Sea. This study provided a comprehensive approach to understand tourist motivations and extended the theoretical and empirical evidence on the causal relationships among the push-pull motivations, satisfaction, and destination loyalty. The data analysis proved that hypothetical model is supported, and the findings provided theoretical implications to

future studies. Moreover, managerial implications of this research project suggested that it is worthy for destination managers to make greater investments in their tourism destination resources if they are planning to enhance consumers' experiences.

Agyeiwaah, Otoo, Suntikul, & Huang (2019) explored the relationships between motivation, experience, satisfactions, and loyalty in a culinary tourist context by using structural equation modeling. Researchers focused on the antecedents and outcomes of culinary tourist participation in cooking classes. The results showed that culinary tourists' motivations have positive effects on both the culinary experience and satisfactions, and the more tourists are motivated to participate in cooking classes, the more experiential value and satisfaction are perceived. In addition, this research firstly combined motivation factors in the culinary tourist context with satisfaction construct, and the data analysis proved that hypothetical model is supported. Figure 5 represent theoretical framework in Agyeiwaah et al. (2019).

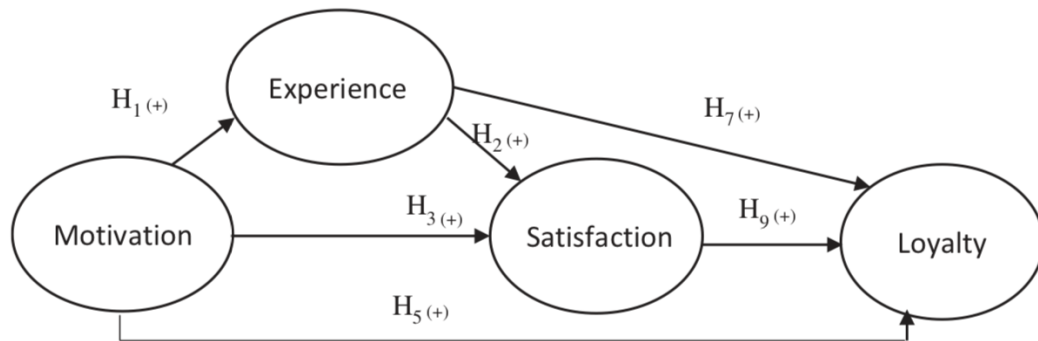


Figure 5. Conceptual Model Showing Hypothesized Relationships

Based on the literature review above, for the purpose of the current study, travel motivations in the cruise industry has been combined with satisfaction construct to explore the relationships in the Mainland China market.

CHAPTER 3: METHODOLOGY

Questionnaire Design

A quantitative approach with survey technique was applied to this study. Survey is a popular way for measuring attitudes and orientations in a large population and it was used most frequently in the past studies with the TPB model (Ajzen, 1991, 2009, 2013; Chien et al., 2012; Lam & Hsu, 2006). The questionnaire was constructed by following Ajzen's (1991, 2013) comments, and combined with minor changes based on Fan & Hsu (2014); Hsu & Huang (2012) and Liu (2019). According to the measurement scales in Han & Hyun (2019); Hung & Petrick (2011) and Manfreda et al. (1996), six motivation factors were constructed in this study, including Self-esteem and social recognition; Escape and relaxation; Learning, discovery and thrill; Socialization and bonding; Nature scenery; and Creativity. For content reliability and validity, the measurement items were developed based on literature reviews, and the pilot study was conducted in mainland China with 39 respondents. Five scholars were invited to check if these items were suitable to evaluate Chinese cruise travel intention. The survey instrument was designed in English and translated into Chinese by using a blind translation-back-translation methodology (Brislin, 1976), which was reviewed by several cruise related Chinese professors in Shanghai, one Chinese professor and one research assistant in hospitality school within the United States to ensure accuracy of translation. Through these procedures, a few corrections and adjustments were made in the wording, measurement items, and structure of the questionnaire.

The questionnaire devised consisted of four parts. The first part focused on four sets of questions on attitude towards behavior (6 items), subjective norm (5 items),

perceived behavioral control (5 items), and behavioral intention (5 items), respectively, using a 7-point Likert scale ranging from 1 = Strongly disagree to 7 = Strongly agree. The second part structured six sets of questions on self-esteem and social recognition (5 items), escape and relaxation (5 items), learning/discovery and thrill (4 items), socialization and bonding (5 items), nature scenery (4 items), and creativity (3 items). The third part focused on consumers travel satisfaction after participating in cruise traveling, consisting with 4 questions. The fourth part concerned respondent cruise preferences (4 questions) and demographics (7 questions) such as preferred cruise destination(s), preferred booking channel, preferred cruise duration, gender, age, annual income, and so forth. Table 2 presented the list of original and modified scale items for each construct and their sources.

Table 2. List of Original/Modified Scale Items for Each Construct and Their Source

Factor	Original Scale Items	Modified Scale Items	Source
TPB: Attitude	<p>For me, traveling in Japan is good.</p> <p>For me, traveling in Japan is valuable.</p> <p>For me, traveling in Japan is pleasant.</p> <p>For me, traveling in Japan is beneficial.</p> <p>For me, traveling in Japan is interesting.</p> <p>I think visiting the wind farm is fun.</p> <p>I think visiting the wind farm is enjoyable.</p> <p>I think visiting the wind farm is pleasant.</p> <p>I think visiting the wind farm is favorable.</p>	<p>For me, cruising is pleasant.</p> <p>For me, cruising is fun.</p> <p>For me, cruising is enjoyable.</p> <p>For me, cruising is valuable.</p> <p>For me, cruising is interesting.</p> <p>For me, cruising is safe.</p>	<p>(Park et al., 2017)</p> <p>(Liu, 2019)</p>

<p>TPB: Subjective Norm</p>	<p>I will travel to Japan because it is popular among my friends/family.</p> <p>I will travel to Japan because my friends/family have talked a lot about it.</p> <p>I will travel to Japan because it has been recommended by friends/family.</p> <p>I would like to visit wind farms because I have heard a lot about wind farms from my family & friends.</p> <p>My family & friends think it would be good to visit wind farms.</p> <p>I would like to visit the wind farms because my family & friends visited the wind farms.</p>	<p>I will participate in cruise travel because it is popular among my friends/family.</p> <p>I will participate in cruise travel because my friends/family have talked a lot about it.</p> <p>I will participate in cruise travel because it has been recommended by friends/family.</p> <p>I will participate in cruise travel because my friends/family participated.</p> <p>I will participate in cruise travel because my friends/family think it is good to participate.</p>	<p>(Park et al., 2017)</p> <p>(Liu, 2019)</p>
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	My family & friends have recommended me to visit the wind farms.		
TPB: Perceived Behavioral Control	<p>I feel nothing will prevent me from traveling to Japan if I want.</p> <p>I have enough money to travel to Japan.</p> <p>I have enough time to travel to Japan.</p> <p>I am confident that if I want, I can participate in wind energy tourism.</p> <p>I have enough time and energy to participate in wind energy tourism.</p> <p>For me to participate in wind energy tourism is not a difficult thing.</p> <p>I have plenty of opportunities to participate in wind energy tourism.</p>	<p>I have enough time to participate in cruise travel.</p> <p>I have enough money to participate in cruise travel.</p> <p>I have enough opportunities to participate in cruise travel.</p> <p>I feel nothing will prevent me from participating in cruise travel if I want.</p> <p>If I want, I can easily participate in cruise travel.</p>	<p>(Park et al., 2017)</p> <p>(Liu, 2019)</p>

<p>Motivation: Self-esteem & Social Recognition</p>	<p>To do something that impresses others.</p> <p>To help me feel like a better person.</p> <p>To increase my feelings of self-worth.</p> <p>To derive a feeling of accomplishment.</p> <p>To photograph an exotic place to show friends.</p> <p>I cruise to do something that impresses others.</p> <p>I cruise to help me feel like a better person.</p> <p>I cruise to increase my feelings of self-worth.</p> <p>I cruise to photograph an exotic place to show friends.</p>	<p>To do something that impresses others.</p> <p>To help me feel like a better person.</p> <p>To increase my feelings of self-worth.</p> <p>To derive a feeling of accomplishment.</p> <p>To photograph an exotic place to show friends.</p>	<p>(Hung & Petrick, 2011)</p> <p>(Han & Hyun, 2019)</p>
<p>Motivation: Escape & Relaxation</p>	<p>So that I can be free to do whatever I want.</p>	<p>So that I can be free to do whatever I want.</p>	<p>(Hung & Petrick, 2011)</p>

	<p>To escape.</p> <p>To give my mind a rest.</p> <p>I cruise so that I can be free to do whatever I want.</p> <p>I cruise to give my mind a rest.</p> <p>To have more privacy than you have back home.</p> <p>To get away from the usual demands of life.</p>	<p>To give my mind a rest.</p> <p>I cruise to have fun.</p> <p>To have more privacy than you have back home.</p> <p>To get away from the usual demands of life.</p>	<p>(Han & Hyun, 2019)</p> <p>(Manfredo et al., 1996)</p>
<p>Motivation: Learning/Discovery & Thrill</p>	<p>To gain knowledge.</p> <p>To enjoy activities that provides a thrill.</p> <p>To experience other cultures.</p> <p>I cruise to gain new or different knowledge.</p> <p>I cruise to enjoy activities that provide a thrill.</p>	<p>To gain knowledge.</p> <p>To experience other cultures.</p> <p>To discover something new.</p> <p>To learn more about nature.</p>	<p>(Hung & Petrick, 2011)</p> <p>(Han & Hyun, 2019)</p>

	<p>I cruise to experience other cultures.</p> <p>I cruise to do something new and different.</p>		
<p>Motivation: Socialization/Bonding</p>	<p>Because my friends/family want to cruise.</p> <p>To interact with friends/family.</p> <p>I cruise because my friends/family want to cruise.</p> <p>I cruise to interact with friends/family.</p> <p>To be with others who enjoy the same things you do.</p> <p>To be with people having similar values.</p> <p>To talk to new and varied people.</p>	<p>Because my friends/family want to cruise.</p> <p>To interact with friends/family.</p> <p>Cruising provides me a chance to meet new people.</p> <p>I cruise because I like to meet different people on a cruise ship.</p> <p>To be with other who enjoy the same things you do.</p>	<p>(Hung & Petrick, 2011)</p> <p>(Han & Hyun, 2019)</p> <p>(Manfredo et al., 1996)</p>
<p>Motivation: Nature Scenery</p>	<p>To view the scenery.</p> <p>To view the scenic beauty.</p>	<p>To view the scenic beauty.</p> <p>To be close to nature (e.g. Ocean).</p>	<p>(Manfredo et al., 1996)</p>

	<p>To be close to nature.</p> <p>To enjoy the smells and sounds of nature.</p> <p>To be where things are natural.</p>	<p>To enjoy the smells and sounds of nature.</p> <p>To be where things are natural.</p>	
<p>Motivation:</p> <p>Creativity</p>	<p>To be creative.</p> <p>To do something creative such as sketch, paint, take photos.</p> <p>To gain a new perspective on life.</p>	<p>To be creative.</p> <p>To do something creative such as diving, game changers, marquee shows.</p> <p>To gain a new perspective on life.</p>	<p>(Manfredo et al., 1996)</p>
<p>Travel Satisfaction</p>	<p>How does Northern Cyprus, in general, rate compared to what you expected?</p> <p>Was this visit worth your time and effort?</p> <p>Overall, how satisfied were you with your holiday in Northern Cyprus?</p>	<p>Overall, I am satisfied with my experience with cruise traveling.</p> <p>Overall, cruise traveling worth my time and effort.</p> <p>Overall, cruise traveling is much better than what I expected.</p>	<p>(Yoon & Uysal, 2005)</p>

	How would you rate Northern Cyprus as a vacation destination compared to other similar places (islands/countries) that you may have visited?	Overall, cruise traveling as a vacation option is much better than similar options (flight, train, etc.).	
Behavioral Intention	<p>I will save time and money within 24 months for the purpose of traveling in Japan.</p> <p>I will travel to Japan with friends/family within 24 months.</p> <p>Japan is my first choice for traveling overseas in the future.</p> <p>I'll recommend a cruise to others.</p> <p>I want to cruise sometime in the future.</p> <p>I intend to cruise in the next three years.</p> <p>I am interested in cruise travel.</p>	<p>I'll encourage friends/family to participate in cruise travel.</p> <p>I want to participate in cruise travel within 12 months.</p> <p>I intend to cruise on special day in the future (e.g. birthday, anniversary, etc.).</p> <p>Cruise traveling is my first choice for traveling in the future.</p> <p>I will save time and money within 12 months for participating in cruise travel.</p>	<p>(Park et al., 2017)</p> <p>(Fan & Hsu, 2014)</p>

	I'll encourage friends and relatives to go on a cruise.		
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Reliability and Validity

Previous studies showed that Cronbach's alpha is an important index to examine the reliability of the questionnaire (Chen, 2016; Liu, 2019). The purposes of the pilot test in this study were to assess the content validity of the measurement items and the internal consistency of each instrument used in this study; and to make sure the questionnaire has been worded in a proper way and gather information to evaluate the respondents' understanding of the meaning of questions.

For the content reliability and validity, the measurement items were developed based on literature reviews, and a convenient survey was conducted to 39 people who had cruise experience(s) in China through Wenjuanxing Survey Platform in June 2019. Five scholars were invited to check if these items were suitable to evaluate Chinese cruise travel intention, motivation and satisfaction, especially to check the appropriateness of the English to Chinese translation. Based on scholars' comments and the results of pilot test, measurement items were finalized to collect data after minor revisions.

Population and Samples

The purpose of the study was to have a better understanding on cruise travelers' motivation, behavioral intention and satisfaction in Mainland China. The population selected to represent cruise traveling in China were travelers who had at least one cruise travel experience in Mainland China in the recent five years (from 2014 to 2019). All the surveys were collected during a three-week period, which started on September 16, 2019, and ended on October 4, 2019. The researcher distributed the samples by using Wenjuanxing Survey Platform Sample Services. Wenjuanxing Survey Platform filtered samples based on the requirements of research, and the researcher double-checked and

deleted meaningless data, leading to reliable factors and ultimately positive outcomes relating to the research objectives. The sample included 582 Chinese cruise travelers representative of the total Chinese cruise travelers that cruised in the last five years. Most of the respondents are from East China, primarily living in Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi and Shandong provinces. Figure 6 presented samples' location statistic within this study.

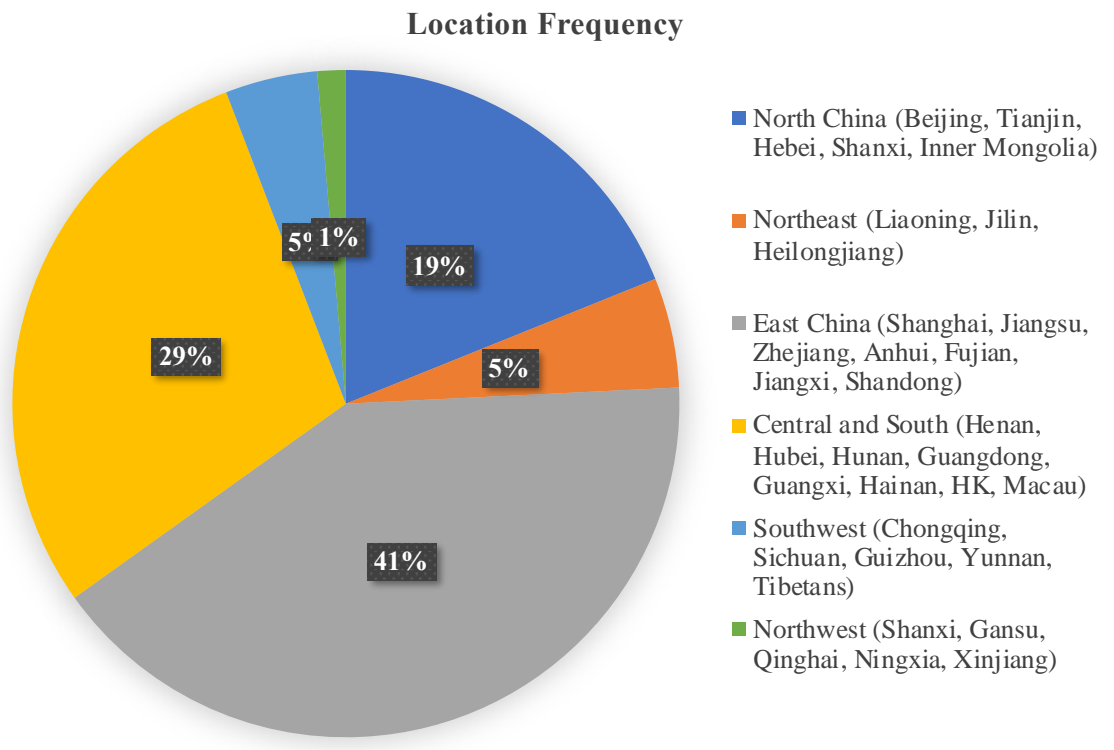


Figure 6. Samples' Location Frequency

Data Collection Procedures

Six hundred questionnaires were distributed in Mainland China through Wenjuanxing Survey Platform and 582 completed questionnaires were collected, resulting in a response rate of 97 percent. This study used Sample Services in Wenjuanxing Survey Platform, and the researcher set up strict requirements and question's logics. Wenjuanxing

Survey Platform filtered responses based on these requirements, increasing the reliability and validity of results. According to the question's logics in this survey, respondents were not be able to skip any questions. The logics within the survey helped to reduce missing values.

Participant Selection

Survey participants were adults aged 21 and older, who are Chinese resident and had participated in cruise traveling at least once in the past five years. The researcher briefly explained the purpose of this study and cruise traveling concept at the beginning of the survey and thanked them for their time and effort in completing the survey at the end. This study and survey have been approved by Institutional Review Board (IRB), which outlined the confidentiality and anonymity of the answers provided by the cruise travelers in China. After the survey was completed by respondents and collected by Wenjuanxing Survey Platform, the researcher checked completed surveys to be sure that no page was skipped and organized surveys' data on the laptop. This process helped to reduce missing values and kept the data in a clean format.

Sample Size

Sample size is important to structural equation modeling (SEM) study, and a researcher should consider that an increased sample size produces greater power for statistic tests (Creswell, 2012). The literature suggested that the sample size for a structural equation modeling study is 200 or greater, in particular, 10 to 15 observations of one variables could get better results in SEM study (Reisinger & Mavondo, 2006; Reisinger & Turner, 1999; Schumm & Stevens, 1993). Any study especially when a large number of variables are measured, 350 or more participants are suggested (Creswell, 2012).

According to the statement above, this study needs to survey at least 510 cruise travelers, and 582 respondents completed the survey in Mainland China.

Table 3. Sample Size

Variables	# of items	Sample Size Estimated
Attitude	6	
Subjective Norm	5	
Perceived Behavioral Control	5	51 x 10 = 510 Minimum
Self-esteem & Social Recognition	5	
Escape & Relaxation	5	
Learning/Discovery & Thrill	4	51 x 15 = 765 Target
Socialization/Bonding	5	
Nature Scenery	4	
Creativity	3	51 x 20 = 1,020 Desirable
Travel Satisfaction	4	
Behavioral Intention	5	
TOTAL # OF ITEMS	51	

Data Analysis

Statistical Packages for Social Science (SPSS) and AMOS version 23 were used to analyze the data collected. Data was analyzed using descriptive statistics to provide cruise preferences and demographics profile of the respondents. Exploratory factor analysis (EFA) was applied to reduce the measurement items of attitude towards behavior, subjective norm, perceived behavioral control, and behavioral intention. Confirmatory factor analysis (CFA) was used to test the model fit and finally the model and hypotheses were tested by using AMOS to do structural equation modelling.

Descriptive Data Collected on Respondents

Descriptive statistics were used to determine the mean value and standard deviation scores for the survey constructs. Researchers analyzed the consumer preferences profile and demographic information, such as cruise traveling experience, gender, age, marital status, annual income, educational status and living area by using distribution of frequency.

Exploratory Factor Analysis (EFA)

After 582 cases were inputted into SPSS 23 Version, an Exploratory Factor Analysis (EFA) was conducted on the planned behavior and motivation items. The purposes of EFA are to determine the proper number of common factors and explore which variables are indicators of the different latent factors (Beckman, 2013a; Brown, 2006; P. Wood, 2008). The exploratory factor analysis used the maximum likelihood extraction method with Varimax (orthogonal) rotation. Factor loading can be observed for an EFA of planned behavior items (from the Theory of Planned Behavior Scale) in Table 4. Factor loadings for the EFA of cruise traveling motivational items can be viewed in Table 5.

Table 4. Factor loadings based on an exploratory factor analysis with Varimax (Orthogonal) rotation for 16 items from the Theory of Planned Behavior Scale (N=582)

Factor		SN	PBC	ATT
Attitude Towards Behavior (ATT)	For me, cruising is pleasant.			0.651
	For me, cruising is fun.			0.587
	For me, cruising is enjoyable.			
	For me, cruising is valuable.			
	For me, cruising is interesting.			0.514
	For me, cruising is safe.			
Subjective Norm (SN)	I will participate in cruise travel because it is popular among my friends/family.	0.668		
	I will participate in cruise travel because my friends/family have talked a lot about it.	0.814		
	I will participate in cruise travel because it has been recommended by friends/family.	0.801		
	I will participate in cruise travel because my friends/family participated.	0.836		
	I will participate in cruise travel because my friends/family think it is good to participate.	0.781		

Perceived	I have enough time to participate in cruise travel.		0.645	
Behavioral	I have enough money to participate in cruise travel.		0.612	
Control	I have enough opportunities to participate in cruise travel.		0.698	
(PBC)	I feel nothing will prevent me from participating in cruise travel if I want.		0.678	
	If I want, I can easily participate in cruise travel.		0.698	

Table 5. Factor loadings based on an exploratory factor analysis with Varimax (Orthogonal) rotation for 26 items of the Cruise Traveling Motivational Scale (N=582)

Factor		SS	SC	EN	FM
Self-esteem & Social Recognition (SS)	To do something that impresses others.	0.712			
	To help me feel like a better person.	0.811			
	To increase my feelings of self-worth.	0.817			
	To derive a feeling of accomplishment.	0.753			
	To photograph an exotic place to show friends.	0.585			
Escape & Relaxation (ER)	So that I can be free to do whatever I want.				
	To give my mind a rest.				
	I cruise to have fun.				
	To have more privacy than you have back home.				
	To get away from the usual demands of life.				
Learning/Discovery & Thrill (LD)	To gain knowledge.				
	To experience other cultures.				
	To discover something new.				

	To learn more about nature.			0.710	
Creativity (CR)	To be creative. To do something creative such as diving, game changers, marquee shows. To gain a new perspective on life.				
Socialization/Bonding (SC)	Because my friends/family want to cruise. To interact with friends/family. Cruising provides me a chance to meet new people. I cruise because I like to meet different people on a cruise ship. To be with other who enjoy the same things you do.		0.706 0.773 0.776		0.877 0.697
Enjoy Nature (EN)	To view the scenic beauty. To be close to nature (e.g. Ocean). To enjoy the smells and sounds of nature. To be where things are natural.			0.713 0.752 0.719 0.746	

While the number of factors that represented cruise traveling motivation changed, the items that represent the Theory of Planned Behavior did not change. In the EFA of planned behavior items, there are only three items' factor loading lower than 0.50 but no cross loading. A table with the results of the EFA for planned behavior scales can be seen in Table 6. For the cruise traveling motivation, several factors, such as Escape & Relaxation, Learning/Discovery & Thrill and Creativity, loaded lower than 0.05; and "To learn more about nature" in factor Learning/Discovery & Thrill cross loaded to factor Enjoy Nature. A table with the results of the EFA for the cruise traveling motivation scales can be seen in Table 7. In addition, the modified proposed path model (based upon the EFA results) can be seen in Figure 7 and a list of the renumbered hypotheses can be seen in Table 8.

Table 6. Results of the planned behavior EFA factor loadings

Factor		Result of EFA Factor Loading	Reason if deleted	
			Low Factor Loading (<0.50)	Cross Loading
ATT	For me, cruising is pleasant.	Included in the factor ATT		
	For me, cruising is fun.	Included in the factor ATT		
	For me, cruising is enjoyable.	Eliminate from the model	Yes	No
	For me, cruising is valuable.	Eliminate from the model	Yes	No
	For me, cruising is interesting.	Included in the factor ATT		
	For me, cruising is safe.	Eliminate from the model	Yes	No
SN	I will participate in cruise travel because it is popular among my friends/family.	Included in the factor SN		
	I will participate in cruise travel because my friends/family have talked a lot about it.	Included in the factor SN		
	I will participate in cruise travel because it has been recommended by friends/family.	Included in the factor SN		
		Included in the factor SN		

	<p>I will participate in cruise travel because my friends/family participated.</p> <p>I will participate in cruise travel because my friends/family think it is good to participate.</p>	Included in the factor SN		
PBC	<p>I have enough time to participate in cruise travel.</p> <p>I have enough money to participate in cruise travel.</p> <p>I have enough opportunities to participate in cruise travel.</p> <p>I feel nothing will prevent me from participating in cruise travel if I want.</p> <p>If I want, I can easily participate in cruise travel.</p>	<p>Included in the factor PBC</p> <p>Included in the factor PBC</p> <p>Included in the factor PBC</p> <p>Included in the factor PBC</p> <p>Included in the factor PBC</p>		

Table 7. Results of the cruise traveling motivation EFA factor loadings

Factor		Result of EFA Factor Loading	Reason if deleted	
			Low Factor Loading (<0.50)	Cross Loading
SS	To do something that impresses others. To help me feel like a better person. To increase my feelings of self-worth. To derive a feeling of accomplishment. To photograph an exotic place to show friends.	Included in the factor SS Included in the factor SS Included in the factor SS Included in the factor SS Included in the factor SS		
ER (Eliminate from the model)	So that I can be free to do whatever I want. To give my mind a rest. I cruise to have fun. To have more privacy than you have back home. To get away from the usual demands of life.	Eliminate from the model Eliminate from the model Eliminate from the model Eliminate from the model Eliminate from the model	Yes Yes Yes Yes Yes	No No No No No
LD (Eliminate from the model)	To gain knowledge. To experience other cultures. To discover something new.	Eliminate from the model Eliminate from the model Eliminate from the model	Yes Yes Yes	Yes Yes Yes

from the model)	To learn more about nature.	Included in the factor EN	No	Yes
CR (Eliminate from the model)	To be creative. To do something creative such as diving, game changers, marquee shows. To gain a new perspective on life.	Eliminate from the model Eliminate from the model Eliminate from the model	Yes Yes Yes	Yes Yes Yes
SC	Because my friends/family want to cruise. To interact with friends/family. Cruising provides me a chance to meet new people. I cruise because I like to meet different people on a cruise ship. To be with other who enjoy the same things you do.	Included in the new factor FM Included in the new factor FM Included in the factor SC Included in the factor SC Included in the factor SC	No No	Yes Yes
EN	To view the scenic beauty. To be close to nature (e.g. Ocean). To enjoy the smells and sounds of nature.	Included in the factor EN Included in the factor EN Included in the factor EN		

	To be where things are natural.	Included in the factor EN		
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Modified Proposed Path Model and hypotheses

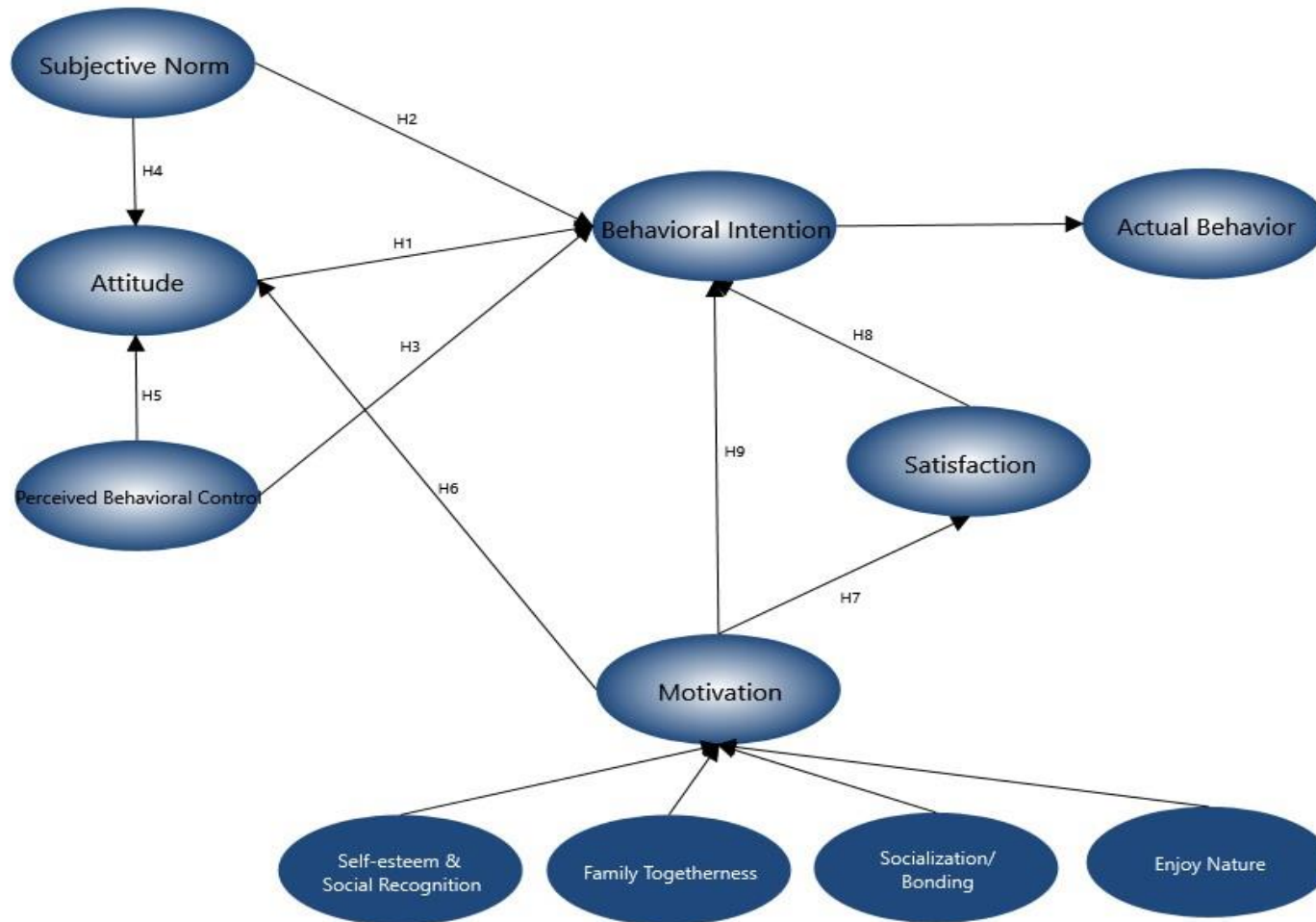


Figure 7. Modified Proposed Path Model

Table 8. Hypotheses in Modified Proposed Path Model

Hypotheses	
H1	Chinese cruise travel attitudes exert a positive influence upon Chinese cruise travel intention.
H2	Subjective norms have a positive effect on Chinese cruise travel intention.
H3	Perceived behavior control positively influences Chinese cruise travel intention.
H4	Subjective norms have a positive effect on Chinese cruise travel attitude.
H5	Perceived behavior control positively influences Chinese cruise travel attitude.
H6	Chinese cruise travel motivation has a positive effect on Chinese cruise travel attitude.
H7	Chinese cruise travel motivation has a positive effect on Chinese cruise travel satisfaction.
H8	Chinese cruise travel satisfaction positively influences Chinese cruise travel intention.
H9	Chinese cruise travel motivation positively directly affects Chinese cruise travel intention.

Based on the results of the EFA, three measurement items in factor ATT were eliminated because of low factor loading, and the researcher eliminated three factors in cruise traveling motivation scale due to low factor loading and cross-loading. Eliminating low loading and cross loading factors only changed the cruise traveling motivation part in the proposed model and the hypotheses remained the same.

Confirmatory Factor Analysis (CFA)

As discussed above, previous researchers commonly applied the EFA into situations where the factorial constructs of an instrument for an unknown population and usually to develop new instruments (Wang & Wang, 2012). In contrast, the CFA has been applied to situations that previous researchers have some knowledge of the dimensionality of the variable under study based on a created theory (Bollen, 1989; Brown, 2006; Wang & Wang, 2012). The purpose of using the CFA in this study is to determine and confirm that the planned behavioral and motivational constructs of the whole cruise traveling instrument are as hypothesized.

By conducting the CFA in structural equation modeling, researchers are required to assess model fit and construct validity. Model fit is evaluating the measurement of model by several indices, and construct validity offers confidence that construct items are measured from a sample represent the actual true score that exist in the population (Hair, Black, Babin, & Anderson, 2006; Liu, 2019). Bagozzi & Yi (1988) suggested Cronbach's alpha, Factor loadings, Composite reliability (CR), Convergent and discriminant validity, Average Variance Extracted (AVE), and The Squared Multiple Correlations (SMCs) as common indicators of testing construct validity in the CFA. The SPSS 23 Version has been

used to process the CFA and the information of each indicator is briefly introduced in the following paragraph.

Cronbach's alpha is used to evaluate the reliability in an integrative scale, indicating measurements internal consistency. The Cronbach's alpha coefficient greater than 0.70 implies high reliability (Cronbach & Shavelson, 2004; Liu, 2019). Factor loadings of constructs and structures were examined to determine the statistical significances in the model, and Hair et al. (2006) suggested a cutoff of 0.50 for factor loadings. Composite reliability (CR) needs to be calculated for each latent variable in SEM to examine whether observed variables could measure latent variables efficaciously. A composite reliability value greater than 0.60 is considered acceptable (Fornell & Larcker, 1981). Convergent validity considers the similarity among measures within a factor, and discriminant validity considers the divergence between measures for different constructs (Liu, 2019; Trochim, 2010). Average variance extracted (AVE) was applied commonly for evaluating convergent validity and reliability of constructs in SEM. The AVE of each construct should exceed 0.50 to ensure convergent validity and be greater than the respective correlation estimate among constructs to ensure discriminant validity (Fornell & Larcker, 1981; Liu, 2019). The squared multiple correlations (SMCs) of the exogenous and endogenous variables show how well the measurement items measure the latent construct. The range of SMCs is from 0 to 1, and the values that closer to 1 implying a better measurement of the latent construct (Liu, 2019; Reisinger & Turner, 1999).

Structural Equation Modelling (SEM)

Structural equation modeling (SEM) is originally from factor analysis and simultaneous equations (Spearman, 1987; Tucker, 1955). Within the development of

research methodology, factor analysis and path analysis have been integrated to a more generalized analytical framework, called SEM (Jöreskog, 1967; K. G. Joreskog & Sorbom, 1982; Tabri & Elliott, 2012). According to former studies, researchers estimated constructs or factors from observed indicator variables, and the estimation of the relations between the latent variables free of the influence of measurement errors is a focus in recent SEM research (Bentler, 1990; Bentler & Bonett, 1980; Bollen, 1989; K. G. Joreskog & Sorbom, 1982). In this study, Theory of Planned Behavior constructs and Cruise Traveling Motivation factors are estimated from measurement items, and the purpose of running SEM is to explore the relationship between factors in the instrument. The SPSS AMOS version 23 structural equation analysis package was used to conduct the analysis.

Testing model fit is important and necessary in SEM, including model fitness analysis and model interpretation. The purpose of structural model analysis is to determine the effects of variables simultaneously rather than separately. Furthermore, there are a variety of criteria to analyze the fitness of a model. Table 9 presented the frequently used model fit indices (criteria) which was applied to this study.

Reliability and validity analyses in CFA are also conducted for SEM, including factor loadings, composite reliability (CR), average variance extracted (AVE), and the squared multiple correlations (SMCs). The judging criteria of value for each indicator are the same as discussed above in CFA.

Table 9. Frequently Used Model Fit Indices

Measure	Description	Fit Guideline
CMIN/DF	The minimum discrepancy divided by its degrees of freedom (M. W. Browne, 1984).	Terrible: > 5 Acceptable: > 3 Excellent: > 1
CFI	Comparative fit index equation: $CFI = 1 - \frac{\max [(x_t^2 - v_t), 0]}{\max [(x_t^2 - v_t), (x_i^2 - v_i), 0]}$ Both χ_i and χ_t are test statistics of the independence model and the target model respectively. V_i and v_t are the degrees of freedom of the independence model and the target model in relation to chi-square test statistics respectively (Bentler, 1990; Cangur & Ercan, 2015).	Terrible: < 0.90 Acceptable: < 0.95 Excellent: > 0.95
SRMR	The square-root of the difference between the residuals of the sample covariance matrix and the hypothesized model (Bentler, 1990; Liu, 2019).	Terrible: > 0.10 Acceptable: > 0.08 Excellent: < 0.08
RMSEA	Root mean square error of approximation (Michael W. Browne & Cudeck, 1992).	Terrible: > 0.08 Acceptable: > 0.06 Excellent: < 0.06
PClose	“p value” for testing the null hypothesis that the population RMSEA is no greater than 0.05 (M. W. Browne, 1984).	Terrible: < 0.01 Acceptable: < 0.05 Excellent: > 0.05

CHAPTER 4: RESULTS

This chapter discussed the results of the data analysis and hypotheses testing, including five sections: Data Screening, Demographic Profile of the Respondents, Results of Confirmatory Factor Analysis (CFA), Structural Equation Evaluation, and Hypotheses Testing. In order to determine the measurement items for each construct are suitably placed, CFA has been done to the collected data. Furthermore, the research model and proposed hypotheses were tested using SEM. Both the CFA and the SEM were launched by using SPSS AMOS version 23. Moreover, maximum likelihood estimation was used for both the CFA and SEM.

Data Screening

The researcher analyzed data by using the statistical software SPSS version 23, and data screening of outliers and normal distributions were conducted to prepare collected data for descriptive analysis, confirmatory factor analysis, and structural equation modeling. Respondents were not allowed to skip any questions in the survey, so there are no missing values in the collected data. Table 10 presented the results of missing value check in SPSS. Moreover, the design of this study is not required to split samples.

Table 10. Result of Missing Value Check

		Statistics														
		NO	ATT	SN	PBC	SS	ER	LD	CR	FM	SC	EN	TS	INT	CPP	PI
N	Valid	573	573	573	573	573	573	573	573	573	573	573	573	573	573	573
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

The definition of outlier is “a raw score on the offending variable that is one unit larger (smaller) than the next most extreme score in the distribution” (Tabachnick & Fidell,

2007). More commonly, the outlier affects both results and assumptions in research (Yuan & Zhong, 2013), therefore, this study applied two ways to identify and remove outliers. First of all, z-score analysis were calculated in SPSS version 23, and items with a z-score exceeding ± 3.29 ($p < 0.001$, two tailed test) need to be identified as outlier and deleted (Liu, 2019). The range of z-score in the collected data is -2.926 to 2.945, so no outlier were identified in this analysis. Secondly, Mahalanobis distance was tested in AMOS version 23 for normality and outliers. A point that has a greater Mahalanobis distance from the rest of the sample population of points is said to have higher leverage since it has a greater influence on the slope or coefficients of the regression equation (Blatná, 2014; Seheult, Green, Rousseeuw, & Leroy, 1989). Samples with high Mahalanobis d-square (> 95) has been deleted, and 573 respondents are remained in the dataset.

Demographic Profile of the Respondents

Before investigating the research constructs, the demographic and cruise preferences profile of the respondents were tested to provide some contextual information and to accomplish Objective 1 in Chapter 5. Among the 573 respondents, 40.8% were male, and 59.2% were female. 78.9% of respondents are married, and most of the respondents are between 22 and 44 years old, representing 86.7% of the total population. Seventy two point eight percent of the respondents hold a Bachelor's degree, and 21.1% are in the Master and Doctoral level. In terms of annual income, 0.9% of respondents had less than RMB 50,000; 5.8% of respondents had between RMB 50,000 and RMB 99,999 in total annual income; 13.6% of respondents had between RMB 100,000 and RMB 149,999 in total annual income; 12.9% of respondents had between RMB 150,000 and RMB 199,999 in total annual income; 23.9% of respondents had between RMB 200,000 and RMB

249,999 in total annual income; 14.8% of respondents had between RMB 250,000 and RMB 299,999 in total annual income; 11.7% of respondents had between RMB 300,000 and RMB 349,999 in total annual income; and 16.4% of respondents had over RMB 350,000 totally in a year. Respondents who earned over RMB 200,000 annually (66.8%) considered cruise traveling more based on the demographic frequency analysis. Moreover, the majority of respondents live in North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia), East China (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong), and Central and South (Henan, Hubei, Hunan, Guangdong, Guangxi, Hainan, HK, Macau). These three regions account for 88.8% in total. Table 11 presented respondents' demographic profile.

Table 11. Respondents' Demographic Profile

Characteristics	Categories	Frequency (N)	Percentage (%)	
1. Have you travelled with cruise line? (N=573)	Yes	573	100.0	
	No	0	0.0	
2. Gender (N=573)	Male	234	40.8	
	Female	339	59.2	
3. Marital status (N=573)	Single	119	20.8	
	Married	452	78.9	
	With partner	2	0.3	
4. Age (years) (N=573)	21-24	47	8.2	
	25-34	325	56.7	
	35-44	172	30.0	
	45-54	25	4.4	
	55-64	3	0.5	
	65+	1	0.2	
	5. Annual income (N=573)	RMB 50,000 or less	5	0.9
RMB 50,000 - RMB 99,999		33	5.8	
RMB 100,000 - RMB 149,999		78	13.6	
RMB 150,000 - RMB 199,999		74	12.9	
RMB 200,000 - RMB 249,999		137	23.9	
RMB 250,000 - RMB 299,999		85	14.8	
RMB 300,000 - RMB 349,999		67	11.7	
RMB 350,000 or more		94	16.4	
6. Living area (N=573)		North China	109	19.0
		Northeast	31	5.4
	East China	234	40.8	
	Central and South	166	29.0	
	Southwest	25	4.4	
7. Education (N=573)	Northwest	8	1.4	
	High school	2	0.3	
	Associate degree	33	5.8	
	Bachelor's degree	417	72.8	
	Master's degree	117	20.4	
	Doctoral degree	4	0.7	
	Other education/trade	0	0	

Frequency analysis was done for cruise experience questions in the survey. Twenty three point six percent of respondents only participated in cruise traveling once in recent 10 years; 42.1% of respondents traveled with cruise twice in the past 10 years; 22.5% of respondents have been done cruise traveling three times in recent 10 years; and only 11.8% of respondents traveled with cruise more than 3 times in recent 10 years. Table 12 presented the cruise experience (times) frequency analysis.

Table 12. Cruise Experience (Times) Frequency Analysis

Characteristics	Categories	Times	Frequency (N)	Percentage (%)		
1. Have you travelled with cruise line? (N=573)	Yes	1	135	23.6		
		2	241	42.1		
		3	129	22.5		
		4	20	3.5		
		5	22	3.8		
		6	9	1.6		
		7	4	0.7		
		8	2	0.3		
		9	1	0.2		
		10	3	0.5		
		11	1	0.2		
		13	1	0.2		
		15	2	0.3		
		16	1	0.2		
		18	1	0.2		
		19	1	0.2		
				Total	573	100.0

The histogram of cruise experience (times) has been created based on the frequency analysis. Figure 8 presented the cruise experience (times) histogram. This histogram indicated that most of the Chinese cruise travelers participated in cruise traveling 1 to 3 times in the past decade. The cruise industry is still developing; however, as the consumers

start accepting cruise culture more, the outlook for the future of the cruise industry in China is optimistic.

Figure 8. Cruise Experience (Times) Histogram

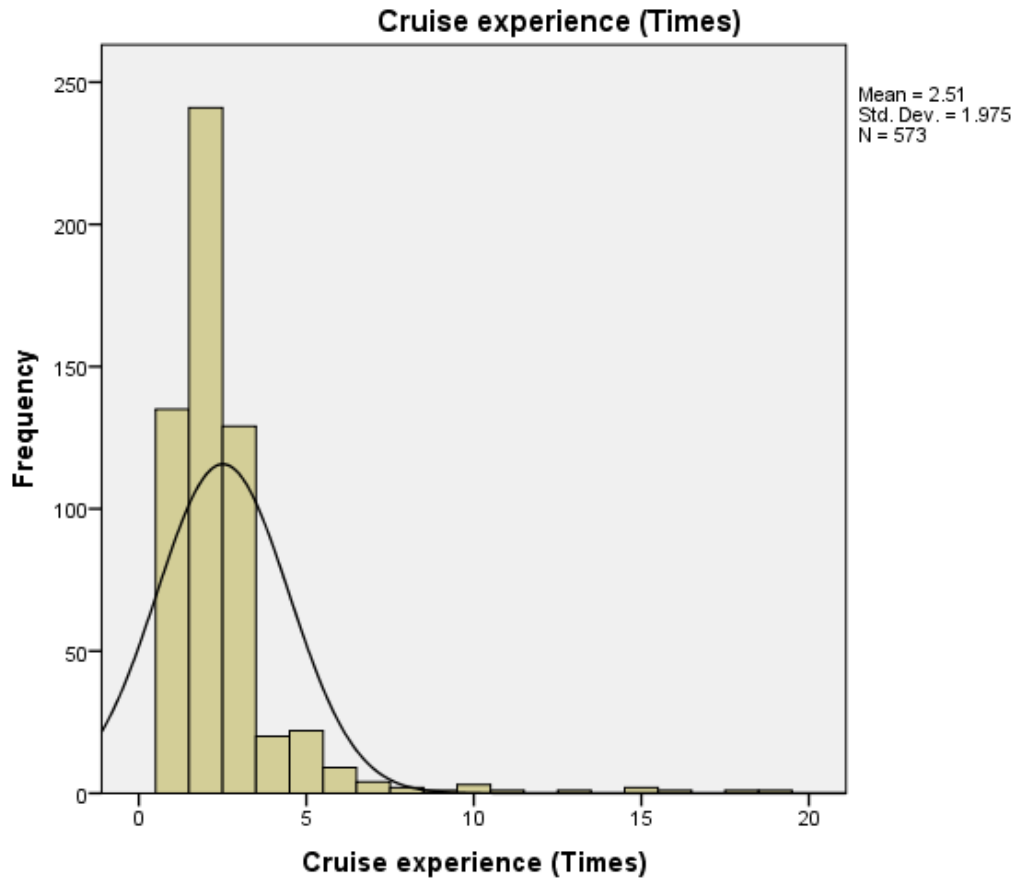


Table 13 presented the cruise preferences profile of this study. Respondents prefer traveling via cruise to Japan (66.1%), Europe (62.1%), and Southeast Asia (58.5%) the most. Surprisingly, less than 50% of respondents prefer participating in cruise traveling to Korea, which was the most attractive cruise destination in the past. A variety of travel-planning time horizons were reported, with 1 to 2 months (50.4%) in advance being the most popular. Online travel agency (70.7%) is the most likely channel for booking a cruise, followed by cruise company (20.8%). Compared to the results of previous studies, the favorite cruise booking channel has changed to online travel agencies and cruise companies

from traditional travel agencies (Fan & Hsu, 2014). As for cruise duration, 7 to 9 days (44.2%) was the most preferred option, followed by 4 to 6 days (33.0%) and 10 to 15 days (16.4%).

Table 13. Cruise Preferences Profile

What is(are) your most preferred cruise destination(s)?			
Southeast Asia	58.5%	Japan	66.1%
Europe	62.1%	North America	25.0%
Korea	42.9%	None	1.9%
Middle East	10.6%	Others()	1.0%
How far in advance would you begin planning your cruise travel?			
Less than a month	12.2%	5-6 months	5.6%
1-2 months	50.4%	More than 6 months	3.0%
3-4 months	28.8%		
What is your most preferred cruise booking channel?			
Online travel agencies	70.7%	Cruise companies	20.8%
Traditional travel agencies	8.2%	Others()	0.3%
What is your most preferred cruise duration?			
1-3 days	3.8%	10-15 days	16.4%
4-6 days	33.0%	More than 15 days	2.6%
7-9 days	44.2%		

Table 14 presented the descriptive statistics of all remaining measurement items from EFA. In this step, tests for normality were performed to measure variability, and other descriptive indicators that were recorded include mean, standard deviation, skewness, and kurtosis. For determining if there is an instance of non-normality, the threshold of 7 Kurtosis distribution was used (Beckman, 2013b; M. E. Byrne, 2006). In addition, Kurtosis distribution should always be addressed when using SEM due to the possibility of its effect on tests of variances and covariances (Decarlo, 1997). The results showed that none of the values of kurtosis exceeded the threshold of 7.

Table 14. Descriptive Statistics of Measurement Items

Factor	Mean	STD	Skewness	Kurtosis
<u>Attitude</u>				
For me, cruising is pleasant.	6.22	.717	-.695	.534
For me, cruising is fun.	6.25	.770	-.829	.506
For me, cruising is interesting.	6.04	.837	-.796	.559
<u>Subjective Norm</u>				
I will participate in cruise travel because it is popular among my friends/family.	4.61	1.425	-.394	-.389
I will participate in cruise travel because my friends/family have talked a lot about it.	4.98	1.425	-.648	-.053
I will participate in cruise travel because it has been recommended by friends/family.	5.05	1.430	-.770	.102
I will participate in cruise travel because my friends/family participated.	5.21	1.560	-.972	.145
I will participate in cruise travel because my friends/family think it is good to participate.	5.22	1.461	-.939	.467
<u>Perceived Behavioral Control</u>				
I have enough time to participate in cruise travel.	5.38	1.175	-.748	.567
I have enough money to participate in cruise travel.	5.77	1.111	-.865	.573
I have enough opportunities to participate in cruise travel.	5.41	1.222	-.834	.638
I feel nothing will prevent me from participating in cruise travel if I want.	4.67	1.465	-.405	-.549
If I want, I can easily participate in cruise travel.	5.45	1.215	-.901	1.031
<u>Self-esteem & Social Recognition</u>				
To do something that impresses others.	3.59	1.562	.328	-.654
To help me feel like a better person.	3.88	1.593	.018	-.782
To increase my feelings of self-worth.	4.13	1.606	-.161	-.814
To derive a feeling of accomplishment.	4.19	1.565	-.211	-.625
To photograph an exotic place to show friends.	4.56	1.633	-.293	-.622
<u>Socialization/Bonding</u>				
Cruising provides me a chance to meet new people.	5.02	1.278	-.469	.186
I cruise because I like to meet different people on a cruise ship.	4.82	1.448	-.380	-.319

To be with other who enjoy the same things you do.	4.56	1.412	-.340	-.266
<u>Enjoy Nature</u>				
To view the scenic beauty.	6.15	.879	-1.050	1.105
To be close to nature (e.g. Ocean).	5.95	1.018	-.917	.607
To enjoy the smells and sounds of nature.	5.94	.952	-.956	1.150
To be where things are natural.	5.76	1.055	-.942	1.244
To learn more about nature.	5.91	1.071	-.963	.585
<u>Family Togetherness</u>				
Because my friends/family want to cruise.	4.37	1.411	-.215	-.560
To interact with friends/family.	4.57	1.556	-.485	-.466
<u>Travel Satisfaction</u>				
Overall, I am satisfied with my experience with cruise traveling.	6.02	.782	-.725	1.164
Overall, cruise traveling worth my time and effort.	5.83	1.006	-.850	.767
Overall, cruise traveling is much better than what I expected.	5.43	1.053	-.493	.263
Overall, cruise traveling as a vacation option is much better than similar options (flight, train, etc.).	5.40	1.143	-.653	.552
<u>Intention</u>				
I'll encourage friends/family to participate in cruise travel.	5.69	.858	-.436	.638
I want to participate in cruise travel within 12 months.	5.87	.978	-.838	1.072
I intend to cruise on special day in the future (e.g. birthday, anniversary, etc.).	5.80	1.065	-.944	1.169
Cruise traveling is my first choice for traveling in the future.	4.95	1.262	-.546	.238
I will save time and money within 12 months for participating in cruise travel.	5.24	1.195	-.775	.774
<hr/>				
Likert scale: (1 – Strongly Disagree, 7 – Strongly Agree)				

For most of respondents, cruising is fun (M=6.25) and pleasant (M=6.22). Respondents agreed that “I will participate in cruise travel because my friends/family participated” (M=5.21) and “I will participate in cruise travel because my friends/family think it is good to participate” (M=5.22) mostly in Subjective Norm. “I have enough money to participate in cruise travel” (M=5.77) showed the highest mean in Perceived Behavioral Control and they want to participate in cruise travel within 12 months (M=5.87), indicating that Chinese consumers have enough money to cruise within the development of economy. According to the mean value of motivation measurement items, nature scenery motivated most of respondents to participate in cruise traveling, followed by socialization and bonding. Furthermore, most respondents are satisfied with their cruise traveling experience (M=6.02).

Results of Confirmatory Factor Analysis (CFA)

CFA was conducted for each construct followed by the testing of the overall measurement model. High modification indices provide evidence of misfit (Joreskog & Sorbom, 1993). There is no specific threshold number to target, however, researchers caution against over fitting the model via the correlation of too many error terms (Byrne, 2009; Wheaton, 1987). When examining the modification indices, two pairs of error variance showed indices higher than 25: e4 <--> e5 (35.929), and e25 <--> e26 (28.433). Only these error covariances with a strong theoretical reasoning in the model to add such covariance were included. Table 15 presented the initial measurement model fit and measurement model fit after adding error covariances (Final measurement model).

Table 15. Fit Statistics for Each Construct - Refined Model

Model	CMIN/DF	CFI	SRMR	RMSEA	PClose
Initial Measurement Model	2.557	0.908	0.076	0.052	0.129
Final Measurement Model	2.436	0.916	0.075	0.050	0.472
Threshold	Between 1 to 3	$\geq .90$	$< .08$	$< .06$	$> .05$

The fit indices for the final results indicated a well-fitted model for the constructs. Furthermore, this study performed checks for validity and reliability. The final measurement model featured 9 constructs measuring 27 observed variables. The items had factor loadings ranging from 0.51 to 0.90 and all paths were significant ($p < 0.001$). The composite reliabilities of each construct ranged from 0.630 to 0.891, all meeting the minimum 0.70 criteria except for ATT (CR=0.630) (Hair et al., 2006). Table 16 presented the factor loadings and the composite reliabilities of constructs for the final measurement model.

Table 16. Factor Loadings and Composite Reliabilities of the Final Measurement Model

Construct	Scale Items	Factor Loading	Composite Reliability
ATT	For me, cruising is pleasant.	0.68	0.630
	For me, cruising is fun.	0.61	
	For me, cruising is interesting.	0.51	
SN	I will participate in cruise travel because it is popular among my friends/family.	0.74	0.891
	I will participate in cruise travel because my friends/family have talked a lot about it.	0.86	
	I will participate in cruise travel because it has been recommended by friends/family.	0.81	
	I will participate in cruise travel because my friends/family participated.	0.77	
	I will participate in cruise travel because my friends/family think it is good to participate.	0.75	
PBC	I have enough time to participate in cruise travel.	0.69	0.831
	I have enough money to participate in cruise travel.	0.67	
	I have enough opportunities to participate in cruise travel.	0.75	
	I feel nothing will prevent me from participating in cruise travel if I want.	0.69	
	If I want, I can easily participate in cruise travel.	0.71	
SS	To do something that impresses others.	0.80	0.887
	To help me feel like a better person.	0.88	
	To increase my feelings of self-worth.	0.80	
	To derive a feeling of accomplishment.	0.73	
	To photograph an exotic place to show friends.	0.68	
EN	To view the scenic beauty.	0.69	0.865
	To be close to nature (e.g. Ocean).	0.78	
	To enjoy the smells and sounds of nature.	0.73	
	To be where things are natural.	0.79	
	To learn more about nature.	0.75	
SC	Cruising provides me a chance to meet new people.	0.80	0.869

	I cruise because I like to meet different people on a cruise ship.	0.85	
	To be with other who enjoy the same things you do.	0.84	
FM	Because my friends/family want to cruise.	0.90	0.872
	To interact with friends/family.	0.86	
TS	Overall, I am satisfied with my experience with cruise traveling.	0.68	0.730
	Overall, cruise traveling worth my time and effort.	0.62	
	Overall, cruise traveling is much better than what I expected.	0.58	
	Overall, cruise traveling as a vacation option is much better than similar options (flight, train, etc.).	0.66	
INT	I'll encourage friends/family to participate in cruise travel.	0.65	0.736
	I want to participate in cruise travel within 12 months.	0.56	
	I intend to cruise on special day in the future (e.g. birthday, anniversary, etc.).	0.53	
	Cruise traveling is my first choice for traveling in the future.	0.87	
	I will save time and money within 12 months for participating in cruise travel.	0.58	
Threshold		> 0.50	> 0.70

This study used second-order factor in cruise traveling motivation section, and reliability and validity tests have been applied for the second-order factor. As discussed in Chapter 3, composite reliabilities (CR), average variance extracted (AVE), maximum shared squared variance (MSV), average shared squared variance (ASV), and discriminant validity table reported below. According to previous studies, convergent validity exists when the average variance extracted (AVE), and discriminant validity occurs when measurement items from two or more different factors are not significantly correlated (Beckman, 2013b; Fornell & Larcker, 1981). Hair et al. (2006) and Beckman (2013) mentioned that “discriminant validity includes whether MSV is less than the AVE and whether the ASV is less than the AVE”, meaning that MSV and ASV for each construct need to be less than AVE for each construct in order to provide further confirmation of discriminant validity. MaxR(H) which refers to McDonald Construct Reliability is also estimated. MaxR(H) statistics are estimated to ensure the reliability of the six constructs. Table 17 presented validity and reliability table and Table 18 reported the discriminant validity of the final measurement model.

Table 17. Validity and Reliability of the Final Measurement Model

Construct	CR	AVE	MSV	MaxR(H)
ATT	0.630	0.365	0.630	0.644
SN	0.891	0.621	0.655	0.898
PBC	0.831	0.496	0.341	0.833
TS	0.730	0.404	0.994	0.734
INT	0.736	0.360	0.994	0.743
Motivation	0.706	0.399	0.655	0.770
Threshold	> 0.70	MSV < AVE		

ATT=Attitude towards behavior; SN=Subjective Norm; PBC=Perceived behavioral control; TS=Travel satisfaction; INT=Behavioral intention; CR=Composite reliability; AVE=Average Variance Extracted; MSV=Maximum shared squared variance; MaxR(H)=Maximum reliability.

Table 18. Discriminant Validity of the Final Measurement Model

Construct	ATT	SN	PBC	TS	INT	Motivation
ATT	0.605					
SN	0.224	0.788				
PBC	0.325	0.312	0.704			
TS	0.794	0.273	0.524	0.636		
INT	0.671	0.396	0.584	0.997	0.600	
Motivation	0.241	0.809	0.469	0.475	0.674	0.631

ATT=Attitude towards behavior; SN=Subjective Norm; PBC=Perceived behavioral control; TS=Travel satisfaction; INT=Behavioral intention.

As the table showed, most of MSV values are greater than the AVEs, which means the general validity for this measurement model is not acceptable. This situation could be caused by three reasons, as follows: (1) The reliability of data sources is not high enough because of collecting data through online purely in China from the United States; (2) This is the first study to combine both Theory of Planned Behavior and Motivation – Satisfaction Theory in cruise tourism research, and the validity of some constructs need to be reconsidered; and (3) Since there are more than 25 variables, 572 respondents are not enough to represent the whole population.

Validity is an integrated evaluative judgment of the degree to which empirical evidence and theoretical rationales support the adequacy and appropriateness of inferences and actions based on model fit (Messick, 1989). More broadly, scholars need to concern the validity at the beginning of SEM, not only the validity of all the measurement procedures used, but also the validity of the research design, the experimental methods, and conclusions and inferences (Drost, 2011). However, Kahle & Malhotra (1994) argued that AVE is often too strict, and reliability can be established through CR alone.

For increasing the validity in the future, the researcher could collect data from consumers face to face near the ports in China or access the secondary database from cruise

companies directly. Moreover, as the construct Travel Satisfaction is highly correlated with some factors in the Theory of Planned Behavior, the researcher needs to run more tests to check if the construct Travel Satisfaction could integrate with the Theory of Planned Behavior.

Structural Equation Evaluation

The research model included the proposed relationships among exogenous (independent variables) and endogenous (dependent variables) variables and was tested using a structural equation model (SEM). Independent variables in this study included first-order motivational factors Self-esteem and self-recognition, Enjoy nature, Family togetherness, and Socialization and bonding; also, the planned behavior factors Subjective norm and Perceived behavioral control. Dependent variables included second-order factor Motivation, Attitude towards behavior, Behavioral intention, and Travel satisfaction.

Overall statistics for the structural model include: chi-square (df) = 1481.275 (608); chi-square/df = 2.436; CFI = 0.916; SRMR = 0.075; RMSEA = 0.050; and PClose = 0.472. These fit statistics conclude that the data fit the proposed research model. Table 19 and Figure 9 presented the results of the proposed hypotheses. Indicators of the hypothesis support included standardized regression estimates, path weight significance, previous studies and theory. Standard errors, standardized regression weights, and critical ratios for each construct are provided in Table 19.

Table 19. The Standardized Regression Weights for Hypotheses 1 through 9

Hypothesis	Structural Path	Standardized Regression Weight	Standard Error	Critical Ratio	p-value	Result
H1	Attitude Towards Behavior → Behavioral Intention	0.120	0.054	2.543	**	Significant
H2	Subjective Norm → Behavioral Intention	0.157	0.102	9.166	***	Significant
H3	Perceived Behavioral Control → Behavioral Intention	0.130	0.023	3.279	***	Significant
H4	Subjective Norm → Attitude Towards Behavior	0.178	0.053	6.517	***	Significant
H5	Perceived Behavioral Control → Attitude Towards Behavior	0.191	0.031	6.517	***	Significant
H6	Motivation → Attitude Towards Behavior	0.196	0.033	3.150	***	Significant
H7	Motivation → Satisfaction	0.564	0.041	7.992	***	Significant
H8	Satisfaction → Behavioral Intention	0.864	0.085	10.268	***	Significant
H9	Motivation → Behavioral Intention	0.152	0.035	2.591	**	Significant

P < 0.05: significant.

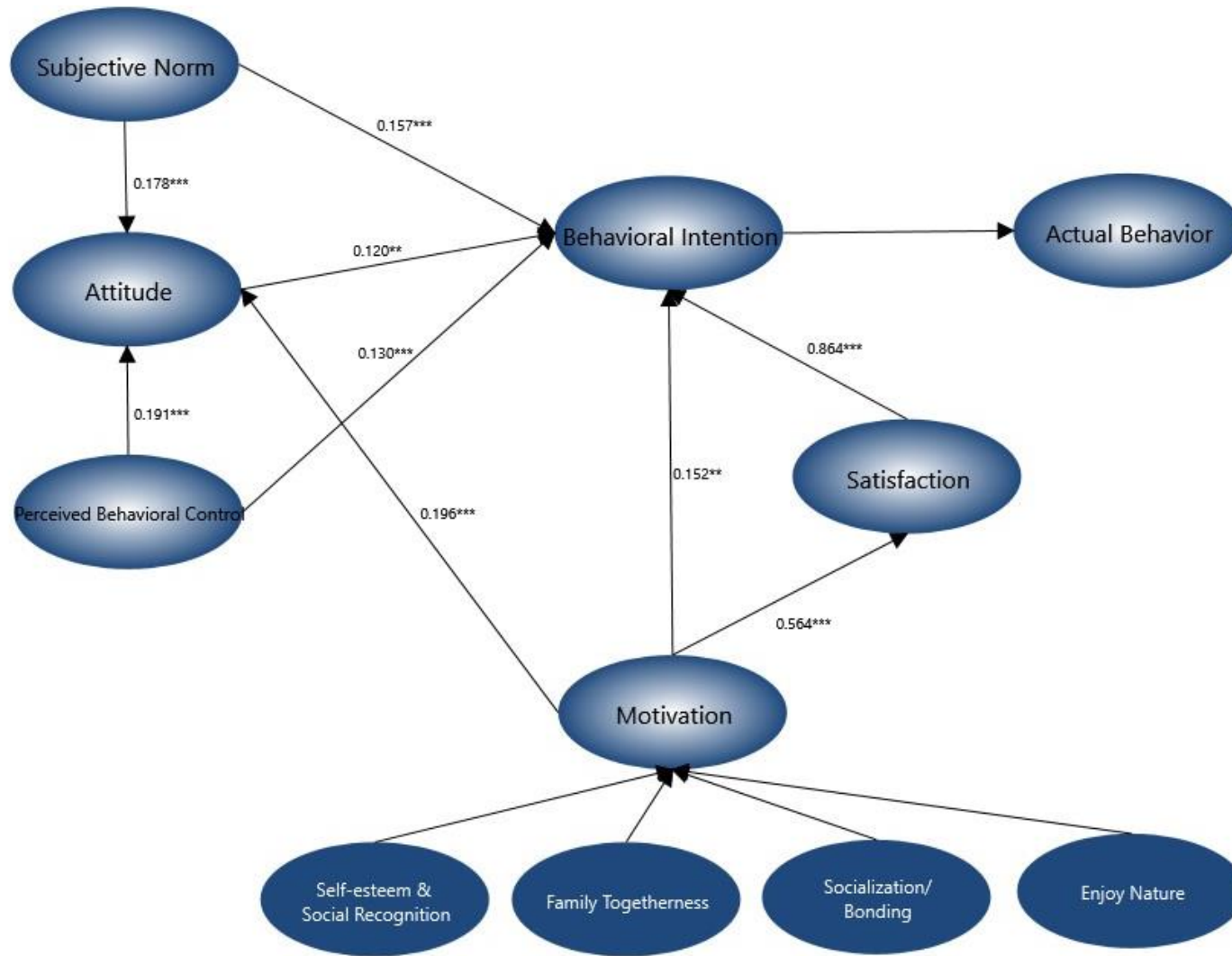


Figure 9. Proposed Research Model with Standardized Regression Weights

Hypotheses Testing

H1. Chinese cruise travel attitudes exert a positive influence upon Chinese cruise travel intention.

The path weight of H1 (0.120) was significant at $p < 0.01$ level. Chinese cruise travel attitudes exert a positive influence on Chinese cruise travel intention. As a result, H1 was accepted. Thus, cruise tourists' intention is affected by how they think about cruise traveling. People who think cruise travel positively are more likely to participate in cruise traveling.

H2. Subjective norms have a positive effect on Chinese cruise travel intention.

The path weight of H2 (0.157) was significant at $p < 0.001$ level. Subjective norms have a positive effect on Chinese cruise travel intention. As a result, H2 was accepted. Therefore, cruise tourists' intention is affected by an individual's perceptions of what others think of participating in cruise traveling. People would pay attention to others' ideas about cruise travel before making a decision. If others have positive thinking of cruise travel, people will have more intention to participate in cruise traveling.

H3. Perceived behavior control positively influences Chinese cruise travel intention.

The path weight of H3 (0.130) was significant at $p < 0.001$ level. Perceived behavioral control positively influenced Chinese cruise travel intention. As a result, H3 was accepted. Thus, cruise tourists' intention is affected by an individual's perceptions of their abilities to perform a given behavior. If consumers believe they could have enough ability to participate in cruise traveling, the behavioral intention of cruise traveling would be stronger.

H4. Subjective norms have a positive effect on Chinese cruise travel attitude.

The path weight of H4 (0.178) was significant at $p < 0.001$ level. Subjective norms have a positive effect on Chinese cruise travel attitude. As a result, H4 was accepted. Therefore, Chinese cruise travelers' attitudes are influenced by what others think of when participating in cruise traveling, which means if others highly recommend cruise traveling in China, people would think of cruise traveling positively.

H5. Perceived behavior control positively influences Chinese cruise travel attitude.

The path weight of H5 (0.191) was significant at $p < 0.001$ level. Perceived behavior control positively influenced Chinese cruise travel attitude. As a result, H5 was accepted. Thus, cruise tourists' attitudes to participate in cruise traveling are affected by an individual's perceptions of their abilities to perform a given behavior. It means when people have enough ability, such as time, money and opportunity to travel with cruise lines, they would have better attitudes about cruise traveling.

H6. Chinese cruise travel motivation has a positive effect on Chinese cruise travel attitude.

The path weight of H6 (0.196) was significant at $p < 0.001$ level. Chinese cruise travel motivation has a positive effect on Chinese cruise travel attitude. As a result, H6 was accepted. Therefore, cruise tourists' attitudes to participate in cruise traveling are affected by their motivations, which means if Chinese consumers have stronger motivation to participate in cruise traveling, they would have better ideas about cruise traveling.

H7. Chinese cruise travel motivation has a positive effect on Chinese cruise travel satisfaction.

The path weight of H7 (0.564) was significant at $p < 0.001$ level. Chinese cruise travel motivation has a positive effect on Chinese cruise travel satisfaction. As a result, H7

was accepted. Therefore, cruise tourists' satisfaction is affected by cruise travel motivation, such as self-esteem and social recognition, family togetherness, socialization and bonding, and nature scenery. If the Chinese consumer is strongly motivated before participating in cruise traveling, they will be more satisfied when they travel with cruise lines.

H8. Chinese cruise travel satisfaction positively influences Chinese cruise travel intention.

The path weight of H8 (0.864) was significant at $p < 0.001$ level. Chinese cruise travel satisfaction positively influenced Chinese cruise travel intention. As a result, H8 was accepted. Therefore, cruise travel intention in China is affected by consumer satisfaction from the past cruise travel experience. People who are satisfied with past cruise travel experience would consider cruising as a vacation more in China.

H9. Chinese cruise travel motivation positively directly affects Chinese cruise travel intention.

The path weight of H9 (0.152) was significant at $p < 0.01$ level. Chinese cruise travel motivation positively directly affected Chinese cruise travel intention. As a result, H9 was accepted. Thus, cruise tourists' intention is directly affected by cruise travel motivation, which means several factors could influence consumers' perceptions and decisions of participating in cruise traveling. Each consumer has its own needs and demands, and those needs and demands would bring direct effects on cruise travel intention.

CHAPTER 5: DISCUSSION

Discussion 1. What do Chinese people prefer when cruising?

As discussed in Chapter 4, respondents prefer traveling via cruise to Japan (66.1%), Europe (62.1%), and Southeast Asia (58.5%) the most. Surprisingly, less than 50% of respondents prefer participating in cruise traveling to Korea which was the most attractive cruise destination in the past. A variety of travel-planning time horizons were reported, with 1 to 2 months (50.4%) in advance being the most popular. Online travel agency (70.7%) is the most likely channel for booking a cruise, followed by cruise company (20.8%). Compared to the results of previous studies, the favorite cruise booking channel has changed to online travel agencies and cruise companies from traditional travel agencies (Fan & Hsu, 2014). As for cruise duration, 7 to 9 days (44.2%) was the most preferred option, followed by 4 to 6 days (33.0%) and 10 to 15 days (16.4%).

In conclusion, Chinese people prefer Japan, Europe, and Southeast Asia as cruise traveling destination with 7 to 9 days duration. Furthermore, cruise tourists prefer to plan and book cruise products 1 to 2 months in advance from online travel agency.

Discussion 2. What drives Chinese consumers to participate in cruise travel?

From the results of hypotheses testing, attitude towards Chinese cruise traveling positively affects consumer future behavioral intention of traveling with cruise lines, which showed that the majority of people in China have accepted cruise in their life, and attitude towards cruise traveling is affecting Chinese consumers cruise traveling. Motivational items, such as self-esteem and social recognition, family togetherness, socialization and bonding, and nature scenery, are highly affecting cruise tourists' travel satisfaction. Each

individual has its own needs and demands, which means motivational items could be different from person to person. Furthermore, Chinese cruise travelers' satisfaction is highly correlated to cruise tourists' behavioral intention, and cruise travelers' motivation directly impacted cruise tourists' behavioral intention. Thus, Chinese consumers could be driven by variable motivational items and satisfaction from past cruise traveling experience. Moreover, the path of subjective norm and perceived behavioral control to behavioral intention has been prove significant, indicating that subjective norm and perceived behavioral control could have impact on intention to travel with cruise.

In conclusion, attitude towards cruise traveling, subjective norm, perceived behavioral control, motivational items, and travel satisfaction from past cruise traveling experiences could drives Chinese consumers to participate in cruise travel.

Discussion 3. How might cruise companies attract more consumers in China?

This study examined the cruise travel motivation and traveling intentions in China, and its results can be utilized by cruise companies and travel agencies to meet Chinese cruise travelers' needs and maximize their profits. As concluded in Discussion 2, attitude towards cruise traveling, subjective norms, perceived behavioral control, motivational items, and travel satisfaction could impact Chinese travelers consumption of cruise products. Cruise companies could deploy their strategies based on each factor in the model.

Attitude Towards Behavior (ATT). Knowing what consumers care about is important for cruise companies. According to the previous studies, cruise tourists were more concerned about the branding and the reputation of the cruise company, indicating that companies could build up brand recognition and reputation to attract consumers.

Furthermore, as the cruise culture in China is still developing, cruise companies could hold more events to increase the cruise culture's acceptance in China.

Subjective Norm (SN). People will always care about what others think about cruise traveling in China, and if others believe cruise traveling is good and worthy, people would intend to travel with cruise more. Cruise companies could promote their products through word-of-mouth. Word-of-mouth marketing is a powerful asset in the line of work, and it not only piques people's interest, but also the same time, gets people talking. About 62% of consumers search online for reviews and information before purchasing a cruise product and a 90% believe brand recommendations from friends. Cruise companies need to offer a unique and shareworthy experience to consumers and encourage consumers to provide feedback after traveling with cruise. Moreover, creating a referral program could enhance the reputation of the cruise life through word-of-mouth for marketing in China.

Perceived Behavioral Control (PBC). China's economy is growing rapidly, and more and more people have enough money to consume cruise products. However, cruise companies and travel agencies are using the Chartered Distribution Model to sell products, which currently causes virulent price competition in the cruise industry. This competition confuses some cruise travelers, and the distribution strategy needs to be revolutionized. Cruise companies could increase direct distribution in China, and pricing strategy and pricing authority should be controlled by the companies. Furthermore, respondents' favorite cruise traveling duration is 7 to 9 days, and cruise companies in China could forms this duration in their marketing.

Motivation. As discussed above, cruise motivation could be different from person to person. For attracting different consumers, cruise companies could promote personalized

products, and consumers could have diverse cruise products in China. Customizing meals, drinks, activities and children's entertainments on cruise ships could satisfy different consumers' needs and demands.

Travel Satisfaction (TS). Travel satisfaction showed high correlation to behavioral intention, and cruise companies could focus on enhancing travelers' travel satisfaction. For increasing travel satisfaction, cruise companies need to understand the needs and demands of cruise travelers. Moreover, solving complaint issues on time is necessary.

Behavioral Intention (INT). Most of people strongly agree with "I intend to cruise on special day in the future (e.g. birthday, anniversary, etc.)" in the survey, indicating that there is a high intention to cruise on a special day, and cruise companies could consider developing diverse cruise products. There are plenty of traditional holidays in China, and cruise companies can set up celebration events on board to engage consumers' needs.

CHAPTER 6: IMPLICATIONS

Theoretical Implications

From a theoretical perspective, this research offered two important contributions. First of all, it supported the findings of past empirical studies (Fan & Hsu, 2014; Fan et al., 2015; Fu et al., 2010; Han & Hyun, 2018; Hung & Petrick, 2010, 2011; Xie et al., 2012) that attitudes, travel satisfaction, and cruise motivation have vital roles in the formation of behavioral intention. Secondly, it extended the existing knowledge on behavioral intention formation, especially the motivational items and travel satisfaction construct are also important determinants of behavioral intention. Conceptually, this study offers empirical evidence that the Theory of Planned Behavior and Motivation – Satisfaction Theory makes up the essential structure of the formation of behavioral intention in the cruise tourism industry. Future studies, especially in cruise tourism, should incorporate motivation and travel satisfaction as behavioral intention drivers. This is the first combination of the Theory of Planned Behavior and Motivation – Satisfaction Theory as previous studies have not addressed the effect of both motivation and travel satisfaction constructs in a comprehensive behavioral intention model, especially in the cruise industry. Therefore, future studies in the cruise industry that aim to examine the model of behavioral intention should include not only subjective norm, attitude towards behavior, and perceived behavioral control, but also motivation and travel satisfaction constructs.

Managerial Implications

The major findings of this study have significant managerial implications for cruise tourism business in China. This study examined cruise travel motivation and traveling

intentions in China, and its results can be utilized by cruise companies and travel agencies to meet Chinese cruise travelers' needs and maximize their profits. According to the findings in this study, cruise companies could deploy their strategies based on each factor in the model, including subjective norm, attitude towards cruise traveling behavior, perceived behavioral control, cruise travel motivation, cruise travel satisfaction, and cruise travel intention. Most of these managerial implications have been discussed in Chapter 5.

Limitation and Future Research

This study, however, has its own limitations: First of all, the survey was conducted to 573 people, and it is not enough to give an in—depth evaluation of such a comprehensive model. Future research may collect more data to accomplish the model requirements. Secondly, although model fit is excellent, the validity is not acceptable generally because of data collection, reliability of data, and the combination of both theories. Future study may consider and check validity from data collection and theory selection. Thirdly, this is the first attempt to integrate the Theory of Planned Behavior and Motivation – Satisfaction Theory in the cruise industry, and it only included 4 motivational factors. Future research may test more motivational factors and travel satisfactions items. However, this study found interesting findings which can inspire more in-depth future research to get more accurate results and high-quality information.

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APPENDICES

Chinese Cruise Travelling Perception Research

Dear Friends,

Thank you for participating in this survey studying perception of preferred needs and demands for Chinese cruise travelers. It will take a few minutes for you to complete the questionnaire. The information you provide will help governmental agencies, tourism business planners, cruise companies, travel agencies and university for the development of cruise business in China. I value your thoughts and opinions; the data collected from you will only be used for research purpose, and the information will be kept confidential.

Part 1 – Attitude Towards the Behavior (ATT) [Ref: Fishbein & Ajzen, 1975; Park et al., 2017; Liu, 2019]

		Strongly Disagree			Neutral			Strongly agree
Q1	For me, cruising is pleasant.	1	2	3	4	5	6	7
Q2	For me, cruising is fun.	1	2	3	4	5	6	7
Q3	For me, cruising is enjoyable.	1	2	3	4	5	6	7
Q4	For me, cruising is valuable.	1	2	3	4	5	6	7
Q5	For me, cruising is interesting.	1	2	3	4	5	6	7
Q6	For me, cruising is safe.	1	2	3	4	5	6	7

Part 2 – Subjective Norm (SN) [Ref: Park et al., 2017; Liu, 2019; Lam & Hsu, 2006]

		Strongly Disagree			Neutral			Strongly agree
Q1	I will participate in cruise travel because it is popular among my friends/family.	1	2	3	4	5	6	7
Q2	I will participate in cruise travel because my friends/family have talked a lot about it.	1	2	3	4	5	6	7
Q3	I will participate in cruise travel because it has been recommended by friends/family.	1	2	3	4	5	6	7
Q4	I will participate in cruise travel because my friends/family participated.	1	2	3	4	5	6	7

Q5	I will participate in cruise travel because my friends/family think it is good to participate.	1	2	3	4	5	6	7
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Part 3 – Perceived Behavioral Control (PBC) [Ref: Ajzen, 1991; Park et al., 2017; Chien et al., 2012; Liu, 2019]

		Strongly Disagree			Neutral			Strongly agree
Q1	I have enough time to participate in cruise travel.	1	2	3	4	5	6	7
Q2	I have enough money to participate in cruise travel.	1	2	3	4	5	6	7
Q3	I have enough opportunities to participate in cruise travel.	1	2	3	4	5	6	7
Q4	I feel nothing will prevent me from participating in cruise travel if I want.	1	2	3	4	5	6	7
Q5	If I want, I can easily participate in cruise travel.	1	2	3	4	5	6	7

Part 4 – Self-esteem & social recognition [Ref: Hung & Petrick, 2011; Manfredi et al., 1996; Han & Hyun, 2019]

		Strongly Disagree			Neutral			Strongly agree
Q1	To do something that impresses others.	1	2	3	4	5	6	7
Q2	To help me feel like a better person.	1	2	3	4	5	6	7
Q3	To increase my feelings of self-worth.	1	2	3	4	5	6	7
Q4	To derive a feeling of accomplishment.	1	2	3	4	5	6	7
Q5	To photograph an exotic place to show friends.	1	2	3	4	5	6	7

Part 5 – Escape/relaxation [Ref: Hung & Petrick, 2011; Manfredi et al., 1996; Han & Hyun, 2019]

		Strongly Disagree			Neutral			Strongly agree
Q1	So that I can be free to do whatever I want.	1	2	3	4	5	6	7
Q2	To give my mind a rest.	1	2	3	4	5	6	7
Q3	I cruise to have fun.	1	2	3	4	5	6	7

Q4	To have more privacy than you have back home.	1	2	3	4	5	6	7
Q5	To get away from the usual demands of life.	1	2	3	4	5	6	7

Part 6 – Learning/discovery & thrill [Ref: Hung & Petrick, 2011; Manfredo et al., 1996; Han & Hyun, 2019]

		Strongly Disagree			Neutral			Strongly agree
Q1	To gain knowledge.	1	2	3	4	5	6	7
Q2	To experience other cultures.	1	2	3	4	5	6	7
Q3	To discover something new.	1	2	3	4	5	6	7
Q4	To learn more about nature.	1	2	3	4	5	6	7

Part 7 – Socialization/Bonding [Ref: Hung & Petrick, 2011; Manfredo et al., 1996; Han & Hyun, 2019]

		Strongly Disagree			Neutral			Strongly agree
Q1	Because my friends/family want to cruise.	1	2	3	4	5	6	7
Q2	To interact with friends/family.	1	2	3	4	5	6	7
Q3	Cruising provides me a chance to meet new people.	1	2	3	4	5	6	7
Q4	I cruise because I like to meet different people on a cruise ship.	1	2	3	4	5	6	7
Q5	To be with other who enjoy the same things you do.	1	2	3	4	5	6	7

Part 8 – Enjoy nature [Ref: Manfredo et al., 1996]

		Strongly Disagree			Neutral			Strongly agree
Q1	To view the scenic beauty.	1	2	3	4	5	6	7
Q2	To be close to nature (e.g. Ocean).	1	2	3	4	5	6	7
Q3	To enjoy the smells and sounds of nature.	1	2	3	4	5	6	7
Q4	To be where things are natural.	1	2	3	4	5	6	7

Part 9 – Creativity [Ref: Manfredo et al., 1996]

		Strongly Disagree			Neutral			Strongly agree
Q1	To be creative.	1	2	3	4	5	6	7
Q2	To do something creative such as diving, game changers, marquee shows.	1	2	3	4	5	6	7

Q3	To gain a new perspective on life.	1	2	3	4	5	6	7
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Part 10 – Travel Satisfaction (TS) [Ref: Yoon & Uysal, 2005; Han & Hyun, 2018]

		Strongly Disagree			Neutral			Strongly agree
Q1	Overall, I am satisfied with my experience with cruise traveling.	1	2	3	4	5	6	7
Q2	Overall, cruise traveling worth my time and effort.	1	2	3	4	5	6	7
Q3	Overall, cruise traveling is much better than what I expected.	1	2	3	4	5	6	7
Q4	Overall, cruise traveling as a vacation option is much better than similar options (flight, train, etc.).	1	2	3	4	5	6	7

Part 11 – Behavioral Intention (INT) [Ref: Park et al., 2017; Fan & Hsu, 2014; Chien et al., 2012]

		Strongly Disagree			Neutral			Strongly agree
Q1	I'll encourage friends/family to participate in cruise travel.	1	2	3	4	5	6	7
Q2	I want to participate in cruise travel within 12 months.	1	2	3	4	5	6	7
Q3	I intend to cruise on special day in the future (e.g. birthday, anniversary, etc.).	1	2	3	4	5	6	7
Q4	Cruise traveling is my first choice for traveling in the future.	1	2	3	4	5	6	7
Q5	I will save time and money within 12 months for participating in cruise travel.	1	2	3	4	5	6	7

Part 12 – Cruise Preference Profile (CPP) [Ref: Fan & Hsu, 2014]

Q1: What is(are) your most preferred cruise destination(s)?

1. Southeast Asia
2. Europe
3. Korea
4. Middle East

5. Japan
6. North America
7. None
8. Others ()

Q2: How far in advance would you begin planning your cruise travel?

1. Less than a month
2. 1-2 months
3. 3-4 months
4. 5-6 months
5. More than 6 months

Q3: What is your most preferred cruise booking channel?

1. Online travel agencies
2. Traditional travel agencies
3. Cruise companies
4. Others ()

Q4: What is your most preferred cruise duration?

1. 1-3 days
2. 4-6 days
3. 7-9 days
4. 10-15 days
5. More than 15 days

Part 13 – Personal Information (PI)

Q1: Have you travelled with cruise lines?

1. Yes (How many times ())

2. No

Q2: GENDER

1. Male

2. Female

Q3: YOU ARE

1. Single

2. Married

3. With Partner

Q4: AGE

1. 21 – 24

2. 25 – 34

3. 35 – 44

4. 45 – 54

5. 55 – 64

6. 65 plus

Q5: TOTAL HOUSEHOLD ANNUAL INCOME

1. RMB 50,000 or less

2. RMB 50,000 – RMB 99,999

3. RMB 100,000 – RMB 149,999

4. RMB 150,000 – RMB 199,999

5. RMB 200,000 – RMB 249,999

6. RMB 250,000 – RMB 299,999

7. RMB 300,000 – RMB 349,999

8. RMB 350,000 or more

Q6: Where do you live?

1. North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia)

2. Northeast (Liaoning, Jilin, Heilongjiang)

3. East China (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong)

4. Central and South (Henan, Hubei, Hunan, Guangdong, Guangxi, Hainan, HK, Macau)

5. Southwest (Chongqing, Sichuan, Guizhou, Yunnan, Tibetans)

6. Northwest (Shanxi, Gansu, Qinghai, Ningxia, Xinjiang)

Q7: EDUCATION

1. High School

2. Associate degree

3. Bachelor's Degree

4. Master's Degree

5. Doctoral Degree

6. Other Education/Trade

Thank you very much for your time and effort in completing this questionnaire.