

THE INFLUENCE OF PERCEIVED BEHAVIORAL CONTROL AND DESIRE TO TRAVEL ON DOMESTIC TRAVEL INTENTION TO BANGKOK: A MODERATED MEDIATION MODEL OF TOURISTS' ATTITUDES AND PREFERENCES

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Abstract

This study's objective was to investigate how desire to travel, and perceived behavioral control, affected domestic travel intentions for travel to Bangkok at the time of the COVID-19 epidemic. The study suggests that attitudes and preferences can be considered as moderators for both the association between perceived behavioral control and intentions to travel domestically, as well as the association between perceived behavioral control and desire to travel. It also suggests that attitudes and preferences can moderate the strength of the mediated relationship. The sample used in this study was collected from June 2022, after Thailand began to relax the most recent COVID-19 health regulations. A total of 400 responses were collected and utilized in the study. For testing H1 on the effects of mediation, the data were analyzed using moderated multiple regression via Hayes' Process Macro v4.2 with SPSS, while H2 and H3 were examined using moderated hierarchical regression analysis. H4 was then examined using the moderated mediation model. The results suggest that the magnitude of the mediated association between perceived behavioral control and domestic travel intentions for Thai domestic tourism was moderated by tourists' attitudes and preferences. The conditional indirect effect of perceived behavioral control and the desire to travel on the intention to travel domestically was strong when attitudes and preferences were valued highly.

Keywords: Domestic travel intention, COVID-19 pandemic, Tourists, Bangkok

INTRODUCTION

Over the past 20 years, Thailand has grown to be a significant tourist destination on the global stage. Several economies are heavily dependent on tourism, with more than 10% of their GDP coming directly from the industry. Due to COVID-19, there have been

millions of job losses, significant economic issues, and business collapses, due to the abrupt decline in visitor arrivals and subsequent collapse in demand in the tourism sector (Helble & Fink, 2020; Zhang, Song, Wen, & Liu, 2021; Chancharat & Meeprom, 2022). While the beginning of the COVID-19 outbreak in 2019 severely disrupted

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Thailand's tourism, everything began to improve in 2022. Tourist arrivals were lower than before the pandemic, but still higher than the entire year 2021. This is in accordance with the Krunghthai Compass (2020) study's predictions that Thailand would again be a popular choice of place to visit after the COVID-19 crisis. The government has substantially changed the situation, particularly by establishing a plan in place to support businesses. The "We travel together" program, for instance, is one of many government initiatives to assist the Thai tourist industry, along with the Amazing Thailand Safety and Health Administration (SHA) which is a program designed to raise sanitary safety standards for the Thai tourism industry (SHA). The main target group is tourists from Bangkok, who are known to spend the most money on domestic travel, followed by southern and northern tourists, respectively (Economic, Tourism and Sports Division, 2020). Therefore, it is crucial to comprehend the projected travel intentions of Thai domestic travellers after COVID-19, particularly in Bangkok, in order to prepare the tourism and travel businesses for growth after the travel restrictions are removed and supportive measures are in place.

The TPB is an extension of the TRA, which provides a useful tool to anticipate a variety of behaviors, including intention behavior in numerous studies in the literature on hospitality during COVID-19 (Das & Tiwari, 2020; Riestyaningrum, Ferdaos & Bayramov, 2020; Sawmong, 2020; Rastegar, Seyfi & Rasoolimanesh, 2021; Worrachananun & Srisuksai, 2021). The COVID-19 pandemic status, attitudes, preferences, hygiene, and safety, all statistically have an impact on people's travel tendencies. The impression of control over the COVID-19 scenario also influences travel intentions and visitor behavior. Numerous studies have also shown that tourist attitudes and preferences have a moderating effect on the connection between tourist-related activities and travel intentions (Dogra, Adil, Sadiq, Rafiq, & Paul, 2022; Ullah, Singh & Mansor, 2022; Wang, Zaman, & Alvi, 2022).

As a result, the relationship between tourist-related behaviors (tourist's perception, tourist's value, and tourist's behaviors) and travel intentions is moderated by tourists' attitudes and preferences regarding the intended behavior.

According to a study by Riestyaningrum, Ferdaos, & Bayramov (2020), the COVID-19 epidemic situation had an overarching impact on attitudes, preferences, health, and safety. In addition, Das & Tiwari (2021) discovered that tourists' travel intentions were influenced by their desire to travel and their cognitive ability to control the behavior. In the context of Thailand, Sawmong (2020) looked at the effects of visitors' travel intentions, organizational reactions to the COVID-19 scenario, and perceptions of COVID-19 control measures on visitors' behavior. There is not much pertinent research on domestic tourist intentions, even though the present literature focuses on board settings. By examining the impact of perceived behavioral control and the desire to travel on domestic travel intentions for travel to Bangkok during the COVID-19 outbreak, this study intends to close a gap in the literature. However, it focuses on a moderated mediation model of tourists' attitudes and preferences. To accomplish this objective, this study employed the theory of planned behavior (TPB) and reviewed literature of domestic travel intentions and the moderating role of tourists' attitudes and preferences in various contexts. The following are the study's contributions: Firstly, Thailand, which has not yet been researched during the crisis, is a key focus of this study's crucial contribution to the body of knowledge on domestic travel intentions. Undoubtedly, the study will point out some benefits of continuing to plan domestic trips. Secondly, the suggested model clarifies travellers' intentions, particularly in Bangkok. Thirdly, the study emphasizes how crucial tourist attitudes and preferences are as a moderating element in enhancing the influence of perceived behavioral control and travel desire on domestic travel intentions. Finally, the resulting model will act as a guide for tourism

sector firm owners as they execute suitable methods for fulfilling domestic travel objectives, particularly in Bangkok. This paper is organized as follows: The literature review and hypothesis development are presented in Section 2. Section 3 presents the data source and data analysis techniques, while Section 4 presents the outcomes and interpretations of those outcomes. Section 5 concludes with a discussion of the findings, their implications for domestic travel plans, the study's limitations, and recommendations for further research.

LITERATURE REVIEW

Theories and Hypotheses

The literature review was conducted while considering the objectives stated for this study. The purpose of the literature review was to comprehend the proposed conceptualizations for the various study constructs, including domestic travel intentions, desire to travel, perceived behavioral control, and tourist attitudes and preferences, as well as to determine how the study constructs interacted with one another. Empirical studies and theories in the literature were examined in order to find any gaps in the body of knowledge and to comprehend the logic underpinning the linkages among the constructs of the study.

Changing Tourist Behavior After the COVID-19 Crisis

A study by Chen et al. (2020) found that 44% of Chinese tourists prefer outdoor destinations and avoid crowded places. This aligns with Lufthansa Innovation Hub's (2021) survey, which found that short trips were 70% more popular. Fallows et al. (2020) also reported that tourists may avoid popular destinations. The US Travel Association's (2020) survey found that only 64% of US travelers wanted to travel domestically in the following 6 months and that 70% of travel was for leisure. In Thailand, Krungthai Compass (2020) found that domestic travel is

the preferred option, with a preference for short trips and less crowded destinations. As such, Bangkok could be a suitable location for studying domestic travel intentions in Thailand after the COVID-19 crisis.

Domestic Travel Intentions, Desire to Travel, Perceived Behavioral Control and Tourists' Attitudes and Preferences.

Travel intention is the conversion of the motivation to perform tourism behavior through psychological processes. "Travel intent" refers to the expectation to travel a specific way or to a specific location, considering expected goods and services (Makhdoomi & Baba, 2019). Domestic travel is dominant in terms of visitors and economic production, and travelers may be more dependable and likely to spread positive word-of-mouth (Shen & Wu, 2022).

Desire is a state of mind where an actor is aware of carrying out an action or attaining a goal (Perugini & Bagozzi, 2004). The "model of goal-directed behavior (MGB)" was used to develop the concept of travel desire by integrating the theory of planned behavior (TPB) with desire and other factors (Taylor, 2007). The MGB was expanded to understand why local and foreign tourists chose to travel during the COVID-19 pandemic (Das & Tiwari, 2021).

Ajzen's Theory of Planned Behavior (TPB) is expanded upon by the Theory of Reasoned Action, which defines behavioral intentions as future actions influenced by various factors (1991, 2012, 2020). The TPB posits that attitudes and preferences greatly influence behavioral intentions and that a person's intentions and behavior are influenced by attitude, perceived behavioral control, and subjective norms (Ajzen et al., 2018; Hagger, 2019).

The theory of planned behavior and the expanded version of the MGB are used in this analysis to better understand tourist behavior. The TPB has potential applications in various fields, including healthcare, politics, and business, as it helps understand and predict human behavior and purpose (Das & Tiwari,

2021). The study does not include subjective norms as its focus is on the influence of perceived behavioral control and desire to travel on domestic travel intentions, with attitudes and preferences as moderators. The exclusion of subjective norms is because the study does not aim to examine its impact, which refers to an individual's perception of social pressure to perform or not perform a behavior (Ajzen, 1991). Previous studies have shown that including subjective norms in the model might result in multicollinearity issues, confounding the interpretation of the results. However, subjective norms can be a substantial predictor of travel intentions, and its inclusion in future travel behavior research is recommended (Das & Tiwari, 2020).

Perceived Behaviors Control and Desire to Travel.

Perceived behavioral control positively impacts domestic tourists' desire (Wang et al., 2020), as tourists have control over financial resources and personal demands. One study showed that bicycle travelers' feelings and intentions were positively influenced by perceptions of control (Meng & Han, 2016). Desire and perceived behavioral control were found to be related in South Korean crowdfunding, impacting customers' goal-directed behavior (Kim & Hall, 2019).

Perceived Behavioral Control and Domestic Travel Intentions

Perceived behavioral control affects travel intentions through desire (Das & Tiwari, 2020). Desire is positively influenced by attitudes and subjective norms of PBC, while it is negatively impacted by negative attitudes and emotions (Das & Tiwari, 2020). Desire has been shown to be a strong predictor of intentions, while PAE was also shown to significantly predict both factors (Bae & Chang, 2021). Behavior toward travel is further shaped by evaluation, cultural acceptance, and perceived ability (Bae & Chang, 2021). Indian tourists' green hotel intentions were influenced by the factors of

the Theory of Planned Behavior, including subjective norms and PBC (Verma & Chandra, 2018).

Desire to Travel and Domestic Travel intention.

A post-COVID-19 travel behavior study found that travel desire influences compensatory travel intentions (Kim, Seo, & Choi). The study's findings showed that there's still potential for international travel demand, and that desire has a positive impact on compensatory travel intentions (Kim, Seo, & Choi). The desire to travel also affects travel intentions for specific destinations, with cultural exposure through media affecting people's preference for visiting a foreign country (Koo, Joun, Han, & Chung, 2016). The satisfaction and desire generated by media content impact travel intentions as a result of mass media and social media exposure (Koo, Joun, Han, & Chung, 2016). The study also found that visitors are more likely to engage in travel when they are more determined to achieve their travel goal (Tran, Nguyen, Nguyen, Nguyen, & Vu, 2021).

Mediating Role of Desire to Travel

Customers are motivated by their desire, which "mediates" the impact of their antecedents on intentions (Hunter, 2006). Han & Hyun's (2019) research consistently supported the notion that desire is important since it appears to be a mediator between people's intentions and behavior. The research suggested that to raise the total behavioral intention, practitioners should take a range of steps to cultivate and maintain a positive desire. Furthermore, among travel vloggers and viewers, the relationship between antecedence and behavioral intentions was shown to be mediated by customer desire (Le & Hancer, 2021). Thus, it has been demonstrated that desire is a potent mediator of behavioral intentions. Consequently, the following hypothesis was developed accordingly:

H1: Desire to travel mediates the

relationship between perceived behavioral control and domestic travel intentions.

Moderating Role of Tourists' Attitudes and Preferences

Dogra, Adil, Sadiq, Rafiq, & Paul (2022) examined the influence of consumption value on tourists' desire to make online trip purchases through the lens of the theory of consumption value framework, discovering that attitudes serve as a moderator of the relationship between consumption value and tourists' intentions to purchase. In the case of an emerging market, attitude reduced the beneficial impact of luxury value perception on purchasing intentions (Rahimnia & Arian, 2021) and in IT usage behavior (Bhattacharjee & Sanford, 2009). Singh, Rana, & Parayitam (2022) investigated the moderating role of attitudes on customer experience, building on the theory of planned behavior (TPB), and found that attitudes and preferences can moderate the relationship between social currency and customer satisfaction in the context of online travel agencies. According to findings from numerous research contexts, attitudes tend to influence the association between several antecedents and customer-related characteristics. The article also highlights that attitudes can act as a mediator between PBC and domestic travel intentions through the desire to travel, which then influences domestic travel intentions. The authors concluded that it is crucial to carefully consider the specific relationships and hypotheses being tested in order to determine whether attitudes should be treated as a moderator, mediator, or both, in studies related to tourist behavior. In this context, it is argued that attitudes can indeed act as a moderator of the relationship between perceived behavioral control and domestic travel intentions. Tourists' attitudes towards domestic travel may influence how perceived behavioral control impacts their domestic travel intentions. For example, if tourists have a positive attitude towards domestic travel, then their perceived behavioral control might have a stronger impact on their intentions to

travel domestically. However, it is important to note that attitudes can also act as a mediator between perceived behavioral control and domestic travel intentions through the desire to travel. In this case, the effect of perceived behavioral control on domestic travel intentions may be partially or fully explained by the impact of perceived behavioral control on the desire to travel, which then influences domestic travel intentions. For instance, tourists who perceive a high level of control over domestic travel might be more likely to have desire to travel domestically, which in turn might increase their domestic travel intentions. Therefore, it is possible that attitudes could act as a moderator of the relationship between perceived behavioral control and domestic travel intentions, and also act as a mediator between perceived behavioral control and domestic travel intentions through the desire to travel. It is important to carefully consider the specific relationships and hypotheses being tested to determine whether attitudes should be treated as a moderator, mediator, or both. The corresponding hypotheses were created as a result:

H2: Tourists' attitudes and preferences moderate the relationship between perceived behavioral control and the desire to travel.

H3: Tourists' attitudes and preferences moderate the relationship between perceived behavioral control and domestic travel intentions.

Moderated Mediation Model

Due to the novelty of the proposed moderated mediation model mechanism, there are few empirical studies that support the expected model. The Theory of Planned Behavior and the suggested moderated mediation model mechanism are two novel theories or models, as already mentioned. As already indicated, the moderated mediation hypothesis used in this study might be supported by theories or models like the Theory of Planned Behavior (TPB) and the Model of Goal-Directed Behavior (MGB). The variables identified in this study, namely,

perceived behavior, tourists' attitudes and preferences, desire to travel (a mediator), and domestic travel intentions, as an outcome of the relationship, include some instances of a moderating role (e.g., Bhattacharjee & Sanford, 2009; Rahimnia & Arian, 2021; Dogra, Adil, Sadiq, Rafiq, & Paul, 2022; Singh, Rana, & Parayitam, 2022); and previously hypothesized mediation (e.g., Hunter, 2006; Han & Hyun, 2019; Le & Hancer, 2021). However, an outline of the complete framework that combines all selected variables does not seem to have been researched previously. Therefore, the related hypothesis has been developed as follows:

H4: Tourists' attitudes moderate the strength of the mediated relationship between Perceived behavioral control and domestic travel intentions.

Attitudes are important in the conceptual framework of the study because they act as moderators which can influence the relationship between perceived behavioral control, desire to travel, and domestic travel intentions. Attitudes can be defined as positive or negative evaluations, beliefs, feelings, or behavioral tendencies, towards an object, such as a travel destination (Ajzen & Fishbein, 2005). The study of Napontun & Senachai (2023) investigated factors that influenced consumers not to skip TrueView advertising on YouTube, showing that attitudes towards advertising significantly affect consumer behavior, and positive attitudes can increase engagement and intention to view the ads. This suggests that

positive attitudes towards domestic travel to Bangkok can influence tourists' intentions to travel domestically, even during the COVID-19 pandemic. The result of Napontun & Senachai (2023) was aligned with that of Intayos, Netpradit, & Samutachak (2021) who examined the effect of customer relationship management, attitudes, subjective norms, and perceived behavioral control on purchase intentions in the anti-aging business in Thailand. The study found that attitudes significantly influenced customer purchase intentions, suggesting that positive attitudes towards domestic travel to Bangkok can lead to higher intentions to travel domestically, even during the COVID-19 pandemic. Additionally, Zhu (2021) studied millennial consumers' purchase intentions for eco-fashion apparel in Southern China. The results showed that attitudes towards eco-fashion significantly influenced purchase intentions, suggesting that positive attitudes towards domestic travel to Bangkok can influence tourists' intentions to travel domestically, even during the COVID-19 pandemic. Accordingly, the literature suggests that attitudes play an essential role in the conceptual framework of the study, while the positive attitudes towards domestic travel to Bangkok can lead to a greater intentions to travel domestically, even during the COVID-19 pandemic, via moderation of the relationship between perceived behavioral control, desire to travel, and domestic travel intentions. Therefore, the research framework is presented accordingly.

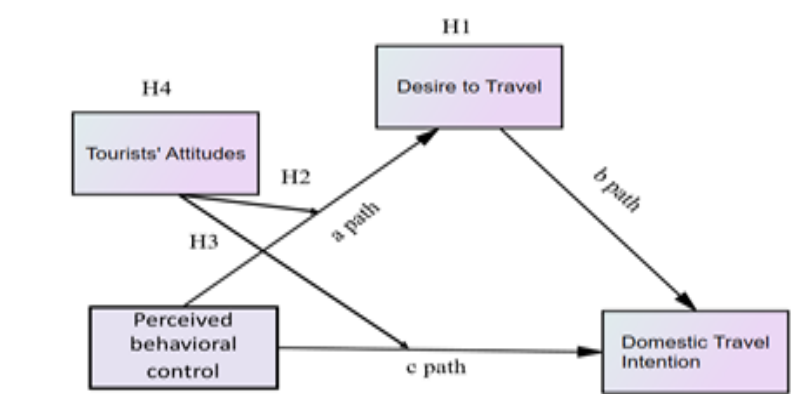


Figure 1 Research framework

METHODS

Participants and Procedure

Domestic travel is the main income source for the tourism industry (Ministry of Tourism and Sports, 2002), with Bangkok expecting 116,680 visitors in 2022. Data were gathered from a sample of 450 visitors in June 2022, after COVID-19 restrictions had been eased (Government House of Thailand, 2022). Of these, 400 responses were deemed suitable for use, after eliminating invalid questionnaires; this number meets the minimum determined by Cochran's formula (Cochran, 1977). The study focused on domestic tourists in Bangkok who lived in selected districts and utilized a multi-stage random sampling method, with a cluster sample divided by tourist-populated districts and straightforward random sampling to obtain the correct number of responses. Data were collected using Google Forms and pre-test questionnaires were completed to validate the research instrument. Respondents' anonymity and privacy were guaranteed in compliance with ethical guidelines for research.

Measurements

On a five-point Likert scale, responses were sought for each dimension using the anchors (1) strongly disagree and (5) strongly agree. The following is a description of the scales that were used to measure the study's independent, dependent, mediating, and moderating factors. **Perceived behavioral control (PBC)** was operationalized with a 4-item scale developed in the work of Riestyaningrum, Ferdaos & Bayramov (2020); Das & Tiwari (2021); and Rastegar, Seyfi & Rasoolimanesh (2021) (e.g. "I have the ability to travel within the country, after the COVID-19 outbreak", "I have enough budget for domestic travel after the outbreak of COVID-19" and "I have enough time for domestic travel after the outbreak of COVID-19"). The scale in this investigation had a Cronbach's alpha coefficient of 0.802 and

was found to have internal consistency. **Desire to travel (DESI)** was operationalized with a 4-item scale developed in the work of Das & Tiwari (2021) (e.g. "I am planning to travel in the country after the outbreak of COVID-19." and "I intend to travel in the country soon."). The scale in this investigation had a Cronbach's alpha coefficient of 0.806 and was found to have internal consistency. **Domestic travel intention (INT)** was operationalized with a 4-item scale developed in the work of Riestyaningrum, Ferdaos & Bayramov (2020); Das & Tiwari (2021); and Rastegar, Seyfi & Rasoolimanesh (2021) (e.g. "I want to travel after the outbreak of COVID-19." and "I am eager to find out about tourist attractions for travel after the outbreak of COVID-19"). The scale used in this study had a Cronbach's alpha coefficient of 0.838 and was found to have internal consistency. **Attitude and preference (ATT)** were operationalized using a 7-item scale developed in the work of Riestyaningrum, Ferdaos & Bayramov (2020); Das & Tiwari (2021); and Rastegar, Seyfi & Rasoolimanesh (2021), (e.g. "diffusion of the COVID-19 pandemic situation has led me to believe that tourism abroad is not a safe matter.", and "I will avoid traveling in famous tourist attractions with many people after the COVID-19 situation"). The scale was found to be reliable, with a Cronbach's alpha coefficient of 0.862. All dimensions used in this study had adequate values to meet the acceptable level of reliability (Hair, Black, Babin, & Anderson, 2019). The demographic data obtained include gender, age, educational level, domestic travel goals, travel preference, and sources of travel decision making. As shown in Table 1, the investigated variables were evaluated using a validated measuring scale derived from the literature.

Table 1 displays the factor loadings and the value of Cronbach's alpha for the data gathered, which met the criteria for acceptance (Hair et al., 2019). The Cronbach's alpha (CA) and composite reliability (CR) values were satisfactory for

reliability (≥ 0.7 and ≥ 0.6 , respectively) while the factor loadings and AVE were satisfactory for validity (≥ 0.5). The absence of common method bias was confirmed through the Harman one-factor test (Kock, 2020) and a variance of 33.14%. The first-order four-factor measurement model was also investigated with all factor loadings significant at 0.05 and above 0.50 (range 0.530-0.920) (see Table 1).

The measurement model showed an overall good fit for the acceptability level, as evidenced in Table 2 by the values for the

model fit indices. Domestic travel intentions showed a significant and positive correlation with perceived behavioral control (0.627 at $p < 0.01$), attitudes and preferences (0.666 at $p < 0.01$), and desire to travel (0.499 at $p < 0.01$). Table 3 also shows the internal reliabilities, means, standard deviations, and zero-order correlations among the variables. There was a significant and favorable association between attitudes and preferences and perceived behavioral control (0.740 at $p < 0.01$), as well as desire to travel (0.684 at $p < 0.01$).

Table 1 Variables and Measurement Items

Variables and Dimensions	Items	Standard Deviation	Factor Loading	CR	Alpha	AVE
Perceived behavioral control (PBC).	PBC1	0.84	0.80	0.802	0.802	0.507
	PBC2	0.74	0.62			
	PBC3	0.87	0.59			
	PBC4	0.84	0.81			
Desire to travel (DESI).	DESI1	0.77	0.53	0.828	0.806	0.560
	DESI2	0.78	0.88			
	DESI3	0.70	0.58			
	DESI4	0.77	0.92			
Domestic Travel intention (INT)	INT1	0.85	0.71	0.838	0.838	0.564
	INT2	0.87	0.74			
	INT3	0.86	0.73			
	INT4	0.76	0.82			
Attitude and preference (ATT)	ATT2	0.67	0.61	0.833	0.862	0.481
	ATT3	0.71	0.58			
	ATT4	0.75	0.76			
	ATT5	0.87	0.60			
	ATT6	0.76	0.76			
	ATT7	0.69	0.73			
	ATT9	0.73	0.78			

Note: AVE=Average Variance Extracted; CR=Composite Reliability. All factor loadings, AVE and CR values were significant at $p < 0.001$

Table 2 Fit Indices

Fit index	Recommended Value	Indices Value
X^2/df	≤ 3.0	2.77
GFI	≥ 0.8	.900
CFI	≥ 0.9	.914
TLI	≥ 0.9	.900
RMSEA	0.05 to 0.08	.067

Table 3 Descriptive Statistics

	Mean	SD	1	2	3	4
PBC	4.20	0.537	(.712)			
ATT	3.98	0.677	.740**	(.707)		
DESI	4.22	0.655	.684**	.627**	(.711)	
INT	4.06	0.716	.627**	.666**	.499**	(.751)

Note(s) PBC: Perceived behavioral control, ATT: Attitude and preference, DESI: Desire to travel INT: Domestic Travel intention; SD: standard deviation **: correlation is significant at the 0.01 level (two-tailed)

The squared root of the average variance extracted are in parentheses on the diagonal

The results showed a strong association (0.627 at $p < 0.01$) between attitudes and preferences and the desire to travel. The study included four constructs: perceived behavioral control, attitudes and preferences, desire to travel, and domestic travel intentions, connected to the hypotheses. The square root of the AVE was compared with the correlation between components to assess discriminant validity, but the criterion was not met in terms of the distinction between perceived behavioral control and attitudes and preferences (square roots of the AVE: 0.712 and 0.707, respectively). However, the criterion was met for the distinction between attitudes and preferences and desire to travel (square roots of the AVE: 0.707 and 0.711, respectively). Table 3 shows that all constructs had significant AVE square roots, but caution is required when evaluating the discriminant validity of attitudes and preferences due to its strong correlation ($r = 0.740$) with perceived behavioral control. Further research is necessary to confirm the overlap between these two factors (Newton et al., 2013).

Data Analysis

Data Analysis consisted of two processes. Firstly, descriptive statistics were employed in the data analysis to summarize the sample's basic characteristics, including the percentages, means, and standard deviations. The second process consisted of analyzing data using inferential statistics, such as regression analysis. For the purpose of hypothesis testing, regression analysis was used to examine the influence of perceived

behavioral control and the desire to travel on domestic travel intentions for travel to Bangkok, and a hierarchical regression analysis was used to examine the moderating impact of visitor attitudes. These analyses helped to identify the affect of perceived behavioral control and the desire to travel on domestic travel intentions in respect to the Bangkok region. All relevant data assumptions were validated, prior to analysis. It was determined that all data hypotheses employed in this inquiry met the standards for acceptability (Hair, Black, Babin and Anderson, 2019). The acquired hypotheses were assessed using a moderated multiple regression method vis SPSS and Hayes' Process Macro v4.2. It was necessary to determine whether the significance of the moderator affected the potency of the mediation effect using the moderated mediation method (Hayes, 2018).

RESULTS

Preliminary Analyses

A total of 400 valid questionnaires, with an overall survey response rate of 88.89%, remained after the exclusion of invalid questionnaires. The descriptive statistics are shown in this study. There were a greater proportion of female respondents (51.50%); the major age groups of 20-29, 40-49, and 30-39 accounted for 55.50%, 14.75%, and 14.50% of the sample, respectively; respondents with a bachelor's degree comprised 72.75% of the sample, followed by a secondary degree, which accounted for 13.50% of respondents. The proportion of

respondents with domestic travel goals of leisure or meeting friends and relatives were relatively large, accounting for 75.25% and 11.25% of the total, respectively. The majority of respondents preferred to travel with friends and family, comprising 37.80% and 34.80%, respectively; internet information and personal interests were commonly used as decision-making sources, accounting for 68.75% and 54.50% of the sample, respectively.

Hypothesis Testing

The hypotheses were explored through the use of an SPSS macro created by Preacher and Hayes (2004). The macro instructions carry out mediation analysis in accordance with Baron & Kenny's (1986) recommended methods, measuring the indirect impact of an independent variable on a dependent variable ("ab") using both the normal theory technique (i.e., the Sobel test) and bootstrapping (i.e., non-parametric tests). Additionally, "conceptual diagram model number 4" was used in this experiment to describe and test the mediation effect of the desire to travel on the link between perceived behavioral control and intentions to travel domestically. As

predicted, Table 4's results demonstrate a substantial association between the desire to travel and domestic travel intentions (b path): $\beta = .35$, $p < .01$; and a favourable relationship between the desire to travel and perceived behavioral control (a path): $\beta = .78$, $p < .01$. Similar results were also supported by the association between perceived behavioral control and domestic travel intentions (c path): $\beta = .83$, $p < .01$. The examination of the desire to travel was then based on these findings. As seen in the following part of Table 4, the bootstrap findings confirmed Hypothesis 1. The result shows that the bootstrapped 95% confidence interval (CI) around the conventional indirect effect ($\beta = .27$, $SE = .06$) did not include zero (.16, .38). These findings indicate that the association between perceived behavioral control and the intention to travel domestically was totally mediated by the desire to travel.

To support the moderating function of attitudes and preferences, the relationship between perceived behavioral control and the desire to travel was investigated. Hayes' PROCESS Macro model 1 for SPSS analysis technique was used. As shown in Table 5, there was an additional 1% of variance in the

Table 4 Results of Mediation Analysis

	β	SE	t	R^2
Direct and total effects				
• Perceived behavioral control regressed on desire to travel (a path)	.78**	.03	28.29	.67**
• Desire to travel regressed on domestic travel intention (b path)	.35**	.06	6.25	.66**
• Perceived behavioral control regressed on domestic travel intention (c path)	.83**	.03	26.01	.63**
	Bootstrapped indirect effect	Boot SE	Lower limit 95 % CI	Upper limit 95 % CI
Bootstrap result for indirect effect of Desire to Travel	.27	.06	.16	.38

Note: Standardized regression coefficients are reported. Listwise N=400, CI: Confidence interval, SE: standard error, Bootstrap sample size = 5,000; ** $p < .01$

model that was explained by a negative and significant interaction effect between perceived behavioral control and attitudes and preferences on the desire to travel ($\beta = -.14$, $p < .01$). Hypothesis two was therefore confirmed. The model, however, did not account for additional variation despite a positive and significant interaction impact between attitudes and preferences and perceived behavioral control on domestic travel intentions ($\beta = .09$, $p < .05$). Therefore, Hypothesis 3 cannot be proven.

The analysis was carried out using Hayes' PROCESS Macro model 8 for SPSS to define and test the moderated mediation process combining perceived behavioral control (independent variable), attitudes and preferences (moderator variable), desire to travel (mediator variable), and domestic travel intentions (dependent variable). However, Preacher, Rucker, and Hayes (2007) argued that the following four requirements must be met in order to test the moderated mediation hypothesis: 1) The direct effect of the IV on both DVs should be

significant, 2) The interaction between the IV and moderator should be significant in predicting the mediating factor, 3) The mediator and DV should also have a significant relationship, and 4) The conditional indirect effect of the IV on both DVs should be different at high and low levels. In this study, the direct effect of perceived behavioral control on domestic travel intentions satisfies the first condition (Table 4). The second condition was also confirmed by H2 and H3, while the third condition was tested in the first part of the hypothesis testing (Table 5). In relation to the final condition, Table 5's findings showed that the indirect impact of the independent variable on both dependent variables varied at high and low values of the moderator variable (one standard deviation above and below the mean, respectively). Significant relationships between the independent factors and the intention to travel domestically were discovered. The t-statistic, estimates, standard errors, and significance levels, of the conditional indirect effects obtained by an

Table 5 Moderating effect of attitudes and preferences

Model	DV: Desire to Travel						DV: Domestic Travel Intention					
	β	SE	t	F	R ²	ΔR^2	β	SE	t	F	R ²	ΔR^2
Perceived behavioral control	.52	.05	10.55**	320.31**	.71	.01	.40	.05	7.24**	304.70**	.70	.00
Attitudes and preferences	.33	.06	5.49**				.64	.07	9.37**			
PBC*ATT	-.14	.05	-2.96**				.09	.05	4.84**			
Conditional indirect effect of attitudes and preferences on domestic travel intention												
	Level		Coefficient		Conditional indirect effect Boot SE		Lower limit 95% Confidence interval		Upper limit 95% confidence interval			
Attitudes and preferences	Low		.138		.045		.052		.231			
	Medium		.121		.039		.046		.200			
	High		.103		.034		.039		.172			
Index of moderated mediation												
	Index		Boot SE		Lower limit 95 % CI		Upper limit 95 % CI					
Attitudes and preferences		-.032	.015		-.065		-.008					

Note: ** $p < .01$, * $p < .05$, CI: Confidence interval, SE: standard error

SPSS macro were used to confirm this condition. This makes it easier to check the validity of the claimed findings. Additionally, it provides a useful test of conditional indirect effects at varying moderator levels (i.e., high, medium, and low). The high and low levels of the moderator were conceptualized using the mean score and one standard deviation above and below it. In addition, Table 5 shows the conditional indirect influence of perceived behavioral control on the intention to travel domestically, which was substantial at high values of attitudes and preferences, and low at low values of attitudes and preferences. Hypothesis 4 was confirmed accordingly (see Figure 2).

Figure 2 shows how the derived findings led to the acceptance that attitudes and preferences played a significant part in the relationship between perceived behavioral control and domestic travel intentions. In the association between perceived behavioral control and domestic travel intentions, the results confirm the moderator's involvement in predicting the mediating variable (desire to travel), and indicate a substantial interaction between the mediator and dependent variable (domestic travel intention). It should be noted that the moderator and mediator variables in the study were attitudes and desire, respectively, but not perceived behavioral control. Table 5 clearly shows that attitudes and desire to travel are the moderator and

mediator variables, respectively, with significant interaction effects with perceived behavioral control on the desire to travel and domestic travel intentions. The appropriate use of the PROCESS Macro model 8 for SPSS analysis was used to test the moderated mediation hypothesis, considering both direct and indirect effects, as well as the moderation effect of attitudes and preferences. The fan pattern observed in Figure 2 provides evidence of a potential moderation effect, which is consistent with previous studies (Baron and Kenny, 1986).

CONCLUSION AND DISCUSSION

The present study aimed to investigate the impact of perceived behavioral control and the desire to travel on domestic travel intentions during the COVID-19 pandemic in Thailand (Hunter, 2006; Bhattacharjee & Sanford, 2009; Han & Hyun, 2019; Le & Hancer, 2021; Rahimnia & Arian, 2021; Dogra et al., 2022; Singh et al., 2022). The findings of this study provide evidence for the mediating role of the desire to travel in the relationship between perceived behavioral control and domestic travel intentions. Furthermore, the study found a negative and significant interaction between attitudes and preferences for travel and perceived behavioral control on domestic travel intentions, which partially supports earlier

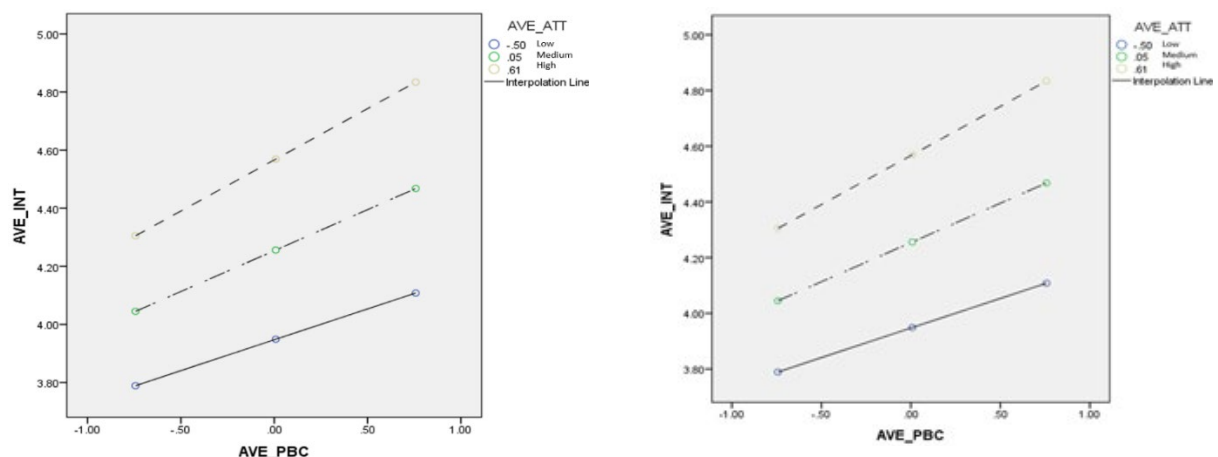


Figure 2 Interaction Model of Attitudes and Preferences as a Moderator

research (Hunter, 2006; Bhattacharjee & Sanford, 2009; Han & Hyun, 2019; Le & Hancer, 2021; Rahimnia & Arian, 2021; Dogra et al., 2022; Singh et al., 2022).

While this investigation partially supports the hypotheses, it is important to note that there are several potential reasons for this result. One possible explanation is the contextual nature of the COVID-19 pandemic, which influenced the attitudes and preferences of tourists towards domestic travel. Furthermore, the study only collected data from one time point, which may not be sufficient to fully capture the dynamics of the relationship between perceived behavioral control and domestic travel intentions. Despite the partial support for the hypotheses, the findings of this study have important implications for practitioners in the tourism industry. The results suggest that marketing efforts aimed at promoting domestic tourism destinations could be an effective strategy to increase domestic travel intentions. Also, the findings highlight the importance of considering tourists' attitudes and preferences in designing interventions to promote domestic tourism.

Future research will benefit from collecting data from multiple time points to better capture the dynamics of the relationship between perceived behavioral control and domestic travel intentions. Additionally, qualitative research might provide insights into the contextual factors that influence tourists' attitudes and preferences towards domestic travel during the COVID-19 pandemic. Consequently, this investigation provides valuable insights into the factors that influenced domestic travel intentions during the COVID-19 pandemic in Thailand; this can inform interventions to promote domestic tourism and support the recovery of the tourism industry (Hunter, 2006; Bhattacharjee & Sanford, 2009; Han & Hyun, 2019; Le & Hancer, 2021; Rahimnia & Arian, 2021; Dogra et al., 2022; Singh et al., 2022).

IMPLICATIONS

Theoretical contributions: The study

contributes to the existing literature on domestic travel intentions during the COVID-19 pandemic in Thailand by expanding the scope of the theory of planned behavior (TPB). The investigation provides a more thorough knowledge of the elements that determine domestic travel intentions by including visitors' desire to travel, and their attitudes and preferences. The study's findings also suggest that attitudes and preferences play a moderating role in the relationship between perceived behavioral control and domestic travel intentions. This implies that the TPB can be applied to the tourism industry, and tourism-related factors should be considered in promoting domestic travel. This investigation also highlights the importance of collecting data from multiple time points and considering contextual factors in understanding the dynamics of domestic travel intentions during the COVID-19 pandemic.

Managerial implications: The findings of this investigation have significant implications for the tourism industry in Thailand. The results suggest that marketing efforts aimed at promoting domestic tourism destinations will be an effective strategy to increase domestic travel intentions. Tourism stakeholders can use the findings to identify and enhance domestic travel intentions, along with tourists' attitudes and preferences, to carry out effective promotional campaigns. The study also suggests that promoting favorable attitudes and preferences among tourists can increase domestic travel intentions. Additionally, the study's results highlight the importance of considering individual differences in attitudes and preferences when designing interventions to promote domestic tourism. Through considering the differences between tourists, tourism stakeholders can tailor their interventions to increase the effectiveness of their promotion campaigns. Thus, the study's findings can inform interventions to promote domestic tourism and support the recovery of the tourism industry during the COVID-19 pandemic.

LIMITATION OF THE STUDY AND FUTURE RESEARCH DIRECTIONS

The current research expanded a prior conceptual framework that investigated how attitudes and preferences influenced domestic travel intentions and was based on the Theory of Planned Behavior and domestic travel intentions during crisis. The list of variables considered in this study is not all-inclusive; it is therefore possible that other research variables not mentioned here could be taken into consideration. Additionally, data from a variety of domestic tourism attractions could be gathered to better analyze tourist behaviors. As the study is cross-sectional, the study cannot be effectively used to evaluate behavior over a period of time, and the timing of the snapshot may not necessarily be typical at other times in the tourist's journey especially during a crisis. Thus, a longitudinal study might be carried out to better understand participants' changing attitudes and preferences in relation to the study's variables. Further investigation should be done in a future study to comprehend the behaviors of the tourists during a crisis recovery period.

CONFLICT OF INTEREST

There is no conflict of interest.

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