

Predicting Tourist Revisit Intention by Applying the Extended Model of Goal-Directed Behaviour and Cognitive Dissonance Theory

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Abstract

The primary aim of this study was to provide a better understanding of the decision-making cycle of Chinese and Japanese tourists by testing the hypothesis via an extended model of goal-directed behavior. This study was also aimed at extending the concept of the goal-direct model and cognitive dissonance theory by examining the revisit intention for tourism. These two countries represent more than half of the tourism market in Korea. Despite the huge market potential of Chinese and Japanese tourists, relatively little study has been founded on predicting the revisit intention of inbound tourists. A survey material was developed by adapting measures used in previous studies that assessed the push factor, pull factor, attitude, subjective norm, perceived behavioral control, anticipated emotion, desire, cognitive dissonance, and revisit intention. Note that 580 cases were on-site surveyed as popular tourist destinations in Seoul, South Korea. The 545 cases were analyzed for the final results. Statistical analysis was conducted through demographic analysis, Confirmatory factor analysis, and SEM (Structural Equation Model) analyses. This study found that the decision to go to Korea is a sound, enthusiastic, and delicate choice measured by the variable of the MGB. Results likewise showed that the theory could be extended to incorporate the impact of inbound visitors' perception of cognitive dissonance. This study is to recognize the decision-making process influencing the revisit intention of Chinese and Japanese tourists and draw academic and practical implications from the difference of the impact on each element.

Key Words: push factor; pull factor; extended model of goal-directed behavior; cognitive dissonance theory; revisit intentions

JEL Classification: C13, M31, Z33

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1. Introduction

Repeat tourists are not just considered a steady source of tourism income; they also double up as information channels connecting networks of about 10 companions, relatives, and other potential explorers to a destination (Lau and McKercher, 2004; Huang, 2007). Knowing this phenomenon is essential for a bright future for tourism. This is because the continuous inflow of tourists to destinations can revitalize all related industries and further affect the development of the tourism industry itself. It is essential to generate income by ensuring visitors' satisfaction throughout their visits (Loganathan et al., 2019). Providing customers with unique, extraordinary, and lasting experiences is one of the most important items to competitive advantage and survival for the tourism industry (Kutlu and Ayyildiz, 2021).

The Chinese inbound market in South Korea is developing rapidly. Exploring the motivation behind traveling as well as the decision-making process of Chinese inbound leisure tourists will help in better understanding this emerging market. However, their revisit rates are extremely low compared to those of inbound tourists. Chinese tourists represented 33.13% of the 3,998,771 foreign tourists to Korea in 2017 and this corresponds to an overall increase compared to the previous year's numbers. In addition, Japanese tourists are represented 18.89% of the total 2,280,597 foreign tourists who visited Korea in 2017. These two countries together constitute almost half tourists of the foreign tourists in Korea. In 2018, the largest number of Chinese was 4,789,512, Japanese tourist was 2,947,527. In addition to, China tourist recorded 6,023,021 and Japan tourist was 3,271,705 in 2019 before Covid-19 pandemic.

Despite the huge market potential of tourism arising due to these Chinese and Japanese tourists, relatively few studies have predicted the intention to revisit in case of such inbound tourists. Thus, this study tries to find the various factors motivating a particular tourist to consider revisiting in South Korea. Maintaining a positive destination image is essential for strong competition in the global tourism market. This can be accomplished by increasing tourist satisfaction, encouraging future visits, and recommending destinations to others (Casali et al., 2020; Albayrak et al., 2018; Pike & Page, 2014; Oyunchimeg et al, 2022). According to Yoon and Uysal (2005), two motivational perspectives fundamentally influence travelers; push and pull variables. The push variables refer to the mental state that influences traveler decisions regarding excitement or rest. The pull variables are related to external components, such as the destination or its culture. Although a simplistic explanation cannot be provided to the complicated decision-making process of travelers, Lam and Hsu (2004, 2006) suggested that the intention to visit a tourist destination plays a huge role in understanding these decision-making processes. In such a case, the model of goal-directed behavior (MGB) could act as a valuable hypothetical structure for anticipating these tourists' intention to revisit (Song, Lee, Norman, & Han, 2012). Revisit intention through this theory could express the decision-making process which is person who has their perceived thinking that arose in mind. That is, there is a connection to EMGB theory could be with intention to revisit. It is essential to comprehend and anticipate the tourist's intention to revisit to particular locations and their willingness to recommend them to others. (Oyunchimeg et al, 2022). Cognitive dissonance is the state of mental discomfort arising due to conflicting belief, ideas, or values. According to CDT, individuals tend to seek consistency among in conditions in order to recover psychological balance (Kim, 2011). While previous studies only focused on the extended model of goal-directed behavior (EMGB), the study applied the cognitive dissonance theory in the model to translate travelers' behavioral intentions in order to understand foreign tourists' intentions of revisit to Korea. Tourists' emotions from cognitive dissonance could affect the difference in choices between their expectations and actual travel experience thereby their revisit intention would change.

Thus, the primary purpose of this study is to elucidate how motivation affects the decision of foreign tourists to make a trip Korea. In particular, the motivation categorized as push and pull variables in foreign tourists traveling to Korea play a huge role in the attitude formation toward Korea Tourism. Second, this study needs to decide the revisit to South Korea through the EMGB. In particular, attitude, subjective norms, perceived behavioral control, and positive anticipated emotions influence the desire to visit Korea and determine the mediating role of desire with how affects the aspirations of these variables and furthermore eager to cross-acceptance of the Korea Tourism Research of the MGB review applicability. Third, this study needs to comprehend the effect of the cognitive dissonance of international tourists to revisit intention. Finally, this study is to recognize the decision-making process influencing revisit intention of Chinese and Japanese tourists, and draw academic and practical implications from the difference of the impact on each of the elements.

There are 5 sections of the study: introduction, literature review, methodology, findings, and finally, conclusion and discussion. The introduction gives a brief preface to the topic of the tourism in Korea and explains the focus of prior research of model of goal-directed behavior, statement of

problem, purpose of the study, and the structure of the study. The literature review part highlights past research of inbound tourist in Korea, push/pull theories of tourism motivations, extended model of goal-directed behavior and cognitive dissonance theory. The methodology part is comprised of research model, match-up hypotheses, measurement, methodology and data-analysis. It is discussed by the theoretical frameworks for the current study and their hypothetical relationship. Then, findings part such as respondent characteristics, assessing measurement model, overall validity measurement model, testing hypotheses and the effects among latent constructs follows. Finally, conclusion and discussion part includes summary, theoretical and managerial implications, limitation and future study.

2. Literature review

2.1 Push and pull theory

The push-and pull hypothesis was put forth by Dann in 1977. He suggested that the push and pull components are introduced in two phases while making a decision to travel. Push components are inward to people, instill a longing for travel, and fulfill different mental needs. In contrast, pull components are external to the individual, stress benefits of specific destinations, and figure out where, when, and how that individual get-away (Li, Zhang, and Cai, 2016).

As indicated by Jiang et al. (2015), there are two factors that motivate Chinese inbound Chinese visitors. The first factor is related to seeking out joy. These visitors are most likely to appreciate a setting with a natural view, rest in such a place, or visit historical, cultural, or imaginative attractions. Kim and Prideaux (2005) suggested that Japanese tourists exhibited a generally low-to-medium level of motivation for the five motivations; for example, getting a charge out of different traveler resources, culture and history, getting away from ordinary schedule, socialization, social status, tended to remain for a brief length, and depended on data from relatives or companions. Yousefi and Marzuki (2015), by utilizing the theory of push and pull variables as theoretical structure, distinguished between international visitors to Penang, Malaysia on the basis of motivation to travel.

2.2 An extended model of goal-directed behavior(EMGB)

In view of the essential idea of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), MGB was acquainted with better anticipating goal-directed behavior (Perugini and Conner, 2000). In MGB, the intention to behave in a particular manner is essentially inspired by the desire to behave in that manner, and this behavioral desire is expected to reflect the effects of attitude, subjective norms, perceived behavioral control, and anticipated emotions (Richetin, Perugini, Adjali, and Hurling, 2008; Kim, Lee, Lee, and Song, 2012). Compared to previous models, EMGB, by incorporating extra constructs into MGB (Perugini and Bagozzi, 2004), is a superior indicator of travelers' intentions to undertake international travel (Lee et al., 2012) and has proven helpful in foreseeing travelers' behavior. In view of this exhibited experimental power, this research uses EMGB and incorporates two types, motivations, push and pull variables and cognitive dissonance, both of which were originally disregarded by EMGB (Kim and Preis, 2016). Song et al. (2014) inspected the behavioral intention of travelers toward a Korean oriental medicine festival. They discovered that attitude, subjective norm, and anticipated positive emotion impacted the visitors' desire to attende the festival, which, in turn affected their behavioral intentions. Jung and Han (2015) studied travelers' intentions to indulge in high-end fashion goods during overseas trips. Their results demonstrated that desire had the most profound impact on tourists' intention to buy luxury products while voyaging abroad. The desire to buy was observed as a critical function of subjective norm, positive anticipated emotion, perceived behavioral control, the frequency of past behavior, and earlier learning.

2.3. Cognitive Dissonance Theory

The cognitive dissonance theory clarifies behavior changes emerging from particular exposure to powerful messages. This hypothesis asserts that people tend to support decision-consistent over decision-inconsistent information, and therefore the impacts of showcasing communications on a consumer's decision-making process might be constrained (Kah and Lee, 2016).

In behavioral research, the contrast between plans and actual behavior has been clarified by the cognitive dissonance theory. Cummings and Venkatesan (1976) clarified that a person with a sentiment discomfort that is more prominent than worthy is motivated to try and increase the uneasiness temporally through disclosure to dissonance-expanding facts to change his/her self-behavior. There are hardly any works on cognitive dissonance in the tourism domain (March and woodside, 2007; McIntyre, 2008; Kah and Lee, 2016). Kah and Lee (2016) disclosed that dynamic exposure to new information during travels created considerable irregularity between travel-related choices made before trips and real behaviors during the travels. As per cognitive dissonance theory, innovation is seen considered as dissonance-increasing information, whereas conventional information sources utilized during travels are considered consonance-expanding information.

2.4. Match-up Hypothesis

2.4.1. Tourism motivation and attitude/subjective norm/anticipated emotions/perceived behavioral control

Huang (2007) found that novelty and relaxation of tourism motivation positively affected attitude. Katz (1960) suggested that motivation adds to the comprehension of the formation and alteration of attitude. Lam and Hsu (2004, 2006) conducted two experimental studies with 353 mainland Chinese and 480 Taiwanese travelers to predict travel behavior and intention behind the selection of a particular tourist destination. Hsu, Cai, and Li (2010) found that tourism motivation directly affected attitude toward going by the destination. Kim (2010) suggested that the customer's shopping motive influenced arousal and anticipated positive emotions. Kim and Park (2015) and Manning (2011) showed that motivation was related to a direct impact of subjective norms. According to Park (2002), tourism motivation in light of reference gathering to choose the national park has affected the subjective norm. Therefore, this study hypothesized that tourism motivation influences attitude, subjective norm, anticipated emotions and perceived behavioral control to travel internationally.

Hypothesis 1: A push factor has an effect on attitude.

Hypothesis 2: A push factor has an effect on subjective norm.

Hypothesis 3: A push factor has an effect on perceived behavioral control.

Hypothesis 4: A push factor has an effect on anticipated positive emotion.

Hypothesis 5: A pull factor has an effect on attitude.

Hypothesis 6: A pull factor has an effect on subjective norm.

Hypothesis 7: A pull factor has an effect on perceived behavioral control.

Hypothesis 8: A pull factor has an effect on anticipated positive emotion.

2.4.2. Attitude and Desire

Dijst, Farag, and Schwanen (2008), in the attitude theory, behavior is reliant on the relationship between an individual's objective, attitudes, and perceived capacities and the perceptions and conclusions of other individuals with whom he/she is associated (Kim, Lee, Lee, and Song, 2012). Previous studies have shown that an individual's attitude has an effect on the desire and attitude does

not directly influence his/her intention to perform a conduct (Perugini and Bagozzi, 2001; Taylor, 2007; Song et al., 2012). Leone et al. (2004) inferred that the attitudes were essentially positive relationship on an individual desire in the statistics program learning destinations. Thus, this study hypothesize that attitude has an impact on the desire to travel internationally.

Hypothesis 9: An attitude has an effect on desire.

2.4.3. Subjective norm and desire

Subjective norm is related to an individual's perception of whether essential reference groups support the designated behavior (Perugini and Bagozzi, 2001). It was also found to be highly connected with the objective desire to drink moderately (Fry, Drennan, Previte, White, and Tjondronegoro, 2014). Taylor (2007) demonstrated that subjective norm has a positive effect on the desire for information identified with navigation and learning. Different studies on MGB have revealed that subjective norm or standard is a critical factor in the formation of desire (Song et al., 2012). Desire can be reinforced as a subjective norm or as a standard change to be more grounded in the circumstance where the level of different elements influencing behavioral intention is unaltered (Lee et al., 2012). Lee et al. (2012) found that the subjective norm or standard in EMGB was highly connected with the desire to travel internationally. We, therefore, hypothesize that subjective norm influences the desire to travel internationally.

Hypothesis 10: Subjective Norm has an effect on desire.

2.4.4. Perceived behavioral control, desire, and intention

Perceived behavioral control refers to an individual's certainty or ability to perform a particular behavior (Ajzen, 2005). Fry et al. (2014) found that having a solid objective desire strengthens behavioral intentions, thus helping people to profit on account of their positive intentions. Song et al. (2014) found that perceived behavioral control and desire are partly influenced by behavioral intention. Furthermore, perceived behavioral control of Korea medicine festival participants is directly influenced on Intention without desire components. A few researchers have shown that an individual's decision-making ability can be directly affected by perceived behavioral control, which shows singular confidence, or ability to complete a particular behavior in the Model of Goal-directed Behavior (MGB) (Lee et al., 2012; Song et al., 2011, Song et al., 2014). Thus, Perceived Behavior Control is theorized to impact desire and intention to travel internationally in this study.

Hypothesis 11: Perceived behavioral control has an effect on desire.

2.4.5. Anticipated Emotions and Desire

Perugini and Bagozzi (2001) keep up that people consider the passionate outcomes of objective accomplishment or objective disappointment when deliberating action, bringing about comparing negative and positive anticipated emotions. Others prove a significant effect on desire for both anticipated feelings (e.g. Song et al., 2012; Taylor, 2007). This recommends encourage investigation of the anticipated affect in attitudinal models is justified (Fry et al., 2014). The MGB proposes that anticipated positive feelings emerging from envisioned objective accomplishment and negative anticipated feelings emerging from imagined objective disappointment activate the desire to perform behaviors instrumental to objective interest (Perugini and Bagozzi, 2001; Fry et al., 2014). Thus, anticipated emotion is theorized to impact desire to travel internationally in this study.

Hypothesis 12: Anticipated positive emotion has an effect on desire.

2.4.6. Cognitive Dissonance Theory, Desire and Intention

The mental condition of being cognitively conflicting drives consumers to alter their behavior as a methodology to delete or decrease cognitive dissonance or disharmony. Customer would be probably encounter cognitive dissonance when they are exceedingly required in the product or service purchasing (Kim, 2011). Kim (2011) 's study demonstrated that cognitive dissonance can be a moderator between relationship factors and behavioral intentions. Cognitive dissonance that resulted from the presentation to negative WOM (Word-of-Mouth) will negatively affect customer's repurchase intentions (Festinger, 1957; Schewe, 1973; Wilkie, 1986; Kim, 2011). In order words, Cognitive dissonance is theorized to impact desire and intention to travel internationally globally in this study.

Hypothesis 13: Cognitive dissonance has an effect on desire.

Hypothesis 14: Desire has an effect on revisit intention.

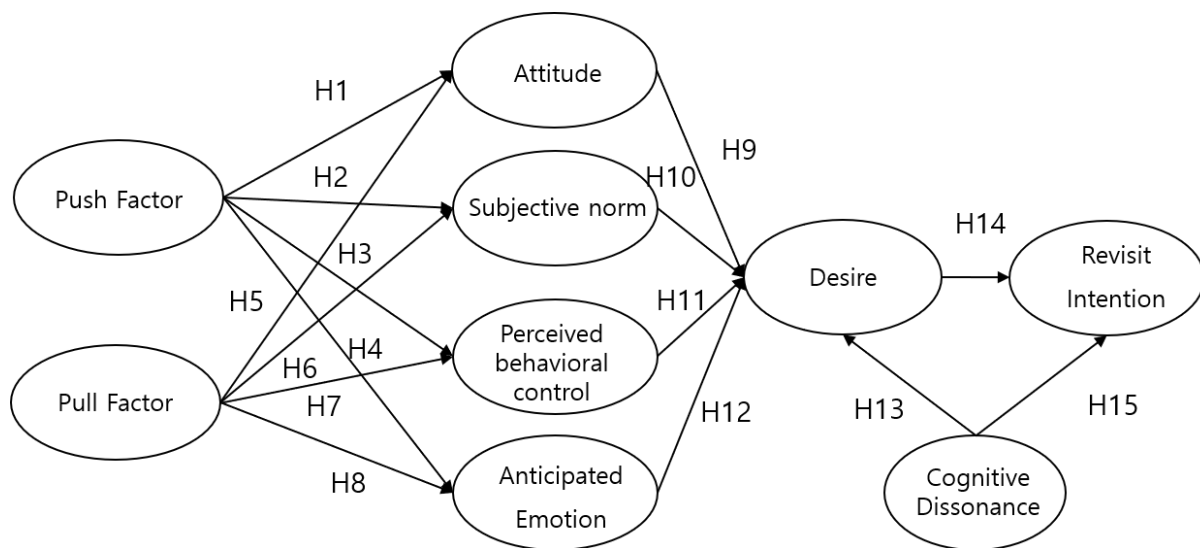
Hypothesis 15: Cognitive dissonance has an effect on revisit intention.

3. Methodology

3.1. Research Model

As the purpose of the study is to identify the role of cognitive dissonance in tourists' decision-making process based on the EMGB model, aspects such as push/pull factors, attitude, subjective norm, perceived behavior control, anticipated emotion, desire, cognitive dissonance, and revisit intention which highlight both structural and relevant parts of the tourism industry were included for the analysis. Thus, understanding them simultaneously is a step forward for accomplishing an in-bound tourist's decision-making process along with revisit intention. This study's research model is shown in Figure 1.

Figure 1. Research Model



Source: own model

3.2. Sample and Data Collection

After examining previous studies, to analyze in-bound tourists' behavioral intention, this study used the constructs of the model of goal-directed behavior (MGB) as well as and tourism motivation and cognitive dissonance. A preparatory list of measurement items was chosen after a broad review of

literature for determining the behavior of travelers, particularly the revisit intention, cognitive dissonance theory, and MGB ((Ajzen, 2006; Bagozzi et al., 1998; Carrus et al., 2008; Fodness, 1994; Hsu and Lam, 2003; Kah and Lee, 2016; Kesterson, 2010; Kim, 2006, 2011; Lam and Hsu, 2004, 2006; Oh and Hsu, 2001; Song, 2010; Zhang and Lam, 1999).

A pre-test was conducted to expand the possibility of an effective results because it was critical for evaluating the clarity of items, as well as length, format, and guidelines for conducting a general survey (Churchill and Iacobucci, 2002) of tourism researchers and 10 specialists who had filled their details as inbound tourist marketers of the Korea Tourism Organization for China and Japan. To complete the research, a formal visit survey by an analyst was necessary. A total of nine official tourist attractions in the Seoul Metropolitan Area (Kyungbok Palace, Jongmyo, ChangKyung Palace, Changduk Palace, Duksu Palace, Namsangol Hanok Town, National Museum of Korea, Seodaemun Prison History Hall, and Trick-eye Museum) were considered and quota sampling was utilized for this study. For instance, the sample number was differently viewed based on segment proportion to aggregate the number of foreign travelers. Questionnaire was distributed from Jun 30th, 2017 to July 30th, 2017. Note that 334 Chinese tourists and 246 Japanese tourists visited Korea for the purpose of travel. For this study, the population for our survey was international tourists who were over 15 years of age and stayed in Korea for more than one day and less than a year. Plane captains, crew members, or soldiers with uniform were not considered for this study. The sample number for every destination that was considered was based on the objective of achieving 600 respondents. Finally, for the data analysis of this study, the study utilized 580 samples (Kyungbok Palace: 354, Jongmyo: 12, ChangKyung Palace: 6, Changduk Palace: 64, Duksu Palace: 35, Namsangol Hanok Town: 46, National Museum of Korea: 23, Seodaemun Prison History Hall: 6 and Trick-eye Museum: 35). The survey conducted the Face-to-Face interview in each destination. Final analysis was conducted on 580 questionnaires, with a 96.7 percent response rate.

3.3. Instrument development

The study had prepared the survey instruments initially in English, which was then converted to Korean by expert translators, followed by a back translation to English by local Koreans. This process was followed to verify the exactness of the translation, and avoid construct bias (Van de Vijver and Hambleton, 1996; Song, 2010). There are 9 Parts of this study. Part 1 was tourism motivation of 21 questions, e.g., 12 push and 9 pull factors, which were obtained from Kesterson (2010) and Zhang and Lam (1999). Part 2 was attitude, which was related to touring South Korea and measured using 4 items received from Ajzen (1985, 1991, 2006) and Oh and Hsu (2001) - for example, "I think visiting Korea is my favorite activity", and "I think visiting Korea is an attractive activity" and so on. Part 3 was subjective norm, which was measured using four items that were embraced from Ajzen (1985, 1991), Lam and Hsu (2004, 2006) and Song (2010) - for example, "Most who are important to me think it is okay to visit Korea", "Most people who are important to me support that I go to Korea". Part 4 was perceived behavioral control, which was measured with four items each received from Ajzen (1985, 1991) and Song (2010) - for example, "I am confident that if I want, I can visit Korea", and "I am capable of visiting Korea". Part 5 was anticipated positive emotions, which was measured with four questions, each of which was received from Bagozzi et al. (1988) and Carrus et al. (2008) - for example, "If I succeed in revisiting Korea, I will be excited", and "If I succeed in revisiting Korea, I will be glad". Part 6 was desire, which was measured with four items, each embraced from Oh and Hsu (2001), Perugini and Bagozzi, (2001, 2004), Young and Wohl (2009), Song (2010) - for example, "I would enjoy revisiting Korea", "I wish to revisit Korea". Part 7 was cognitive dissonance, which was measured with four items, each received from Kim (2011) and Kah and Lee (2016) - for example, "I am very satisfied with traveling to Korea than what was anticipated", and "I will spend more time in enjoying Korea next time". Part 8 was revisit intention, which was measured by evaluating the revisit intention factors that

were adjusted from Ajzen (1991, 2006), Lam and Hsu (2004, 2006), Oh and Hsu(2001), Perugini and Bagozzi(2001), and Song(2010) and evaluated on a 5-point Likert scale - for example, "I am planning to revisit Korea in the near future.", and "I will make an effort to revisit Korea in the near future." All the items from part 1 to part 8 were rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Finally, part 9 considered of the eight demographic-related questions comprising gender (male and female), age (20-29, 30-39, 40-49, 50-59, and 60 and more), marital status (married and single), education (under high school, junior college, undergraduate, and graduate), current position (professional, self-employed, service, office, public affair, housewife, student, retiree, and others), and monthly income (below 1 million KRW, 1-1.99 million KRW, 2-2.99 million KRW, 3-3.99 million KRW, 4-4.99 million KRW, and 5 million and more) with nominal scale.

3.4. Data Analysis

Data analysis comprises two sections: preliminary examination and hypothesis testing. Preliminary examination incorporates frequencies, reliability, and exploratory factor analysis, particularly tourism motivation. For hypotheses testing, this study used Structural Equation Modeling (SEM). This model is will help clarify the example among an arrangement of latent variables; moreover, the factors are measured by using an observable indicator (Hair, Black, Babin, Anderson, and Tatham, 2006).

4. Results

4.1. Demographic and descriptive analysis

Note that contrasted with the under high-school consists of 23 people (4.2%), 140 (25.7%) had graduated from college, and 330 from university (60.6%), while 52 had master or additional degrees (9.5%). Note that more than half of the 345 respondents (63.3%) were married, with 200 participants (36.7%) being single. Furthermore, among the survey participants, 330 participants (60.6%) had been to Korea for one to two times, 120 participants (22.0%) had been to Korea three to four times, 50 participants (9.2%) had been to Korea seven times or more, and 45 participant (8.3%) had been to Korea 5 to 6 times. Among the participants, 230 had an average monthly income of 3 million to 3.99 million won (42.2%). 180 had an average monthly income of 2 million to 2.99 million won (33.0%), and 73 had an average monthly income of 5 million won or more (13.4%). Note that 52 participants had an average monthly income of 4 million to 4.99 million won (9.5%). Just 10 participants had an average monthly income of less than 1.99 million won (1.8%). Note that, among the participants, 130 participants (23.9%) worked in offices, 111 (20.4%) worked as businessman, 70 (12.8%) as servicemen, and 70 (12.8%) for were housewives.

Descriptive statistics of each item in relation to the constructs of interest in this study: push factor, pull factor, attitude, subjective norm, perceived behavioral control, anticipated positive emotions, desire, cognitive dissonance, revisit intention. The mean value of each item under push factor ranged from 3.55 to 4.13 on the 5-point likert scale. The respondents' value for pull factor ranged from 3.45 to 3.78 on the 5-point likert scale. The mean value of each item under the attitude ranged from 3.55 to 4.04 on the 5-point likert scale. The respondents showed subjective norm ranging from 3.92 to 4.07 on the 5-point likert scale. The mean value of each item under perceived behavioral control ranged from 3.80 to 3.87 on the 5-point likert scale. The respondents' value for anticipated positive emotions ranged from 4.19 to 4.34 on the 5-point likert scale. The mean value of each item under the desire ranged from 3.83 to 4.10 on the 5-point likert scale. The respondents showed cognitive dissonance ranging from 4.15 to 4.20 on the 5-point likert scale. The mean value of each item under revisit intention ranged from 3.70 to 3.85 on the 5-point likert scale.

4.2. Assessing the measurement model

In this study, there are nine latent constructs: i.e., push factor, pull factor, attitude, subjective norm, perceived behavioral control, anticipated positive emotions, desire, cognitive dissonance and revisit intention. Note that all the standardized factor loading exceeded 0.7 ($P < 0.05$) (Fornell and Lacker, 1981). Moreover, Cronbach's Alpha (0.782~0.930) of each measurement scale was greater than the minimum requirement of 0.60 (Bagozzi and Yi, 1988).

Furthermore, all estimated average variance extracted (AVE) (push factor: .867; pull factor: .716; attitude: .814; subjective norm: .880; perceived behavioral control: .754, anticipated positive emotions: .754, desire: .697, cognitive dissonance: .791 and revisit intention: .809) exceeded the recommended 0.50 (Fornell and Lacker, 1981). Overall the fit indexes for the measurement models demonstrated goodness of measurement properties (CMIN=1491.739, DF=758, GFI=.881, CFI=.956).

Table 1. Inter-construct correlations

Constructs	1	2	3	4	5	6	7	8	9
1.Push motivation	.867								
2.Pull motivation	.300*	.716							
	(.09)								
3. Attitude	.669*	.060	.814						
	(.447)	(.004)							
4. Subjective Norm	.515*	.028	.553*	.880					
	(.133)	(.001)	(.306)						
5.Perceived Behavioral Control	.365*	.001	.396*	.633*	.754				
	(.133)	(.000)	(.157)	(.401)					
6. Anticipated positive emotion	.680*	.069	.688*	.565*	.381*	.754			
	(.462)	(.005)	(.446)	(.319)	(.145)				
7. Desire	.590*	.042	.656*	.738*	.451*	.637*	.697		
	(.348)	(.002)	(.430)	(.545)	(.203)	(.406)			
8. Cognitive Dissonance	.652*	.037	.541*	.521*	.369*	.549*	.567*	.791	
	(.425)	(.001)	(.293)	(.271)	(.136)	(.301)	(.321)		
9. Revisit Intention	.343*	.011	.353*	.454*	.326*	.377*	.463*	.428*	.809
	(.118)	(.000)	(.125)	(.206)	(.106)	(.142)	(.214)	(.183)	

Notes: *significant at $P < 0.05$ (two-way), () presents squared correlations. The number in bold is the AVE.

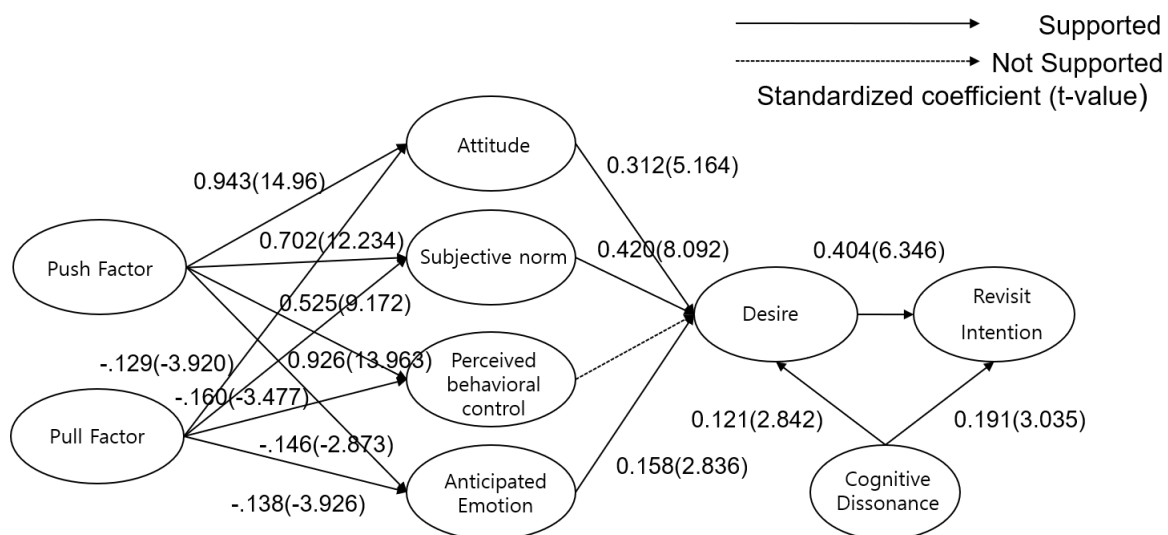
Source: own model

4.4. Structural Equation Modelling

After deleting formalization, the measurements used in this study demonstrated acceptable validity and reliability. Among the major constructs, after testing relationship such as the push factor, pull factor, attitude, subjective norm, perceived behavioral control, anticipated emotion, desire, cognitive dissonance and revisit intention, the results of the complete model (structural and measurement models) indicated fit indices: CMIN= 1491.739, DF=758, P = 0.000, GFI = 0.881, AGFI = 0.858, RMR =0.022, RMSEA = 0.042, NFI = 0.915, CFI = 0.956, RFI=0.904. In this study, 14 hypotheses from the 15 hypotheses were supported and further testing led to the following findings.

The push factor had a positive effect on attitude (path coefficient=0.943, C.R=14.960, P<0.05), a positive impact on subjective norm (path coefficient = 0.702, C.R=12.234, P-Value < 0.05), and a positive impact on perceived behavioral control (path coefficient = 0.525, C.R=9.172, P-Value < 0.05). Moreover, the push factor was shown to have had a moderate positive impact on the anticipated positive emotions too (path coefficient = 0.926, C.R=13.963, P-value < 0.05). On the other hand, a pull factor had a negative effect on attitude (path coefficient=-.129, C.R=-3.920, P<0.05), a negative impact on subjective norm (path coefficient = -.160, C.R=-3.477, P-Value < 0.05), a negative impact on perceived behavioral control (path coefficient = -.146, C.R=-2.873, P-Value < 0.05). Furthermore, the pull factor was shown to have had a moderate negative impact on anticipated positive emotions too (path coefficient = -.138, C.R=-3.926, P-value < 0.05). Interestingly, it was noticed that attitude (path coefficient = .312, C.R=5.164, P-value < 0.05). and subjective norm (path coefficient = .420, C.R=8.092, P-value < 0.05) had a direct impact on desire. However, perceived behavioral control did not have a direct impact on desire. While an anticipated positive emotions had a direct impact on desire (path coefficient = .158, C.R=2.836, P-value < 0.05). Similarly, cognitive dissonance had a direct impact on desire (path coefficient = .121, C.R=2.842, P-value < 0.05), while desire had a direct impact on revisit intention (path coefficient = .404, C.R=6.346, P-value < 0.05). Note that cognitive dissonance had a direct impact on revisit intention too (path coefficient = .191, C.R=3.035, P-value < 0.05). Finally, Figure 2 shows the results of structural model testing.

Figure 2. Structural model with parameter estimates



CMIN=1491.739, DF=758, P=0.000, CMIN/DF=1.968, GFI=0.881, AGFI=0.858, RMR=0.022, RMSEA=0.042, NFI= 0.915, RFI=0.904 , CFI=0.956

Source: own model

4.5. The direct, indirect, and total effect

Bollen(1989) reported that understanding direct, indirect, and total effects among the variables is an important procedure to interpret all changes from independent to dependent variables. The pull factors had an indirect impact on desire (-0.126) with a significant level in hospitality ($P<0.05$). The pull factors had an indirect impact on revisit intention (-0.051) with a significant level in hospitality ($P<0.05$). The push factors had an indirect impact on desire (0.725), with a significant level in hospitality ($P<0.05$). The push factors also had an indirect impact on revisit intention (0.293) with a significant level in hospitality ($P<0.05$). Similarly, the attitude had an indirect impact on revisit intention (0.126) with a significant level in hospitality ($P<0.05$). Subjective norm also had an indirect impact on revisit intention(0.169) with a significant level in hospitality ($P<0.05$). However, perceived behavioral control did not have an indirect impact on revisit intention, whereas anticipated emotion had an indirect impact on revisit intention (0.064) with a significant level in hospitality ($P<0.05$). Moreover, cognitive dissonance had an indirect impact on revisit intention (0.049) with a significant level in hospitality ($P<0.05$).

5. Discussion and Conclusion

The primary aim of this study was to provide a better understanding of the decision-making cycle of Chinese and Japanese tourists by testing the hypothesis via an extended model of goal-directed behavior. This study was also aimed at extending the concept of the goal-direct model and cognitive dissonance theory by examining the revisit intention for tourism.

In addition, repeated visitation could be a strong relationship with the future of tourism, which is the continuous visitation of tourists means that their motivation and satisfaction of destination could be matched. Therefore, this phenomenon can bring future income to tourism destinations or revitalize the local economy.

Fundamentally this study provides introductory empirical support for developing the model of goal-directed behavior and cognitive dissonance theory for international visitors, particularly from China and Japan. The EMGB factors were viable for anticipating the travelers' intentions to return to Korea. In the model, the critical factors of desire were subjective norms for every nation; the second essential factor of desire was attitude, while different determinants were less vital for predicting desire. For inbound travelers to Korea, vital subjective factors may decide if they would go to Korea because of intellectual components rather than enthusiastic variables. Moreover, China and Japan may suspect that Korea has a few advantages; therefore, the decision to go to Korea makes an assessment based on sentiments or feelings. This can be attributed to how visiting behaviors are possibly motivated by push factors, which are subjective inspirations that can be identified using rational decision-making.

Interestingly, a negative connection existed between pull variables and attitude, subjective norm, perceived behavioral control, and anticipated emotions. However, the push factor had a positive relationship among the abovementioned elements. Thus, this study found that the decision to go to Korea is a sound, enthusiastic, and delicate choice that the MGB variables can measure. Similarly, results showed that the theory could be extended to incorporate the impact of inbound visitors' perception of cognitive dissonance.

The present study with EMGB as a new theoretical frame revealed to us an incredible deal about both theoretical and practical implications.

First, it helped establish that push and pull factors influenced the MGB constructs, such as attitude, subjective norm, perceived behavioral control, and anticipated emotion. Tourism marketers identified with inbound tourists particularly Chinese and Japanese, are more likely to focus on raising their push factors. Policymakers and other organizations in charge of promoting Korea should produce

promotional videos containing emotional elements that appeal to basic psychological elements of wanting to go to a destination rather than attracting one.

Second, it helped establish that in addition to attitude, subjective norm, and anticipated emotion, perceived behavioral control was a critical component while deciding the desire for the original MGB. Moreover, desire, and cognitive dissonance were observed to be significant variables influencing revisit intentions. Furthermore, the study's results demonstrated that additional factors (such as desire and cognitive dissonance) greatly affected human behavior for Korean inbound tourism. These two nations (China and Japan) are the largest international markets for Korean tourist market. Therefore, centralized marketing is possibly more applicable to the market rather than targeting different nations under different theories.

Third, EMGB, which includes new constructs of perception of cognitive dissonance to the original MGB, represented the influence of revisit intention.

Fourth, as indicated by previous studies (Festinder, 1957; Schewe, 1973; Wilkie, 1986; Kim, 2011; Huseynov et al., 2022) which proposed relationships among cognitive dissonance, desire, and revisit intentions, cognitive dissonance was a significant emotional variable to determine desire and revisit intentions, particularly for Japanese visitors going to Korea in the EMGB. The results demonstrated that cognitive dissonance increased desire and revisit intentions to Korea, leading to a positive picture with expectation. To decrease the negative cognitive dissonance, very much arranged condition around South Korea is imperative for choosing and returning to Korea. Therefore, tourism marketers should increase the fulfillment of visiting Korea in light of such motivation. Furthermore, expanding positive cognitive dissonance may decrease the awful and disappointing factors while visiting Korea.

When there is cognitive overlap, minimal cognitive dissonance occurs as settling on decisions does not prompt surrendering fundamental segments of alternatives (Liang, 2015). A very much arranged condition is imperative for choosing and returning to Korea to decrease negative cognitive dissonance.

A key limitation is precisely capturing the decision-making procedure of the Chinese and Japanese using the 5-point Likert scale. Indeed, it is very difficult to measure their opinions. Furthermore, the respondents do not generally respect their assumptions, and feelings could be impacted by socially attractive qualities while reacting when self-detailing their announcement and feelings (Barrett, 1996; Johnson, 2009). Note that this study was limited to national divisions among inbound tourism, which focused on a few travelers from China and Japan. Thus, it will probably be hard to generalize the results as an aggregate for the whole nation of South Korea. Although this study's results are generally consistent with those of previous studies, a small survey area makes it difficult to generalize the study's outcomes. In addition, future studies need to focus on a wide range of tourists visiting Korea. However, getting real behavior from tourists using just survey-based material is hard. Moreover, this study is just centered on behavior intention. However, additional studies should examine the observation technique for capturing genuine behavioral action.

Finally, another limitation of the study is that the EMGB results are likely to be diverse and rely on seasonality because this study was performed only for international tourists during the summer. Future studies may be conducted for different international tourists during different seasons since seasonality is a key quality of tourism (Jolliffe and Farnsworth, 2003).

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