INTENTION TO VISIT ECO-FRIENDLY DESTINATIONS FOR TOURISM EXPERIENCES: AN EXTENDED THEORY OF PLANNED BEHAVIOR

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ABSTRACT

The purpose of this study is to investigate consumers' intentions to visit eco-friendly destinations for tourism experiences by developing an integrated structural model that incorporates the TPB model with an additional construct, i.e. environmental friendly activities (EFA). Data was collected via a web-based survey and then analyzed. The related hypotheses have been tested using Structural Equation Modeling (SEM). The sample consists of 471 responses from Indian consumers. The findings reveal that attitude, subjective norm, perceived behavioral control and environmental friendly activities are significant predictors of intention. These constructs explained approximately 50 percent of the variance in the intention. The results of this study contribute to the body of the knowledge of intention, eco-friendly destinations, and tourism experiences and also provide useful information for developing effective marketing strategies to encourage consumers to visit eco-friendly destinations for tourism experiences. To the best of the researchers' knowledge, this was the first attempt to predict the intention to visit eco-friendly destinations for tourism experiences by employing TPB along with the EFA construct.

Keywords: Theory of Planned Behavior (TPB), Intention, Eco-friendly Destinations, Environmental Friendly Activities (EFA), Tourism Experiences.

JEL Classification: L83, Q01, Q56, Z32

1. INTRODUCTION

Experiences are generated by expressed or implied behavior, perception, cognition, and emotions (Oh et al., 2007; Jurowski, 2009). Experiencing something new is something one does for his/herself. Backgrounds, values, attitudes and beliefs are the factors that contribute to the individual's unique experience (Knutson et al., 2007). The process of visiting, learning and participating in activities in a setting that is different from one's environment creates tourism experiences (Stamboulis & Skayannis, 2003; Jurowski, 2009). An individual's tourism experience is a multifunctional leisure activity that can be either educational or entertaining or both (Ryan 1997; Li, 2000). Every tourism activity creates an experience whether positive or negative. Hence, visit to all eco-friendly destinations must be set up to provide consumers with an unforgettable and unexpected tourism experience (Dalonso et al., 2014). The subjective personal responses and feelings associated with tourism activities are

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referred to as consumer tourism experiences (Chen & Chen, 2010). The ability of tourism companies to attract and retain consumers is dependent on their ability to create memorable tourism experiences (Kandampully et al., 2011; Leung et al., 2013; Sugathan & Ranjan, 2019).

Eco-tourism, sustainable tourism, environmental friendly destinations and environmental friendly activities are the terms used to describe tourism that is good for the environment. All of these terms are interrelated. Eco-tourism is a kind of tourism taking full responsibility for the economic, social and environmental effects of its present and future and addressing the requirements of its tourists, industry, environment and host communities (Ahmad et al., 2020). Tourism is an activity that is economical and requires economic, social, cultural, and environmental inputs across traditional industries. It is, therefore, referred to as multi-faceted (Lickorish & Jenkins, 2011). Eco-tourism is growing at a rate that is nearly three times the rate of tourism in general (Hultman et al., 2015; Ahmad et al., 2020). Similarly, sustainable tourism is a journey that not only concentrates on reducing the damage caused to the natural environment by tourists but also requires sustainable growth of the contribution of tourism to the economy, culture and society and the sustainable use of resources and environment. This research will help to create awareness of eco-tourism's purpose (Liu, 2003; Pham & Khanh, 2020). Plenty of tourists are becoming more aware of the environment and prefer green destinations and services, showing their desire to visit environmental friendly locations (Vandermerwe & Oliff, 1990; Mendleson & Polonsky, 1995; Manaktola & Jauhari, 2007; Han et al., 2010). It's not surprising that sustainable tourism is becoming a booming industry that we, as a community, are becoming more mindful of and trying to minimize our global impact (Ashraf et al., 2019). Since environmental sustainability amongst customers is becoming increasingly significant; environmental concerns, business ethics, moral values and social competence have become more crucial for competing in tourist areas (Manaktola & Jauhari, 2007; Baker et al., 2013; Yarimoglu & Gunay, 2019). Walsh and Dodds (2017) explain that there has been a favorable relationship between competitiveness, economic performance in organizations and low-cost methods to sustainable development that focus on operational efficiency.

Providing guests with the opportunity to experience more about nature in ways that lead to better understanding, appreciation and pleasure is an important component of visiting an eco-friendly destination. An eco-friendly destination should increase visitors' understanding and awareness of the natural environment, as well as encourage them to participate in environmental friendly activities (Lee & Moscardo, 2005). As a service-oriented sector, the tourism industry is heavily impacted by the quality of the tourism experiences in its services and facilities (Abdul Gani et al., 2019; Abbasi et al., 2021). This study investigates the tourists' visit intentions to visit eco-friendly destinations by utilizing the TPB. The study incorporated an additional construct i.e. environmental friendly activities that assesses the experience and implications of intentions. Environmentally friendly and environmentally responsible are the terms that represent the activities that are beneficial for the environment (Roberts, 1996; Manaktola & Jauhari, 2007; Jang et al., 2015). Environmental friendly activities gradually increase people's understanding of the environment, including their behavior in a given situation (Rannikko, 1996; Ahmad et al., 2020). It is expected that increased consumer awareness and interest in eco-friendly destinations for tourism experiences will influence consumer visit intention. The intention to travel to environmentally friendly destinations for tourism experiences can be considered pro-environmental, inspired by compassion for others, coming stages, or the environment as a whole (Ashraf et al., 2019). This research assessed the intentions of customers' to explore eco-friendly destinations for tourism experiences by developing an integrated structural model that incorporates an additional construct, EFA, into the TPB model.

In the following sections, the concepts of the TPB and environmental friendly activities (EFA) are discussed. Next, the research methodology, covering research instrument, data collection & sample traits and data analysis, have been explained. The results are then analyzed ahead of the discussion and theoretical & practical implications. At last, limitations and directions for further researches have been given.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Theory of Planned Behavior (TPB)

The TPB was propounded by Ajzen (1985, 1991), who integrated perceived behavioral control (PBC) into the theory of reasoned action (Fishbein & Ajzen, 1975). The TPB is empirically supported and among the most frequent theoretical frameworks used to anticipate and analyze human behavior (Ajzen, 1991; Kautish et al., 2019). Three theoretically independent variables of behavioral intention that TPB accepts are attitude towards a behavior, subjective norm and PBC (Ajzen, 1991; Ajzen & Fishbein, 2005; Han et al., 2010). Behavior intentions can be anticipated with highly precise behavioral attitudes, subjective norms and PBC (Ajzen, 1991). As per the TPB, PBC and BI can be straightly employed to determine the effectiveness of behavior (Ajzen, 1991). The TPB has been effectively utilized in several prior studies to foresee an individual's eco-friendly behavioral intentions. For instance, Ahmad et al. (2020) established a theoretical model that incorporates Schwartz's (1992) personal values with TPB and seeks to study the intentions of visitors concerning visiting eco-friendly destinations. Yarimoglu and Gunay (2019) evaluated the intents of consumers to visit green hotels by utilizing TPB with two integrated structures, EFA and overall image. Ashraf et al. (2019) explore the consumers' intentions to visit eco-friendly destinations with the TPB and the confederation of Schwartz's (1992) personal values. Setyawan et al. (2018) demonstrated the young customers' intention to purchase green items with collaborating variables, environmental concern, environmental knowledge and willingness to pay more with TPB. Based on these studies, the first three hypotheses of this study were developed to evaluate the links between TPB's three primary variables and intention to visit eco-friendly destinations for tourism experiences.

2.2 Attitude (ATT)

The foremost and key element of behavioral intention is attitude (Ajzen, 1991; Han et al., 2010) which is termed as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Attitude can be described as a human's extensive review of a particular behavior (Ajzen, 1991). A person's attitude is shaped by two factors: beliefs about the impacts of engaging in particular behavior and convictions concerning those effects (Ajzen & Fishbein, 1980; Ajzen, 1991). When the results are examined appropriately, the consumer has a more favorable attitude and is often more inclined to participate in that particular behavior (Lee, 2005; Cheng et al., 2006; Han et al., 2010). In other way, a person's favorable attitude towards a particular behavior enhances the intention of participating in the behavior (Ajzen, 1991; Han et al., 2010). Behavioral beliefs shape attitudes toward behaviors, which reflects positive and negative behavioral assessments. The link connecting intentions and attitudes toward a behavior is direct and positive (Yarimoglu & Gunay, 2019). A consumer's intention will be positively affected if he or she has a favorable attitude towards specific behavior, as per TPB (Ajzen, 1991). In the framework of this research, attitude relates to how intelligent, pleasant, helpful and appealing consumers are towards visiting eco-friendly destinations for tourism

experiences (Ashraf et al., 2020). Numerous studies found an important and beneficial attitude and intention relationship (Chen & Tung, 2014; Han, 2015; Manosuthi et al., 2020). The following hypothesis has been proposed based on the above conceptual and empirical foundation:

H1. Attitude has a significant and positive effect on the intention to visit eco-friendly destinations for tourism experiences.

2.3 Subjective Norm (SN)

Subjective norm is the second element of behavioral intention, as per the TPB framework. Ajzen (1991) states subjective norm as "the perceived social pressure to perform or not perform the behavior". Social influences to participate or not in a target behavior are described by subjective norms (Ajzen, 1991). An individual's convictions about how others want him/her to behave and his/her determination to comply with the significant referents' views regarding behavior, are considered to be two components of subjective norms. (Ajzen & Fishbein, 1980; Ajzen, 1991). In other words, the perceived perspectives of important others who are close to the consumer and who influence consumers' decisions are referred to as the subjective norm (Park, 2000; Han et al., 2010). Subjective norms are described as the measure to which key customers value while selecting to visit environment-friendly tourism destinations. (Ashraf et al., 2020). Subjective norm includes normative beliefs and demonstrate how others perceive and react to actual behavior. It exerts social pressure on people to engage in or refrain from engaging in a particular behavior (Ajzen, 1985). Subjective norms are regarded perspectives of people who are reasonably close and who significantly impact the decisions. People's intentions to perform a behavior are stronger when they have more positive subjective norms (Chen & Tung, 2014). In the context of this study, when important others believe that visiting eco-friendly destinations for tourism experiences is responsible behavior, an individual's perceived societal obligation to visit eco-friendly destinations for tourism experiences increases. As a result of the higher degree of social pressure, consumers will be more likely to visit eco-friendly destinations for tourism experiences. It has been shown in prior studies that subjective norms positively affect intention (Tonglet et al., 2004; Chien et al., 2012; Chen & Tung, 2014; Han, 2015; Manosuthi et al., 2020). Based upon the previous findings, the following hypothesis is formed:

H2. Subjective norm has a significant and positive effect on the intention to visit eco-friendly destinations for tourism experiences.

2.4 Perceived Behavioral Control (PBC)

The third element of behavioral intention is PBC. "The perceived ease or difficulty of performing a behavior is referred to as perceived behavioral control" (Ajzen, 1991). PBC denotes an individual's opinion of whether a behavior is simple or complex to perform. (Ajzen, 1991; Kim & Han, 2010). This structure has two components: control beliefs, which are the personal evaluation of the presence or absence of behavioral facilitators and inhibitors, and perceived power that represent the personal evaluation of its impact on enabling or preventing the particular behavior of these factors. (Ajzen, 1991; Lam & Hsu, 2006; Kim & Han, 2010). Perceived behavioral control, in particular, assesses how effectively one can control elements that might assist or restrict activities necessary to deal with a certain circumstance (Han et al., 2010). Because of the availability of required resources, a consumer's behavioral intention will be higher if the consumer controls the conduct of specific behavior. Perceived behavioral control depicts the view of people that the activity of interest is easy or difficult to accomplish (Ajzen, 1991). As per the TPB, the insight of behavioral control is contrary to the level of real behavior control that promptly influences

both the intention to implement that behavior and also the actual implementation of that behavior (Jalilvand & Samiei, 2012). When an individual perceives the presence or absence of opportunities or resources to achieve a specific behavior, and the perceived importance of such opportunities or resources for achieving that behavior, he or she is said to have PBC (Ajzen & Madden, 1986). In the context of the current study, PBC can be understood as how easy or difficult it is to visit eco-friendly destinations for tourism experiences. Several prior researches have indicated that PBC has a positive and significant relationship with the intention (Chen & Tung, 2014; Han, 2015; Wu & Chen, 2018; Manosuthi et al., 2020; Sujood et al., 2021). Hence, the following hypothesis is formed:

H3. Perceived behavioral control has a significant and positive effect on the intention to visit eco-friendly destinations for tourism experiences.

2.5 Environmental Friendly Activity (EFA)

Environmental friendly activities and eco-friendly destinations are related to eco-tourism, which is defined by Björk (2000) as "an activity where the authorities, the tourism industry, tourists and local people make it possible for tourists to travel to genuine areas to admire, study and enjoy nature and culture in a way that does not exploit the resource but contributes to sustainable development". Former researches demonstrated the positive facet of eco-friendly consumption in comparison with other factors in individual psychographics (Jeong et al., 2014; Ahmad et al., 2020). Environmental Friendly Activities (EFA) relates to an individual's assumption of the necessity of environmental conservation (Pham & Khanh, 2020). Researchers propose that a consumer who is ecologically informed may show pro-environmental behavior more often than other consumers (Lee & Moscardo, 2005; Baker et al., 2013). There are several environmental friendly activities at eco-friendly destinations for tourism experiences like sustainable cooking, availability of sustainable products, usage of green/blue bags for recycling, usage of pollution-free transportation etc. A positive attitude towards the importance of visiting eco-friendly activities for tourism experiences is required to be environmentally conscious (Laroche et al., 2001; Leonidou et al., 2010; Baker et al., 2013). When it comes to visiting eco-friendly destinations for tourism experiences, environmentally conscious consumers are more likely to do so than those who do not (Han et al., 2009; Han et al., 2011; Baker et al., 2013). There are several previous studies in which a positive and significant relationship between environmental friendly activities and intention has been shown (Kim & Han, 2010; Han & Yoon, 2015; Trivedi et al., 2018; Yarimoglu & Gunay, 2020). Based on previous studies, we have postulated the following hypothesis:

H4. Environmental Friendly Activity has a significant and positive effect on the intention to visit eco-friendly destinations for tourism experiences.

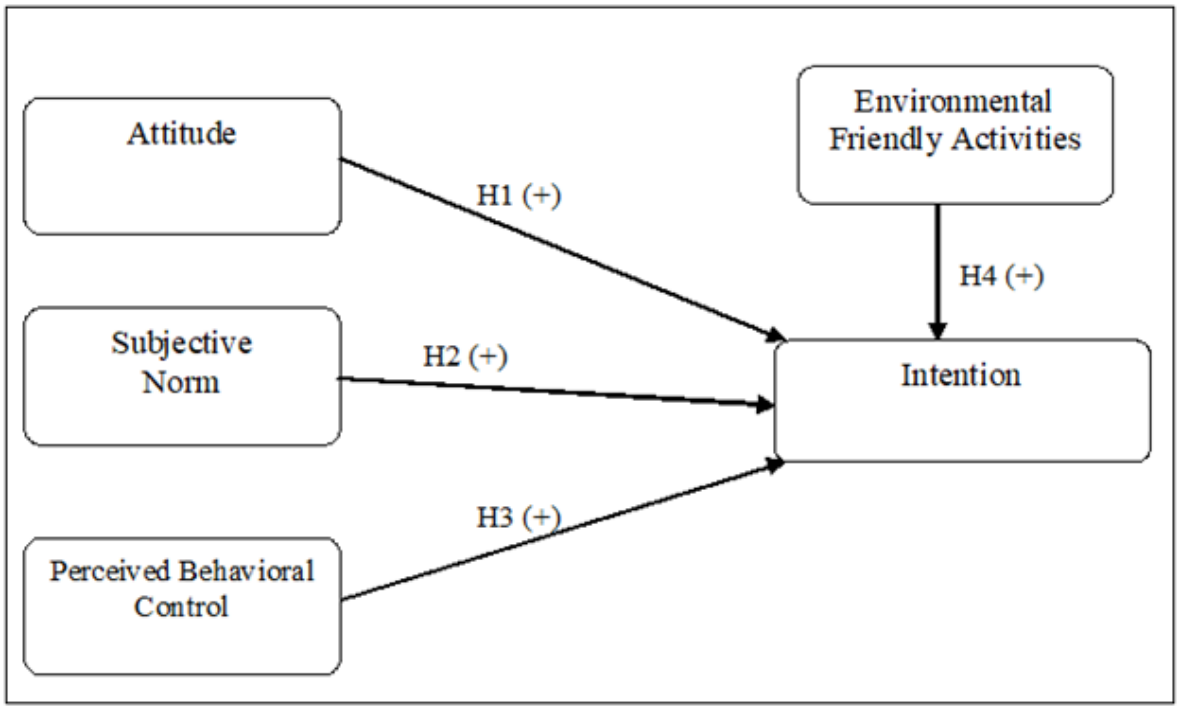
Table 1. Researches related to TPB, Eco-friendly activities and Intention

Author/s (Year)	Objective	Nation	Data Collection	Sample Size	Data Analysis	Constructs	Theory/ Concept	Findings
Hasan et al. (2020)	To compose a conceptual model by adjoining the service quality and perceived value with the TPB to inspect the tourists' intention to revisit the beach destinations.	Bangladesh	Survey	N=419	PLS-SEM	Attitude, Subjective Norms, PBC, Service quality and Perceived value.	TPB	The results show that perceived value influenced attitudes of visitors and revisit intentions both, while only the attitudes of tourists were affected by the quality of the service.
Ahmad et al. (2020)	To propose a theoretical framework integrating Schwartz's (1992) and TPB personal values to evaluate the visitors' intentions for visiting environmentally friendly destinations.	China	Survey	N=503	SEM	Attitude, Resultant Conservation, Environmental Consciousness, Social Norms, PBC, Visiting Intention, Resultant Self-transcendence.	Schwartz Personal Values and TPB	The results show that all of the three TPB variables have a favorable effect on visitors' self-transcendence.
Ashraf et al. (2019)	To examine the visitor's intention to explore eco-friendly destinations with the confederation of Schwartz's (1992) personal values and TPB.	China	Survey	N=467	SEM	Resultant Self-transcendence, Resultant Conservation, Environmental Consciousness, Attitude, Subjective Norms, PBC, Perceived Green Image, Visiting Intention	Schwartz (1992) personal values and TPB	TPB elements and perceived green images have a positive influence on the intentions of visitors of visiting environmental friendly destinations.
Olya et al. (2019)	The objective of this paper is to present a unique perspective on the formulation of hotel visitors' behavioral responses.	Cyprus	Survey	N=260	SEM	Attitude, Subjective Norms, PBC, Continued intention to use and Intention to recommend.	TPB	All the variables show a positive influence on the consumers' behavior to visit Green hotels except the Intention to recommend.
Yarimoglu and Gunay (2019)	To examine the intentions of the travelers to explore green hotels by employing the two variables in the TPB framework.	Turkey	Survey	N=400	SEM	Willingness to Pay More, Attitude, Subjective Norms, PBC, Environmental Friendly Activities (EFA), Visit Intention, Overall Image, Satisfaction and Loyalty.	TPB	The findings of the study validated the extended planned behavior theory to explore green hotels.
Setyawan et al. (2018)	Demonstrated the young customers' intention of purchasing green items with collaborating variables, environmental concern, environmental knowledge and Willingness to pay more with TPB.	Indonesia	Survey	N=326	SEM	Environmental concern, Environmental knowledge, and Willingness to pay	TPB	The purchasing of green items among young customers did not have any effect on environmental concerns and attitudes.
Paul et al. (2016)	To certify TPB and TRA to predict the green product purchase intentions of Indian consumers.	India	Survey	N=521	SEM	Attitude, Subjective Norms, Perceived Behavior Control, Environmental Concern and Purchase Intention.	TPB and TRA	The findings demonstrate that Attitude and PBC significantly predict Purchase Intention whereas Subjective Norm does not.
Chen and Tung (2014)	To assess the intention of consumers to go to green hotels.	Taiwan	Survey	N=559	SEM	Attitude, Subjective Norms, PBC, Perceived Moral Obligation, Environmental Concern, and Intentions.	TPB	The results indicate that consumers' environmental concern, perceived moral obligation, and all the foregoing TPB framework have a favorable impact on green hotel visits.

Han et al. (2010)	To test the TPB framework for illustrating how visitors want to visit a green hotel.	U.S	Online Survey	N=3000	SEM	Attitude, Subjective Norm, PBC, Visit Intention.	TPB	The results demonstrate that the tourists' intention to spend time at a green hotel has a significant effect on the attitude, subjective norms and the PBC.
Han and Kim (2010)	To justify the decision of the consumers to pay similar costs for a green hotel at normal rates.	Korea	Survey	N=389	SEM	Environmental Concerns, Perceived Customer Effectiveness and Environmentally Conscious Behaviors	TPB	The purpose is to pay normal hotel costs for a green hotel was supported by all the antecedent elements of intention.
Kalafatis et al. (1999)	To study the variables that affect the desire of people to buy environmental friendly items.	UK & Greece	Survey	N=345	SEM	Attitude, Subjective Norms, PBC, Intention and Behavior.	TPB	The results provided significant support for the TPB's resilience in the purpose of both the countries.

Source: Own Elaboration

Figure 1. Conceptual Model and Hypotheses



Source: Own Elaboration

3. RESEARCH METHODOLOGY

3.1 Instrument

The online questionnaire was developed using Google forms. The attitude was determined by four items adapted from Lam and Hsu (2004). Subjective Norm was determined by four items from Ajzen (1991) and Hsu and Huang (2012). PBC was determined by four items adapted from Ajzen (1991). Environmental Friendly Activities were determined by four items adapted from Han et al. (2010). Lastly, Intention was determined by four items adapted from Han et al. (2010) and Song et al. (2012). The items' wordings have been

slightly changed to make them more appropriate for this study. A detailed description of eco-friendly destinations was provided in the survey's opening instructions. The Likert scale of 7-point was utilized to determine all the items (where "1= strongly disagree; 2= disagree; 3= somewhat disagree; 4= neither agree nor disagree; 5= somewhat agree; 6= agree and 7= strongly agree"). Appendix A displays the items.

3.2 Data Collection and Sample Size

Data was collected via a web-based survey which is a convenience sampling method. This is a quick and easy method of sampling. Online surveys make it easier to reach out to larger populations of interest (Han & Hyun, 2017) that are hard to reach because there is a challenge in finding and recognizing them (Fricker, 2008; Das & Tiwari, 2021). Before posting the questionnaire, a pilot study of 40 respondents was conducted to ensure that the questions were clear and easily understandable. The results of the pilot test confirmed the reliability. From May 1 to June 30, 2021, the survey link was shared on social networking sites. The appropriate sample size has been estimated for this study based on the recommendation of Hair et al. (1998) that the required level of 15-20 observations per studied variable should be determined. This research consists of 05 variables and 20 items, which means a sample size of 20 x 20 = 400 is adequate. There were 509 responses in total, 38 cases omitted due to incomplete values. The final sample of 471 valid responses was considered, which is greater than the required value of no less than 400 for SEM (Boomsma, 1987; Paul et al., 2016).

3.3 Data Analysis

SPSS 25 and AMOS 22 softwares have been used to evaluate data. With the help of frequency tables, the demographic properties of the sample have been analyzed. After that, the two-stage process proposed by Anderson and Gerbing (1988) was subsequently followed to analyse data by SEM and verify if the data is suitable for the proposed model. First, CFA was utilized for the evaluation of the measurement model's quality and adequacy to establish the reliability, convergent validity, and discriminant validity of the investigated constructs (Anderson & Gerbing, 1988). Second, to investigate the causal relationship of latent variables, SEM has been utilized to validate hypotheses.

4. RESULTS

4.1 Sample Profile

471 responses of Indian consumers were found to be valid. The characteristics of the respondents are given in table 2.

Table 2. Sample Profile

Items	Classification	Sample Amount	Percentage
Gender			
	Male	269	58.12 %
	Female	202	42.88 %
Age			
	Below 25	53	11.26 %
	25-35	110	23.35 %
	36-45	129	27.39 %
	46-55	106	22.51 %
	Above 55	73	15.49 %
Education			
	Intermediate	45	09.55 %
	Bachelor's Degree	210	44.58 %
	Master's Degree	178	37.79 %
	Ph.D.	38	08.06 %
Marital Status			
	Unmarried	193	40.97 %
	Married	267	56.68 %
	Others	11	02.33 %
Occupation			
	Employee	179	38.00 %
	Student	78	16.56 %
	Businessman	129	27.38 %
	Retired	32	06.79 %
	Others	53	11.25 %
Monthly Income (INR)			
	Up to 20,000	85	18.04 %
	20,001-35,000	124	26.32 %
	35,001-50,000	135	28.66 %
	50,001-65,000	109	23.14 %
	Above 65,000	18	03.82 %
Total		471	100%

(US$1= Approx. INR 75.00 as of 2021)

Source: Own Elaboration

4.2 Descriptive Statistics

The constructs' mean values are displayed in Table 3, which range from MIN 4.770 to MAX 5.691 on a seven-point Likert scale. Among all variables, Attitude (ATT) has the highest mean value (5.691), while Intention (INT) has the lowest (4.770). The highest standard deviation (1.039) was recorded by Subjective Norm (SN), while the lowest was recorded by INT (0.893).

Table 3. Descriptive Statistics

Construct	Mean	Std. Deviation
ATT	5.691	0.985
SN	5.127	1.039
PBC	5.507	0.953
EFA	5.259	0.978
INT	4.770	0.893

Source: Own Elaboration

Factor analysis was implemented with Principal Component Analysis and the Varimax Rotation Technique. Table 4 displays the cumulative percentage (79.55 %) of the variance of the factors with Kaiser–Meyer–Olkin (KMO) sampling efficiency measurement of 0.946, which was higher than the recommended index of 0.60 (Garson, 2001). Bartlett's test of Sphericity was 7943.120 (df = 190, $p<0.001$).

Table 4. Factor Analysis of the Measuring Instrument

Variables	Items	Factor Loadings	Eigenvalue	% of variance	Cumulative %
SN			10.868	16.921	16.921
	SN1	0.788			
	SN2	0.844			
	SN3	0.804			
	SN4	0.768			
PBC			1.604	16.043	32.964
	PBC1	0.772			
	PBC2	0.804			
	PBC3	0.801			
	PBC4	0.723			
INT			1.313	15.684	48.648
	INT1	0.730			
	INT2	0.812			
	INT3	0.728			
	INT4	0.755			
ATT			1.124	15.536	64.183
	ATT1	0.780			
	ATT2	0.809			
	ATT3	0.750			
	ATT4	0.689			
EFA			1.001	15.368	79.551
	EFA1	0.811			
	EFA2	0.733			
	EFA3	0.767			
	EFA4	0.742			

Source: Own Elaboration

4.3 Measurement Model

To confirm the measurement model's adequacy, the constructs' reliability, convergent and discriminant validity were tested. The variables' reliability of internal consistency has been evaluated by alpha and CR. Alpha coefficients should be 0.70 or higher (Hair et al., 2006), and CR values should be greater than .6 (Bagozzi & Yi, 1988) for reliability. All variables have been recognized as reliable in the study because they met the threshold criterion of reliability (Table 5). The authors used the Fornell and Larcker (1981) recommendations to confirm convergent validity: (1) all factor weights must be greater than 0.70 and (2) the average variance extracted (AVE) value must be higher than 0.50. All of the items had loading values greater than 0.70. The AVE ranged from 0.636 to 0.772, exceeding the 0.50 cut-off and meeting the convergent validity criteria (Table 5).

Table 5. Reliability and Convergent Validity

Variables	Items	Standardized Factor Loading	CR	AVE	Cronbach's Alpha
SN			0.916	0.732	0.916
	SN1	0.84			
	SN2	0.87			
	SN3	0.88			
	SN4	0.83			
ATT			0.931	0.772	0.930
	ATT1	0.89			
	ATT2	0.90			
	ATT3	0.89			
	ATT4	0.83			
PBC			0.917	0.734	0.916
	PBC1	0.87			
	PBC2	0.81			
	PBC3	0.89			
	PBC4	0.86			
EFA			0.875	0.636	0.874
	EFA1	0.75			
	EFA2	0.83			
	EFA3	0.81			
	EFA4	0.79			
INT			0.916	0.733	0.915
	INT1	0.80			
	INT2	0.86			
	INT3	0.87			
	INT4	0.89			

Source: Own Elaboration

By measuring each variable's AVE values' square root against their correlations with other variables, the discriminating validity of the variables was evaluated. Because each variable's square root value of AVE was greater than inter-construction correlations, therefore discriminant validity was supported (Fornell & Larcker, 1981), as presented in Table 6.

Table 6. Discriminant Validity

	ATT	SN	PBC	EFA	INT
ATT	**0.879**				
SN	0.663***	**0.856**			
PBC	0.721***	0.638***	**0.857**		
EFA	0.659***	0.546***	0.635***	**0.797**	
INT	0.725***	0.663***	0.667***	0.709***	**0.856**

"*** p< 0.001; square root of AVE diagonally in bold

Source: Own Elaboration

4.4 Structural Model

Structural equation modeling was utilized in this study by using AMOS 22.0 to derive the path coefficients of the association between the variables. The structural model's overall fit indices are as follows: ($\chi 2/df$ = 2.629, NFI = 0.948, CFI = 0.967, RFI = 0.938, IFI = 0.967, TLI = 0.961, RMSEA = .059), which show an adequate fit with the hypothesized structural model (Bagozzi et al., 1991; Hair et al., 1998; Bagozzi & Yi, 2012).

Table 7 presents the results of the hypothesis testing. All three constructs of TPB, Attitude (H1) (β = 0.363, t-value= 11.137, p <0.001), Subjective Norm (H2) (β = 0.315, t-value= 9.658, p <0.001) and PBC (H3) (β = 0.120, t-value= 3.698, p <0.001) have a significant and positive effect on Intention. Lastly, Environmental friendly activities (H4) (β = 0.506, t-value= 15.524, p <0.001) has a significant and positive effect on Intention. Therefore, all the hypotheses are supported.

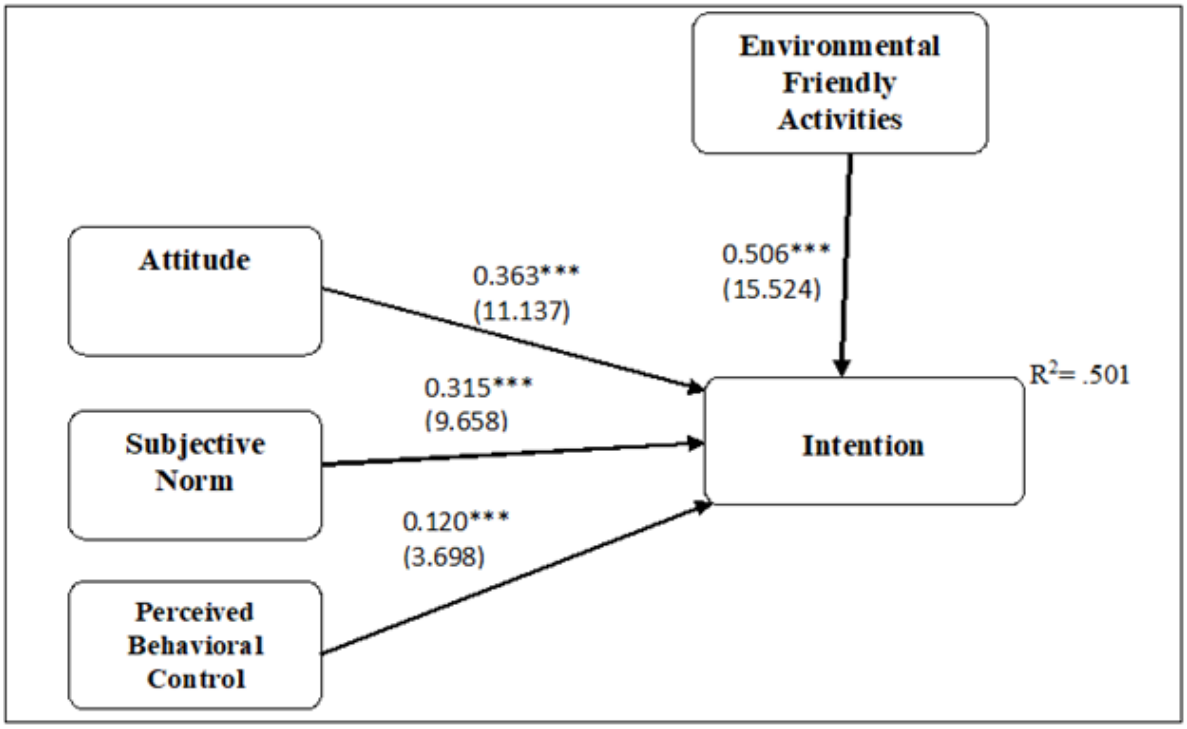
Table 7. Hypotheses Testing

Relationship	β	t-value	p-value	Result
H1: ATT ⟶ INT	0.363	11.137	< 0.001	Supported
H2: SN ⟶ INT	0.315	09.658	< 0.001	Supported
H3: PBC ⟶ INT	0.120	03.698	< 0.001	Supported
H4: EFA ⟶ INT	0.506	15.524	< 0.001	Supported

Source: Own Elaboration

The above findings show that all the variables of TPB and environmental friendly activities are significant and positive determinants of Intention. These constructs explained about 50 percent (R^2 = 0.501) of the variance in the intention to visit eco-friendly destinations for tourism experiences. Figure 2 shows the structural model and path coefficients and the numbers in the brackets are t-values.

Figure 2. Structural Model and Path Coefficients



Source: Own Elaboration

5. DISCUSSION AND CONCLUSION

This research is focused on the TPB that investigated consumers' intention to visit eco-friendly destinations for tourism experiences by broadening the original TPB model with the inclusion of Environmental Friendly Activities (EFA). The results of the study validated the TPB usage in predicting intention to visit eco-friendly destinations for tourism experiences, as EFA and original TPB components have a significant positive impact on Intention. As per Ajzen (1991), attitude denotes "the degree to which a person has a favorable or unfavorable evaluation of the behavior in question". In the context of this study, the attitude can be understood as a favorable evaluation of intention to visit eco-friendly destinations for tourism experiences. The result proved that attitude positively (β = 0.363) affects intention. This result matches with prior studies (Han & Kim, 2010; Han et al., 2011; Teng et al., 2013; Chen & Tung, 2014; Han & Yoon, 2015; Paul et al., 2016; Yarimoglu & Gunay, 2020; Sujood et al., 2021). There are several studies in which there is no influence of attitude on intention (Lam & Hsu, 2006; Sparks, 2007; Abbasi et al., 2021). Consumers may perceive visiting eco-friendly destinations as an environmental friendly tourism experience. Also, if they have a positive attitude towards eco-friendly destinations, they will prefer visiting eco-friendly destinations for tourism experiences over conventional destinations. This finding states that consumers think that visiting eco-friendly destinations for tourism experiences would be favorable, enjoyable, fun and pleasant. Subjective Norm is described as "the perceived social pressure to perform or not to perform the behavior" (Ajzen, 1991). The result displays that subjective norm is significantly and positively (β = 0.315) influencing intention to visit eco-friendly destinations for tourism experiences. The results are consistent with previous research (Lam & Hsu, 2006; Chen & Tung, 2014; Quintal et al., 2015, Verma & Chandra, 2018; Hasan et al., 2020). In contrary to this finding, there are few studies in which no significant relationship was found between Subjective Norm and Intention

(Lam & Hsu, 2004; Ryu & Jang, 2006; Casaló et al., 2010). This outcome is because social pressures have a strong impact on the intended behaviors of consumers. Their intention to visit eco-friendly destinations will be strengthened if they understand that their close ones (peers, family, and relatives) expect them to do so for tourism experiences (Ahmad et al., 2020). Their colleagues/relatives/peer group provide positive reinforcement as to why they should visit eco-friendly tourism destinations. As a result, consumers believe that visiting environmentally friendly destinations for tourism experiences is socially acceptable (Paul et al., 2016). The third important factor of TPB is PBC. It is characterized as "the perceived ease or difficulty of performing the behavior" (Ajzen, 1991). The finding of this study reveals that PBC significantly and positively ($\beta = 0.120$) influences intention to visit eco-friendly destinations for tourism experiences. This result is in line with previous researches (Ajzen, 2002; Lam & Hsu, 2004; Lee et al., 2014; Abbasi et al., 2021). The most probable reason for this finding is that consumers are confident, they have time and resources, and they do not perceive difficulty in visiting eco-friendly destinations for tourism experiences. Out of all the variables, Environmental Friendly Activities have the strongest influence ($\beta = 0.506$) on intention to visit eco-friendly destinations for tourism experiences. This finding is consistent with previous studies (Kim & Han, 2010; Han & Yoon, 2015; Sreen et al., 2018; Trivedi et al., 2018; Yarimoglu & Gunay, 2020). This is an interesting finding which means that buying eco-friendly products, checking whether the products are packaged in recyclable material and using green/blue bags for recycling are positively linked to visiting eco-friendly destinations for tourism experiences.

6. THEORETICAL & PRACTICAL IMPLICATIONS

The results help to achieve the understanding of Intention, eco-friendly destinations and tourism experiences. This study is an effort of examining the intention as there was scarce information available about consumers' intentions to visit eco-friendly destinations for tourism experiences. To the best of the authors' knowledge, this was the first attempt to employ TPB along with the construct EFA for the prediction of intention to visit eco-friendly destinations for tourism experiences. As per Armitage and Conner (2001), "From a database of 185 independent studies published up to the end of 1997, the TPB accounted for 27% and 39% of the variance in behavior and intention, respectively", and the present study has a variance of approximately 50 percent in intention to visit eco-friendly destinations for tourism experiences. Hence, this research verifies the effectiveness of the extended TPB model. All the constructs of TPB and EFA are significant in predicting intention, and out of all the constructs, EFA has the strongest influence. Therefore, in the context of eco-friendly destinations, EFA can be one of the key determinants of intention. The addition of EFA to the TPB broadens the current tourism literature, as no other study has considered EFA for predicting the intention of visiting environmentally friendly destinations for tourism experiences in the Indian context.

When the intentions of customers to visit environmentally friendly destinations for tourism experiences are examined, the proposed model's results have proven to be effective. The findings can also be regarded as a useful tool for examining consumers' intentions in other types of eco-tourism activities in India due to the model's satisfactory explanation power. As previously stated, the findings revealed that all the variables have a significant and positive influence on intention, implying that they can make a significant contribution to consumers' intentions to visit eco-friendly destinations for tourism experiences. These findings have important implications for eco-friendly destination marketers in developing marketing strategies that highlight which areas of services as well as tourist characteristics

should be prioritized to encourage consumers to explore eco-friendly destinations. Marketers who deal in eco-friendly destinations should look for ways to boost EFA, as this will increase the intention to visit eco-friendly destinations for tourism experiences. It may be beneficial for marketers to focus more on ways to increase positive attitudes to increase consumers' intention to visit eco-friendly destinations for tourism experiences. Subjective Norm has a strong influence on intention; managers should focus on the ways by which favorable subjective norms towards visiting eco-friendly destinations for tourism experiences can be developed among consumers. As per the results, PBC is also one of the key determinants of intention, so managers should focus on improving the tourism infrastructure at eco-friendly destinations, reducing the overall cost of visiting eco-friendly destinations so that consumers can perceive that they have time, money, resources and control over traveling to eco-friendly destinations for tourism experiences.

7. LIMITATIONS AND FUTURE DIRECTIONS

Although the current study met its objectives, it has few limitations which provide future research opportunities. First, this study only measured Intention rather than actual behavior; as suggested by Belk (1985), consumers' actual behavior does not always match their intention. Therefore, future research should concentrate on the actual behavior of consumers visiting eco-friendly destinations for tourism experiences, which will bridge the gap between intention and actual behavior. Second, only an additional construct was added to the TPB model, i.e. Environmental Friendly Activities. In future studies, it is suggested to add more constructs like environmental concern, knowledge value, experience, etc. to the TPB model for the better predictive ability of the model. Third, the data have been collected for this research study using a Web-based survey method. This method is easy and practical for reaching out to a larger population. However, respondents of this study were limited to those having computers and access to the internet connection. To address this issue, future studies should examine intention in an actual setting of eco-friendly destinations for tourism experiences. Fourth, data was obtained from Indian consumers. As a result, generalizing the findings to consumers in other countries or continents should be done with caution. To improve the generalizability of the results, a larger sampling range of different geographic locations should be included in future studies. Fifth, this study did not take the relationship between demographic characteristics and variables into consideration, so it should be investigated in future studies to gain a better understanding of consumer profiles.

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APPENDIX: A

Please answer the following questions. (Please tick √ the appropriate box)

1. **Gender:** Male ☐ Female ☐ Others ☐
2. **Age:** Below 25 ☐ 25-35 ☐ 36-45 ☐ 46-55 ☐ above 55 ☐
3. **Education:** Intermediate ☐ Bachelor's Degree ☐ Master's Degree ☐ Ph.D. ☐
4. **Marital Status:** Unmarried ☐ Married ☐ Others ☐
5. **Occupation:** Student ☐ Employee ☐ Retired ☐ Businessman ☐ Others ☐
6. **Monthly Income:** Upto 20,000 ☐ 20,001-35,000 ☐ 35,001-50,000 ☐ 50,001-65,000 ☐ Above 65,000 ☐
7. **Nationality:** Indian ☐ Others ☐

Attitude	**Source**
ATT1: I think visiting eco-friendly destinations for tourism experiences would be enjoyable.	Lam and Hsu (2004)
ATT2: I think visiting eco-friendly destinations for tourism experiences would be fun.	
ATT3: I think visiting eco-friendly destinations for tourism experiences would be pleasant.	
ATT4: I think visiting eco-friendly destinations for tourism experiences would be favorable.	
Subjective Norms	
SN1: Most people who are important to me think I should visit eco-friendly destinations for tourism experiences.	Ajzen (1991) Hsu and Huang (2012)
SN2: Most people who are important to me would want me to visit eco-friendly destinations for tourism experiences.	
SN3: People whose opinions I value would prefer me to visit eco-friendly destinations for tourism experiences.	
SN4: Most of my friends encourage me to visit eco-friendly destinations for tourism experiences.	
Perceived Behavioral Control	
PBC1: Whether or not, visiting eco-friendly destinations for tourism experiences is completely up to me.	Ajzen (1991)
PBC2: I am confident that if I want, I can visit eco-friendly destinations for tourism experiences.	
PBC3: I have the resources to visit eco-friendly destinations for tourism experiences.	
PBC4: I have the time to visit eco-friendly destinations for tourism experiences.	
Environmental Friendly Activities	
EFA1: When buying something wrapped, I often check whether it is wrapped in recyclable material.	Han et al. (2010)
EFA2: I frequently buy Eco-friendly products.	
EFA3: I frequently use the green bag for recycling.	
EFA4: I frequently use the blue bag for recycling.	
Behavioral Intention	
INT1: I am willing to visit eco-friendly destinations for tourism experiences.	Han et al. (2010) Song et al. (2012)
INT2: I plan to visit eco-friendly destinations for tourism experiences.	
INT3: I will make an effort to visit eco-friendly destinations for tourism experiences.	
INT4: I have an intention to visit eco-friendly destinations for tourism experiences.	