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"How Revisit Intention Is Influenced by E-WOM, Informative content, Infrastructure and Perceived Cost: Mediating Role of Destination Image"

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List of Acronyms

WOM	Word of Mouth
e-WOM	Electronic Word of Mouth
PC	Perceived Cost
IA	Infrastructure Accessibility
IC	Information Content
DI	Destination Image
RI	Revisit Intention
TTCI	The Travel and Tourism Competitiveness Index

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Abstract

Pakistan has abundant natural attractions that remain largely untapped and underutilized in terms of tourism potential. Limited research has been conducted in Pakistan's tourism sector, highlighting the need for further investigation. Therefore, this study carried out to explore the relationship between various variables that influence tourists' revisit intention, with a specific focus on the mediating role of destination image. Drawing insights from prior studies on consumer behavior mechanisms, role of e-WOM, informational content, perceived cost, and infrastructure accessibility in influencing customer retention for revisits by identifying the role of destination image. the aim is to test the relationships between existing and formulate hypotheses for this study. The study was quantitative and employed a survey methodology, collecting a total of 339 responses from the residents of twin cities (Islamabad/Rawalpindi). Demographics were analyzed through SPSS by IBM, while Smart PLS 4 was utilized for structural equation modeling (SEM) to examine the relationship between the hypotheses. The findings reveal that e-WOM, informative content, and perceived cost have a positive impact on the intention to revisit. It also confirms that the destination image itself plays a significant role in influencing revisit intention. However, the results do not demonstrate that the destination image acts as a mediator between the independent and dependent variables framed in this study. The findings offer valuable insights to the government ministries and marketers involved in tourism management in Pakistan. These insights can assist in decision making processes and formulate policies and strategies aimed at enhancing the country's tourism industry and increasing revenue through higher tourist inflow. By aligning their strategies with these factors, the ministries can optimize their efforts to attract and retain tourists, ultimately fostering the growth of the tourism industry.

Keywords: Tourism, Consumer Behavior, Destination Image, Revisit Intention, Perceived Cost, e-WOM, Infrastructure Accessibility

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CHAPTER 01

INTRODUCTION

Research Background and Context

Tourism is considered as one of the fastest growing industry that can facilitate economic recovery and growth if the potentials are properly managed. Additionally, tourism is one of the largest and most dynamic sectors that have significant effects on earnings, employment, foreign exchange and economic growth. It is recognized as a major contributor to economic growth and development in an emerging market (Shahzad et al., 2017)

The tourism industry is experiencing rapid growth globally and has emerged as a promising economic opportunity in many developed nations (Michael Grosspietsch 2005). Developing countries have also recognized tourism as a significant source of income. However, it's worth noting that tourism isn't a single, physical product but rather an industry that offers a diverse range of both tangible and intangible products (UNWTO, 2021). Tangible products include accommodations and transportation, while intangible products encompass cultural experiences and local knowledge.

The success of tourism heavily depends on quality, and variety of infrastructure available at the tourism destination. Infrastructure is critical aspect of the tourism sector and have vital part in its development as an ever-growing sector. Many nations have acknowledged the significance of infrastructure for the travel and tourism sector, also collaborated with tourism stakeholders by providing specialized facilities related to infrastructure.

Infrastructure is vital to the development of a thriving tourism destinations. The tourism industry often prompts investments in new infrastructure, which enhances the quality of life for both locals and tourists. Infrastructure projects associated with tourism development can include the construction of, roads, airports, museums cultural monuments restoration.

Ensuring that their infrastructure facilities meet high standards is now a crucial priority for destinations, including the provision of telecommunications services, effective environmental management, and measures to promote health, sanitation, safety, and security. In the travel

industry, instances abound of destinations that have suffered a loss of business and long-term reputation due to their failure to adequately meet these infrastructure standards.

Tourism plays a significant role in shaping and redefining places (Heo, 2016), which in turn leads to the gradual transformation and increased complexity of residents' perceptions and knowledge of tourism (Latkova & Vogt, 2012), making them more influential.

Tourists face a significant level of uncertainty as they cannot directly observe existing tourism services. As a result, they resort to websites such as Trip-Advisor.com, LateRooms.com, and Hotels.com to gauge the level of service available. These websites offer various service quality ratings to assist tourists in choosing their preferred destination. However, relying solely on online reviews is not foolproof, as the accuracy of the reviews cannot be guaranteed (Abubakar and Ilkan, 2016).

The growth of technology and the widespread availability of the internet have given rise to a new mode of communication called electronic word of mouth (e-WOM), which is an evolution of the traditional form of word of mouth. (Gunawan, Najib, & Setiawati, 2020). Hennig-Thurau et al. (2004) argue that technological advancements strongly endorse the use of electronic communication for word-of-mouth (e-WOM) purposes.

e-WOM is known to any positive or negative communication about a product or service that is generated via internet-based technology by potential, actual or ex customers. Platforms included are e-commerce websites like Amazon, social media sites, and review sites like Expedia or TripAdvisor. It is seen as an essential mode of communication since it provides customers greater influence than corporations. (Menendez et al 2019).

Visitors now use social media to gather information about their travel and dining preferences, and it has various impacts on the decision-making process. Social media platforms like TripAdvisor allow travelers and restaurant-goers to share their experiences with other users by posting comments about the places they have visited (Aydın, 2016). The behavior of visitors is influenced by user comments, while also providing a space for active engagement in searching, organizing, sharing, and socializing information among users (Çiftci and Yetgin, 2016).

In Pakistan, there has been limited research conducted on tourism by using these variables collectively. Therefore, this study is carried out to examine the relationship between E-WOM,

Perceived Cost, Information Content, Infrastructure Accessibility, Destination Image, and Revisit Intention.

Problem Statement

Pakistan's economy has a lot of potential to gain from its tourism industry as it can create job opportunities and generate substantial income, but the country's tourism sector faces multiple hurdles that prevent it from achieving maximum growth. Negative tourist perceptions regarding their destination image being one of them, for this reason it is important to comprehend the factors that determine how people perceive a destination image and its impact on revisit intention in Pakistan. This study aims to address the research gap by investigating the impact of indirect variables such as E-WOM, informative content, infrastructure accessibility, and perceived cost on destination image and revisit intention among tourists visiting Pakistan.

Destination image as mediator variable will be examined to understand how it mediates the relationship between these indirect variables and tourists' revisit intention. The findings of this study will aid tourism policymakers and destination managers in Pakistan to formulate effective strategies to enhance the destination image and improve tourists' revisit intention, which will ultimately contribute to the growth and sustainability of Pakistan's tourism industry.

Research GAP

Although destination image plays a critical role in attracting and retaining tourists, there is limited understanding of the factors that shape it and how they impact revisit intention. Existing studies have mainly focused on other variables like tourist satisfaction, Tourist Loyalty and perceived value.

According to Zhou et al. (2023), effect of celebrity involvement, place attachment and destination image on tourist loyalty was studied, there are several other factors that could influence the relationship between these variables. These additional variables include tourist activities, self-congruity, emotional solidarity, perceived ambiance, and demographic factors such as age, sex, and monthly income, but not emphasize the importance of other indirect variables such as E-WOM, informative content, infrastructure, and perceived cost. Consequently, there exists a notable research gap in the existing literature regarding the influence of these indirect variables on destination image formation and its impact on intention to revisit.

This study aims to fill this gap by exploring the relationship between these independent variables and destination image, and how destination image plays a mediator role in the relationship between these independent factors, and revisit intention for Pakistan Tourism Industry.

Research Objective

The objective of this research is

RO1. To study the impact of Electronic word of mouth (e-WOM) on Revisit Intention

RO2. To examine the impact of Informative Content on Revisit Intention

RO3. To study the impact of infrastructure accessibility on Revisit Intention

RO4. To study the impact of Perceived Cost on Revisit Intention

RO5. To study the mediating role of Destination Image between E-WOM and Revisit Intention

RO6. To study the impact of Destination Image as mediator between Informative Content and Revisit Intention

RO7. To study the impact of Destination Image as mediator between Infrastructure Accessibility and Revisit Intention

RO8. To study the impact of Destination Image as mediator between Perceived Cost and Revisit Intentions

Research Questions

RQ1. What is the impact of Electronic Word of Mouth (e-WOM) on Revisit Intention?

RQ2. What is the impact of Informative Content on Revisit Intention?

RQ3. How does infrastructure accessibility impact Revisit Intention?

RQ4. What is the impact of Perceived Cost on Revisit Intention?

RQ5. What is the mediating role of Destination Image between Electronic Word of Mouth (E-WOM) and Revisit Intention?

RQ6. What is the mediating role of Destination Image between Informative Content and revisit Intention?

RQ7. What is the mediating role of Destination Image between Infrastructure Accessibility and Revisit Intention?

RQ8. What is the mediating role of Destination Image between Perceived Cost and Revisit Intention?

Significance of Study

More convenient access to authentic information online is now possible due to the increase in social media usage. The need to enhance their services is being realized by businesses nowadays as customers can easily collect information about them. Businesses must consider feedback from social media platforms to stay informed about their customers' preferences and needs. It will help them to make the decisions accordingly as Positive electronic word-of-mouth has the potential to aid in business growth while negative feedback could potentially cause lower profits.

The objective of this research is to investigate the impact of e-WOM, informative content, infrastructure and perceived cost on destination image and revisit intention. Also, studying the connection between destination image and revisit intention is important. This research will provide valuable insights to Pakistan Government ministries that managing tourism in country's premises to enhance the industry through decision making and policies so more revenue can be generated by increasing the tourist inflow. It is also important for these ministries to devise strategies based on a clear comprehension of factors influencing tourist visit intentions as well as their perception about destinations.

Chapter 02

LITERATURE REVIEW

Introduction

Tourism makes a significant contribution to a country's GDP. It is a thriving industry that generates revenue through various channels. Expenditures made by tourists on accommodation, transportation, food and beverages, shopping, and other services directly contribute to the GDP. Additionally, tourism stimulates economic growth by creating employment opportunities across multiple sectors such as hotels, restaurants, transportation, travel agencies, and attractions. The development of tourism infrastructure, including hotels, airports, and recreational facilities, further boosts the GDP. Moreover, tourism promotes the preservation of cultural heritage, encourages regional development, and fosters social interaction, all of which have positive economic implications. Overall, tourism plays a vital role in driving economic prosperity and development.

Tourism is widely regarded as a rapidly growing industry with immense potential to stimulate economic recovery and foster overall growth, provided its opportunities are effectively harnessed. It stands as one of the largest and most dynamic sectors, exerting substantial influence on earnings, employment, foreign exchange, and economic development. Notably, it is acknowledged as a major contributor to the economic progress of emerging markets (Shahzad et al., 2017).

The Travel and Tourism Competitiveness Index (TTCI) evaluates “the set of issues and policies that permit the sustainable development of the Travel & Tourism sector, which, in turn, imparts to the growth and competitiveness of a country.” The TTCI has 14 pillars which depend on several elements. About 90 factors are applied for formulating the TTCI. The ranks in TTCI offer a fast assessment on the strengths, opportunities, weaknesses, and threats to travel and tourism of the country. The current general position of Pakistan is124 out of 136 countries as per the Report TTCI, 2017, which is very low.

While attracting and retaining tourists heavily relies on the destination image, there is a lack of comprehensive knowledge regarding the factors that shape it and it impact on revisit intention. Previous research has primarily concentrated on variables like tourist satisfaction, loyalty, celebrity involvement, place attachment, and perceived value. However, the significance of other

indirect variables such as electronic word-of-mouth (E-WOM), informative content, infrastructure, and perceived cost has not received adequate attention. These variables also exert influence on consumer behavior and deserve detailed exploration and discussion.

E-WOM

The value attached to word-of-mouth (WOM) in business circles cannot be overlooked as it has been extensively researched and discussed worldwide; this is mainly ascribed to how Internet technology revolutionized (Jalilvand et al. 2013).

WOM contains the information about product and service quality, as well as the impact of social-psychological on planned purchases, helpful source of information, that use by customers to finalize the purchase decisions (Poturak 2018). The knowledge obtained from this source is more authentic, dependable, and reliable when the customers are familiar to WOM source (Fanoberova, 2016).

Electronic word of mouth (e-WOM) occurs when potential or current clients post comments (positive or negative) online about services that are available to a wide audience. (Wijeyakulasuriya 2021). Word of mouth is mandatory factor of consumer behavior (Kozinets 2009). Social networking sites transformation has grown and significantly improved the value of WOM (Tariq 2017). (Van Doorn et al. 2010) stated the several advantages of word of mouth. First of all, WOM is a trustworthy mean of communication to exchange among friends and family; secondly, WOM is a two-way communication; thirdly, word-of-mouth give the opportunity to consumer to express their experiences with other potential customers so they can make the decision. It consists on any kind of format, informal and private conversation regarding a business, organization, product, or service that occurred between an observer and a communicator (Hutter, 2013).

Abd-Elaziz et al. 2015 defines the "Word-of-mouth" as sharing of opinions, experiences, ideas and thoughts among two or more individuals without using the marketing channel. According to (Khuong & Phuong, 2017), "Word-of-mouth (WOM) is the way to inform minimum one friend or family member about the experience". Intentions of 'Online customers' regarding purchases are greatly influenced by E-WOM, particularly most impactful when transmitted by trusted individuals (Erkan, 2018). In today's modern world, customers are more inclined to utilize social

networking for research or in order to exchange the information as direct or face to face interactions required lot of time; This practice is called e-WOM.

Online platforms are very famous in these days to advertise the business (Banerjee, 2010). Several firms use the digital means to promote the offerings and services to attract the more customers. Companies started investing the human resource to enhance the social/online presence through development of websites and giving value to customer feedback.

Moreover, electronic word of mouth seems to be more reliable when the customer utilizing it has prior knowledge or experience (Huete-Alcocer, 2017). Due to easy accessibility to digital networks, people modify their perceptions about items and services offered by a company. Numerous consumers make their decision based on the reviews given by the customers who have already used the products or services (Jiménez-Castillo, 2019).

Informative Content

The term Informative Content describes how relevant certain information is for a particular activity. Useful tourism content is one that provides information regarding the destination that a tourist plans on visiting. The act of subscribing to a tourism-related social media page is aimed at acquiring suitable destination-specific information for tourists' upcoming trips. If there is relevant information available for tourists on a social media page then it can lead to them forming images about the destination.

Research on the Internet specifies that information related to tourism is one of the most broadly studied subjects (Lamsfus et al., 2015). Tourists have become more adaptable, less loyal, highly discerning, and more inclined to consider the opinions and experiences of others. (Lamsfus et al., 2015). Moreover, the decision-making process of tourists is gradually shifting towards social media sites (Mohammad Arif and Du, 2019). Few researchers identified a change in norm that visitors rely on social media platforms to search information, based on feedback and experience of other customers (Van Laer et al., 2018). The frequent posting of content and reviews on social media has more accessible to potential tourists (Hays, Page, and Buhalis (2013).

Researchers observed that consumers behavior is changing rapidly due to Mobile Internet Technology and people use the mobile devices multiple times a day from various locations to access the social sites, for reels, playing games, videos or search of other information (Litvin et

al., 2018). This kind of changes have impacted the interactions of tourism organizations and protentional customers (Mkono and Tribe, 2017). Mobile Internet penetration is increased that led to a decrease in users and usage of Internet from desktop computers. Consumers find it convenient to search for any content, or information via mobile device. Now, the desktop users' number is declined and people more inclined to Mobiles.

Frias et al. 2008 argued that availability of relevant information on social media helpful for tourists to avoid overload of information while searching about travel journeys and ultimately assist in formation of destination image.

Previous studies established that tourists often shows confidence on social media platform to gather information about tourist destinations for decision-making process (Xiang et al. 2010). Prior to decision making, tourists are frequently influenced by the experiences or opinion of others within specific social groups, which has been found to impact the decisions and viewpoints of the majority in the group (Sparks and Pan, 2009). Visitors are influenced by their community groups, which can include influencers or organizations when they search the information on online social websites (Chung and Han, 2017). Expanding upon this concept, identification take place when tourists align their decisions according to information shared by their social networks (Chung & Han, 2017). When a member of a community posts content related to tourism travel on online websites, it is anticipated that other community members will recognize it and comply.

Infrastructure Accessibility

Infrastructure accessibility is a critical component of a country's tourism package. Importance of infrastructure is a highly demand factor for travel (Adeola et al., 2018). Transportation is an important component of any country's infrastructure, which includes buildings, highways, railroads, and airports. Availability of good roads and infrastructure is good for tourists to reach different places within the country (Khadaroo and Seetanah 2007). Similarly, well-maintained airports guarantee that tourists have a best experience when they use it for arrival or depart from the country.

Better access to nature destinations benefits not just the environment, but also visitor happiness. When roads allow for an increased number of visitors in the form of traffic, there is always more

need of additional infrastructure and services. According to (Trombulak & Frissell, 2000) changes in the environment affect the visitor experiences. Satisfaction of tourists is primarily related to their expectations (Pizam and Milman 1993). Tourists who like authentic natural destinations may be disappointed for recreation destination has too much infrastructure and crowding. They may not return to such destinations, while others who are less sensitive to these changes and have different preferences may take their place.

People from developed countries, who make up a large portion of tourists, are familiar to advanced transportation systems that offer excellent service. (Mo, Howard, & Havitz, 1993) studied that, travelers prefer to experience the same level of comfort they have at home when they are on a journey. Tourists may be discouraged from visiting their selected sites if the transportation infrastructure is inefficient, with expensive rates or long and trips. As a result, they may be more inclined to explore alternative places.

The term 'transportation system relevant to tourism' was defined by (Prideaux 2000) as a complex arrangement between various types of transport mediums – roads/airports – responsible for transporting tourists both in/out & within destinations. For smooth operation & interconnectivity among these mediums' importance lies on their upkeep/upgradation & overall availability. The responsibility of transporting tourists from their origin to destination along with internal travelling like going to shopping malls or attractions lies upon transportation services. Countries with great geographic dispersion should ensure that their sites are easily accessible for visitors through well-planned transport options. Furthermore, when infrastructure is enhanced, especially in terms of roads and land, it's expected to result in lower transportation costs. Improvements in road capacity, maximum lanes, better signage, can reduce fuel consumption, vehicle maintenance expenses, and travel time. These infrastructure investments exert a direct influence on both the cost and caliber of the tourism encounter.

Perceived Cost

In the context of the tourism industry, "perceived cost" defined as subjective evaluation or perception that individuals have regarding the monetary expenses of engaging in a particular tourism-related activity, such as booking accommodations, transportation, meals, attractions, and other related expenses. It represents the perceived financial burden or investment required to participate in a tourism experience.

Perceived price refers to consumer personal views or perceives the price of a product, regardless of its actual cost (Jacoby and Olson, 1977). Whereas, the original price is linked to value, excellence and buying intent. Perceived price is also important aspect in the relationship between price, quality, and value (Zeithaml 1988). Consumers often compare the real price to their internal reference rates, which is how broadly they perceive the price range for that specific product category (Winer 1986). How the actual price and reference price work together to influence how consumers evaluate a product (Urbany et al.1988).

(Dodds, et al. 1991) described that price is the amount of money that consumer pays when purchased a thing. The term "perceived price" relates to how consumers individually assess and consider the cost of a good or service. Consumers often consider pricing as an important factor when they judge the quality of a product (Rao & Monroe, 1989). (Lockyer 2005) conducted a study on consumers' choices and found that pricing can influence their decisions. Similarly, Chiang and Jang (2007) studied economy hotels and discovered that consumers' perception of price directly affects their intention to book hotels online. They also focused on the perceived price of capsule hotels, which are often preferred young tourists who are most concern to pricing. In general, price to stay in capsule hotels is lower, comparatively to budget hotels.

Tourists' perceptions of value and price can differ based on actual experiences at a destination. For example, tourists believe that a tour experience delivers decent value even if the considered paid price to be high, or vice versa. It is important to understand that perceptions of value and price rationality are different concepts that dynamically emerge through the tour experiences tourists have at a destination. Considering these concepts together is key when evaluating tourist satisfaction with the overall tour experience.

Destination Image

Over the past two decades, destination image widely explored and debated topic in tourism. According to tourism marketers, it is the most important aspect in attracting travellers and creating loyalty to travel destinations. (Chalip & Green, 2001). In the available literature, various definitions of destination image have been given. Rather than attempting a precise definition and specific dimensions, many tourism researches have taken a broad approach to the concept of destination image. It is often described as a collection of beliefs, perceptions, ideas and impressions that individuals regarding a particular place (Dichter, 1985). Hunt (1975) defined

destination image as a group of emotional interpretations and attitudes that potential tourists have towards a specific location. (Um & Crompton, 1990) explained the Tourist attitudes towards the perceived aspects of the destination but appraisals of the destination's historical, political, social, and economic characteristics (Gartner, 1993) influence destination image.

There are various ways to explain and study the variable of study “Destination image”, with three dimensions: affective, cognitive and conative images (Baloglu & McCleary, 1999, Alcaniz et al., 2009;). The cognitive image represents travellers' perceptions, knowledge, and beliefs about a tourism destination's features. (Govers, Go, & Kumar, 2007a; Busser & Boo, 2006). Researchers analysed numerous aspects of tourist destination qualities to analyse the cognitive component of destination image. Visible attractions (e.g., landscape, infrastructure), environmental elements (e.g., weather, safety), and prior experiences all play important roles in enticing visitors and influencing their intents to visit (Wang & Hsu, 2010). Individual characteristics such as demographic information, past travel experience, and nationality all have an impact on how visitors evaluate a place (Baloglu, 1997; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Chen & Kerstetter, 1999; Um & Crompton, 1990; Walmsley & Jenkins, 1993). The emotional image, on the other hand, describes the emotions and sentiments people have towards a location (Govers, Go, & Kumar, 2007b; Baloglu & Brinberg, 1997; Walmsley & Jenkins, 1993). Tourists use emotive impressions of a location to pick a distinctive and enticing travel destination while making travel decisions. In tourism research, it is commonly acknowledged that the affective image is dependent on the cognitive image, since they are interrelated in the decision-making process of assessing destination pictures (Gartner, 1993). As a result, travellers' judgements and attitudes regarding cognitive and emotive qualities help to shape destination images (Wang & Hsu, 2010). According to their cognitive and emotional perceptions, potential tourists' intentions to travel and chances of returning are dependent on the conative image component (Tasci et al., 2007). To summarize, the idea of destination image includes visitors' knowledge about the location (cognitive images), emotional reactions to that information (affective images), and behavioral plans arising from their assessments (conative images).

It is often defined as an individual's overall impression, perceptions, feelings, and beliefs about a certain location. When analyzing destination image, scholars have emphasized the necessity of

incorporating both cognitive variables, such as information and concepts, and affective aspects, such as emotions and feelings.

The knowledge and understanding that travelers have about a location are referred to as cognitive images. It encompasses the attractions, surroundings, and experiences that lure them to the place. In contrast, affective image refers to the emotions and sensations that tourists identify with various characteristics of the place. Finally, the conative image shows the behavioral component, displaying visitors' intents and behaviors about the place, such as their intention to visit and favorable word-of-mouth remarks.

When it comes to selecting a travel destination, individuals possess varying preferences. Frequently, tourists lack comprehensive knowledge about unfamiliar locations and depend on personal experiences or information from others to construct a perception of a destination. Studies indicate that the perception tourists hold regarding a specific destination positively affect their choice to visit it. The concept of destination image is widely acknowledged as a vital factor in the prosperous growth of tourism, playing a pivotal role in augmenting the appeal and competitiveness of a given location.

Revisit Intention

Revisit intention in the tourism context focuses on tourists' willingness to visit a destination again within a specific timeframe, which contributes to the development of their intention to revisit. It reflects the likelihood of tourists feeling inclined to return to a destination, thus influencing their subjective perception, behavior, and ultimate decision-making process. The concept of interest in visiting, as highlighted by K. G. Widagdyo (2017), serves as a motivating factor that captures individuals' attention towards other people or objects.

The intention to re-visit represents the inclination or plans of tourists to return to a destination they have previously visited. In the context of leisure and recreation, it signifies visitors' willingness to revisit a particular place that they find enjoyable or appealing. Both tourist destinations and events place great importance on fostering revisit intention since attracting new customers can be costly. Scholars in the field of tourism have extensively discussed the concept of revisit intention and the benefits it brings, including positive word-of-mouth communication, improved cost-effectiveness through repeat visits, and increased economic profits.

Revisit intention is a post-purchase behavior that relates to the intention of repurchasing. Various factors influence revisit intention, including the readiness to return to the same location in the future and promote it to others. (Som et al., 2012). Revisit intention, as an aspect of repurchase intention, is a significant post-purchase behavior. It is critical to increase tourist visits to a destination while also regulating future travel trends, as satisfied visitors are more likely to return and spread favorable word of mouth (Som et al., 2012).

From a long-term perspective, revisit intention is considered a crucial factor for generating sustained profits or performance for businesses, as emphasized by J. Hyunjin (2013). Understanding revisit intention is a crucial aspect for destination managers as repeat visitors can contribute to increased revenue. The idea of revisit intention comes from behavioral intention, which denotes the desire to carry out a particular behavior. It has been found that people are more likely to carry out a behavior when they have a stronger intention to do so. This translates into clients renewing their purchases of travel services, returning to their original destinations, or visiting the same tourist attractions in the tourism and recreation sectors.

However, it is important to note that these explanations regarding revisit intentions were based on superficial patterns identified through data analysis and relied on two implicit assumptions. The first assumption suggests that revisit intentions may diminish over time, while the second assumption implies that the strength of revisit intentions remains relatively constant once they are formed (Woodside & MacDonald, 1994).

Based on their familiarity to a destination, (Woodside & MacDonald, 1994) specified two sorts of tourists.: those who return to a destination due to familiarity and those who do not return for the same reason. Similarly, (Schmidhauser 1976) proposed two types of categories of tourists, based on their destination preferences: regular patrons and persistent changers. These categories, alongside other tourist typologies that emphasize retention and loyalty, presume an unchanging intention to revisit. In their study, Gitelson and Crompton (1984) categorized repeat visitors into three subgroups: infrequent, frequent, and very frequent, although they did not specify the precise frequency of visits for each group.

Theoretical Framework:

EWOM and Revisit Intention

The concept of word of mouth communication has undergone significant transformation. Prior till now, it primarily occurred through face-to-face interactions among individuals who knew each other. However, in the digital age, word-of-mouth has evolved into e-WOM, which takes place in cyberspace and has much broader reach (Ekawati et al., 2014). E-WOM enables consumers to easily access and read reviews about various products and services, including restaurant menus, thereby influencing their revisit intentions.

For example, Naufal and Sari (2017) conducted research that demonstrated the significant impact of E-WOM on consumers' interest in purchasing. When consumers are satisfied with their service experiences, they are more inclined to recommend it to others, ultimately leading to a higher likelihood of revisiting the establishment. (Liu and Lee 2016)

Any comment about a product, service, brand, or business that is based on the opinions of past, present, or potential customers is referred to as e-WOM. (Kietzmann and Canhoto 2013). These statements are shared on the internet through various platforms such as websites, social networks, instant messages, and news feeds, making them accessible to a wide range of individuals and organizations. In essence, e-WOM encompasses the positive or negative feedback expressed by consumers about products or services that is disseminated online for others to read (Hennig-Thurau et al., 2004).

According to (Litvin et al., 2008), E-WOM, which refers to informal communication using via digital platforms about the use or features of goods and services, has become increasingly important with the advancement of the Internet. It also reflects the perceived likelihood of tourists to visit in the future, influencing their behavior and decision making (Whang et al., 2016). Tourists' intentions to return within a specific time frame are highlighted by their revisit intention, which results in the formation of an intention to travel (Ferns & Walls, 2012). Research has demonstrated the direct impact of revisit intention on the information obtained through E-WOM in travel (Jalilvand et al., 2012). In the context of tourism, influential e-WOM helps travelers make decisions regarding their intention to revisit a specific place (Abubakar & Ilkan, 2016). The decision-making process is directly affected by the information received from e-WOM (Wu et al., 2014). When tourists are satisfied with their experiences, they tend to

recommend such information to their networks, which contributes to the intention of other tourists to visit (Liu & Lee, 2016). However, some research results have indicated that e-WOM does not significantly affect revisit intention (Baber et al., 2016).

E-WOM serves as a convenient platform for tourists to access information about tourist destinations. The choice of tourists to return to a specific location reveals their feelings at specific moments, contributing to the formation of their intention to visit again. Research on E-WOM and revisit decisions has demonstrated the positive and significant impact of online consumer-to-consumer communication on repurchasing behavior and customer loyalty (Gruen et al. 2006). have found that E-WOM has a positive influence on the intention to revisit. (Wijayaa et al. 2021)

According to Farzin and Fattahi (2018), the change from traditional word of mouth to electronic word of mouth (e-WOM) had positive impression on shaping consumer buying behavior. A study by Kudeshia and Kumar (2017) found that e-WOM has a positive effect on consumers' inclination to make a purchase. Consumer behavior has made e-WOM an important factor in how people decide what to purchase (Pmudita & Sitinjak, 2021). e-WOM has a significant impact on future intentions, such as the intention to make a second trip to a product or service.

(Jalilvand et al. 2012) have examined the correlation between e-WOM, destination perception, visitor behavior, and travel intentions. The findings indicate: (1) e-WOM significantly influences destination image, and visit intentions; (2) tourist attitudes and destination image significantly impact visit intentions; (3) tourist attitudes and destination image has positive relationship; and (4) The utilization of e-WOM, the perception of a destination, the attitudes of tourists, and the intention to visit are influenced by socio-demographic characteristics.

The advancement of information technology, particularly the widespread use of smartphones, has facilitated consumers' access to social media sites; Facebook, Airbnb, LinkedIn and Instagram, enabling them to collect information and establish solid connections with brands (Correa et al., 2010). The membership in virtual communities plays a significant role in shaping tourist behavior and the dissemination of information. Moreover, e-WOM has become an effective marketing tool for promoting various products and services to consumers. Previous research has consistently demonstrated that e-WOM positively influences repurchasing behavior

(Wandoko & Pangganti, 2022) and significantly affects the intention to engage in future travel (Abubakar, 2016; Wijayaa et al., 2021).

E-WOM is a place where people share knowledge and opinions to learn about products or services they're interested in (Gharib et al., 2020). It plays a crucial role in influencing buying behavior (Gharib et al., 2020). Studies have shown that E-WOM has a significant effect on repurchase intention, meaning that it increases the likelihood of people buying again (Boulding et al., 1985). In addition, research by Parthasarathy and Keaveney (2001) suggests that E-WOM not only encourages repurchase intention but also influences consumers to revisit websites and make repeat purchases (Gruen, Osmonbekov, and Czaplewski, 2006). So, overall, E-WOM influence on the repurchase intention (Parthasarathy and Keaveney, 2001).

H1: e-WOM positively influences the intention to revisit

Informative Content and Revisit Intention

The intention to revisit refers to the willingness to visit a specific place, facility, or location multiple times (Cole and Scott, 2004). Online sources of information have a significant impact on the behavior of tourists (Kim & Fesenmaier, 2008). Consumers may practically "experience" destinations without physically being there by interacting with multimedia-rich websites and social media platforms (Buhalis & Law, 2008), which helps to the construction of the destination image (DI) (Cho, Wang, & Fesenmaier, 2002). However, the use of social media by Destination Marketing Organisations DMOs is still primarily experimental (Hays et al., 2013; Mariani et al., 2016), and its influence on DI has not been thoroughly investigated (Kladou & Mavragani, 2015; Koltringer & Dickinger, 2015; Munar & Jacobsen, 2014). Potential tourists build an impression of a place in their thoughts based on the information they learn about it from various sources (Beerli & Martn, 2004).

Marketing factors and information sources, according to Woodside and Lysonski's (1989) destination choice model, influence the construction of perceptions or cognitive assessments but not the emotive component of the picture. Their approach describes how visitors construct organic pictures of alternative places based on non-tourism information sources, drawing on Gunn's (1972) idea of organic and induced images. When they have a desire to travel, they actively seek information and rely on certain sources. As a result, people generate induced pictures of alternative alternatives that may be similar to or dramatically different from their

organic images. Gartner (1993) discovered that the type and quantity of external stimuli (information sources) received influence the cognitive but not the emotional component of picture construction. The evolution of the perceptual and cognitive component is portrayed in this context as a consequence of the variety and type of information sources to which visitors are exposed. Burgess (1978) proposed that the type, quality, and quantity of information would influence the sort of image that would emerge. According to the empirical findings of Holbrook's (1978) study, information sources impact the cognitive component of image but not the emotive component.

According to Filieri et al 2014, information content and acceptance of information posted on online review website by tourists has positive connection. Relevant information could be beneficial for tourists to build the image of destination.

Technology and the internet have significantly altered how travellers plan, acquire, and consume tourism products and services (Buhalis and Law, 2008). In today's digital world, the quality of information is critical in influencing customers' purchase decisions. (Kim et al., 2017). It is also important for creating a positive image of the organization and fostering long-term customer relationships (Jeong and Lambert, 2001). In the context of social media, followers want enjoyment as well as specialized information (Kim et al., 2017). Social networking sites users assess the information's perceived quality based on its relevance, comments from others, distinctiveness, and timeliness (Kim and Johnson, 2016). Information usefulness is often considered an intrinsic dimension of information quality, particularly within the context of a specific task (Delone and McLean, 1992; Lee et al., 2002). Information usefulness, along with usability, adequacy, accessibility, and interactivity, is a crucial component of information quality in the digital world (Rieh, 2002; Yang et al., 2005). As a result, giving information regarding the value, advantages, favourable atmosphere, and feelings associated with returning a site coincides with the measurement of destination revisit values (Kim and Johnson, 2016).

H2: Informative content has positive impact on revisit intention.

Infrastructure Accessibility and Revisit Intention

In a tourist destination, it is important to have proper tourism facilities to support the needs of tourists and enhance their travel experience (Putri et al., 2018). These facilities include attractions, ease of access, and amenities. Moreover, visitors who have access to information on

tourist sites, hotels, restaurants, transportation services, and other tourism-related services are more likely to visit rural areas (Li et al., 2019).

There has been little research into the influence of transport infrastructure on tourism development. In many studies, the relationship between transport and tourism is primarily defined in terms of accessibility, with transport serving as a link between the places from which visitors originate and the regions to which they visit. Some scholars have investigated the history of tourism by focusing on the evolution of various means of transport (Dickman, 1994), whilst others have adopted an interdisciplinary approach, recognizing transport as only one component of the larger tourist system (Mill & Morrison et al., 1985). Although tourism flow models have been developed, the role of mobility in these models is frequently restricted. Lundgren (1982), for example, takes a spatial approach and examines tourist flows between urban and rural sites.

According to Lundgren's approach, transportation is a subordinate factor in the hierarchical link between rural and metropolis destinations. Similarly, transport plays a role in the context of cities as regional hubs, as tourists use it to go to other centres and resorts (Pearce 1981). However, these studies give more emphasis to factors related to flows of travelers and majority of urban areas, with transport being subordinated to these factors. In essence, while these previous studies emphasize the connection among transport and tourism, they do not specifically identify a causal relationship between them.

Other studies have delved into the influence of the overall infrastructure's impact on the attractiveness of destinations through survey analysis. Gearing (1974), for instance, conducted a comprehensive assessment to determine the factors contributing to the attractiveness of tourist destinations. They recognized numerous significant categories of attributes, encompassing natural elements, social aspects, historical factors, recreational amenities, shopping facilities, and food and accommodation options. The authors also highlighted the value of infrastructure as an important determining factor, encompassing aspects such as roads, highways, water, electricity supply, healthcare facilities, and other communication systems.

Subsequent studies by (Ferrario 1979) and (Ritchie and Zins 1978) have identified similar factors. Furthermore, infrastructure, encompassing airports access, rail and highways connectivity, as well as non-transport tourism infrastructure, plays a substantial role in tourism Braithwaite et al. (1998).

As mentioned earlier, the function of transportation infrastructure and tourism in countries is crucial for sustainable development, requiring policies and plans that consider economic, environmental, and social factors (Vochozka et al., 2016). It is important to focus on ensuring positive outcomes and stimulating the impact of tourism infrastructure on various beneficial aspects, like quality of life, innovation and environment (Belas et al., 2018, 2020a, 2020b; Mamirkulova et al., 2020).

In their research, Zhang Y. and Zhang J. (2021) explored the relationship of tourism and transport infrastructure, discovering Granger causality between roads and tourism. Also, they observed a synergistic effect between tourism and transport infrastructure on inequality of income. Additionally, Transport infrastructure is a crucial element of tourism attractiveness. They highlighted the importance of a secure and efficient transport network connecting key tourist destinations within a country. Without adequate transport infrastructure, even the most significant tourist resources may not be effectively utilized, potentially hindering tourism development.

Similarly, Khadaroo and Seetanah (2008) found that transport infrastructure significantly influences tourism inflows to a destination. They also highlighted that visitors from America/Europe and Asia are especially concerned about the quality of infrastructure transport (Khadaroo & Seetanah, 2007). According to studies, transportation infrastructure, non-transport infrastructure, tourist income, distance, and comparable costs are all essential elements in assessing tourism demand. Ultimately, these factors contribute to tourists' spending and shape the inflows and demand in the tourism industry.

As interest in infrastructure for travel and tourism continues to expand, several viewpoints have evolved for the study of these two sectors. Investment impact development of tourism infrastructure to attracting international tourists is focused by Nguyen (2021) in his study. Using the potential accessibility approach, Michniak et al. (2014) investigated “how investments in road infrastructure impact tourism expansion, specifically in terms of increasing the duration of stays” by using the potential accessibility technique. Wendt et al. (2021) investigated the relationships between transport network development and increased tourist traffic, emphasising the critical importance of transport infrastructure in linking border regions. Jou et al. (2012) researched how new road infrastructure affects visitor behavior. Kanwal et al. (2020) examined

how the local community's support for tourism is influenced by their perception of the effects of highways and transport infrastructure development. The study took a range of factors, such as the perception of environmental impact, perceived benefits of tourism, and satisfaction of the community.

The connection between infrastructure accessibility and revisit intention refers to how the ease of accessing tourism infrastructure influences tourists' intentions to revisit a destination. This examines the impact of infrastructure quality and availability, including transportation systems, accommodation facilities, and tourist attractions, on tourists' desire to return to the same destination for future visits.

H3: Infrastructure accessibility significantly influences revisit intention.

Perceived Cost and Revisit Intention

Price may be considered as a type of sacrifice from a marketing aspect. (Chang & Wildt, 1994 & Anderson et al., 1994;). It is defined as something that must be sacrificed in order to gain commodities or services. (Zeithaml, 1988). Distinction made by Jacoby and Olson (1997) among perceived price and objective price by the customer. Cronin et al. (2000) proposed that price aids consumers in assessing the value of the products or services they acquire and is also a critical factor in customer satisfaction (Anderson et al., 1994).

Zeithaml (1988) proposed that the monetary price, which is objectively determined, may not align with the price that customers have in mind. The price that customers perceive for services or products is identified as per the perceived price. Customers have a tendency to to prioritize the perceived price over the objective price, and this perception of price, as proved by Jacoby and Olson's (1997) research, impacts their purchasing behavior and intentions. Customers aim to maximize the overall utility of their purchase transactions, and since price represents a compromise, increasing the amount induces buyers to believe they have made a bigger sacrifice. This reduction in perceived value diminishes both the transaction and acquisition utility of the purchase (Thaler, 1985).

Online vendors should place significant importance on customers repurchase intention, as it requires various purchases from a customer over their lifetime for the business to achieve profitability. Conversion of new customer by online medium requires sufficient time and effort

compared to retaining an existing one (Zeithaml et al., 1996). Therefore, recurring sales are essential for e-commerce to succeed. Retention of customers establish a strong competitive edge in market (Tsai & Huang, 2007). Repurchase intention, as defined by Hellier et al. (2003), entails individuals' habit of constantly purchasing products or services from the same company. This intention is mainly shaped by their prior purchase experiences. When customers perceive both utilitarian and hedonic value and express satisfaction with their previous purchases, their inclination to repurchase strengthens. Price, being a critical factor, significantly influences consumers' decision-making process, impacting various aspects such as perception, motivation, and intention, ultimately leading to outcomes such as purchase, repurchase, and loyalty (Schiffman & Wisenblit, 2015). Consumers take into account their income and overall financial circumstances when gauging product prices, as even items advertised as low-priced or affordable can still have a great effect on their purchase intention (Wong & Mo, 2013). Furthermore, the perception of price can fluctuate among individuals (Zeithaml, 1988), and this study establishes a connection between perceived price and brand purchase intention.

In their study, Lichtenstein et al. (1993) distinguished between two characteristics of price perception: the negative effect of price and the positive impact of price. The negative role includes elements such as value consciousness, coupon proneness, price consciousness, sale proneness, and price sensitivity. On the other hand, the positive role involves the price-quality schema and prestige sensitivity.

According to Setiawan et al. (2012), in an online book store, perceived trust, perceived value, and perceived price were identified as predictors of buying intention. The results showed that these factors significantly influenced respondents' intentions to buy things from the online book shop. Similarly, Munnukka (2008) discovered a substantial link between price perception and purchasing intention. Tih and Lee (2013) concentrated on store brands and found that price perception had a big impact on consumers' intent to buy.

Chiang and Jang (2007) investigated customer behaviour in online hotel booking, who conducted their study among university students in the USA. Their findings were consistent with previous research, highlighting the substantial effect on purchase intention due to price perception. In an Indonesian research carried by Indrawati and Suparna (2015), the influence of price perception

on purchase intention was investigated, and their results also demonstrated a positive relationship between the two variables.

H4: Perceived Cost has positive impact on Revisit Intention.

Destination Image as a Mediator

When people visit a certain site, they build a holistic impression of the destination that includes emotional reactions and information about its qualities (Fakeye & Crompton, 1991). According to Tasci and Gartner (2007), the concept of destination image includes subjective perceptions that include a range of emotions, intentions, and opinions regarding a tourism place. Alaeddinoglu and Can (2010) further emphasized that destination image involves perceptions, , beliefs, thoughts and attitudes specifically linked to the distinctive characteristics of a destination.

Gunn (1972) proposed a conceptualization of destination image formation consisting of seven stages, which can be categorized into three groups: induced, organic and modified induced. The images of the destination, both organic and induced, are formed before tourists actually visit, shaped by different influences like television, books, educational resources, travel brochures, publicity, and advertisements. Conversely, the enhanced induced image is molded by the personal experiences acquired during the actual visit. Beerli and Martin (2004) highlight that the notion of destination image encompasses both cognitive and affective elements. The affective dimension specifically encompasses the emotional experiences encountered by tourists during their visit. In studies conducted by Baloglu and McCleary (1999) as well as Baloglu and Mangaloglu (2001), the affective image was measured through four scales: pleasant-unpleasant, relaxing-distressing, arousing-sleepy, and exciting-gloomy. On the other hand, the Cognitive image related to the assessment of destination attributes, such as the quality of tourism experiences, charms, environment, and value for money (Gibson, Qi, & Zhang, 2008). Past studies have verified that the concept of destination image is multifaceted, encompassing both cognitive and affective dimensions (Stepchenkova & Morrison, 2006). Additionally, it has been found to apply a substantial impact on tourists' intention to revisit a destination (Baloglu et al., 1999; Lee et al., 2005).

According to De Nisco et al. (2015), a favorable destination image has a direct impact on the evaluation of the destination and increases inclinations to revisit and promote it. Therefore,

Developing and improving a place's image is critical for the success of tourism development since it motivates loyal tourists to return and suggest the destination (Chen & Tsai, 2007). Examining the influence of destination image on travel behavior gives empirical insights into the image development process while also assisting destination marketing organizations in enhancing the destination image to create loyal behaviors.

Researches shown that improving the perceived quality of a destination leads to an enhance the attachment with destination (Jiang et al., 2017), that's closely related to intention of revisit (George, 2004). Some studies demonstrated the significant connection between destination image and revisit intention (Chen et al., 2007; Zhang et al., 2016; Bigne et al., 2001). Returning to a destination, tend to repeat visits to events, and engaging in word of mouth communication about a destination are examples of behavioral intentions related to tourism (Kaplanidou & Gibson, 2010). Court and Lupton (1997) found that a favorable destination image develops the intention to revisit among travelers.

H5: The destination image positively influences the intention to revisit.

H6: Destination image has mediating effect between e-WOM, Information Content, Perceived Cost, Infrastructure Accessibility and Revisit Intention

Research Hypotheses:

H1: e-WOM has a positive impact on the revisit intention

H2: Informative content has positive impact on revisit intention.

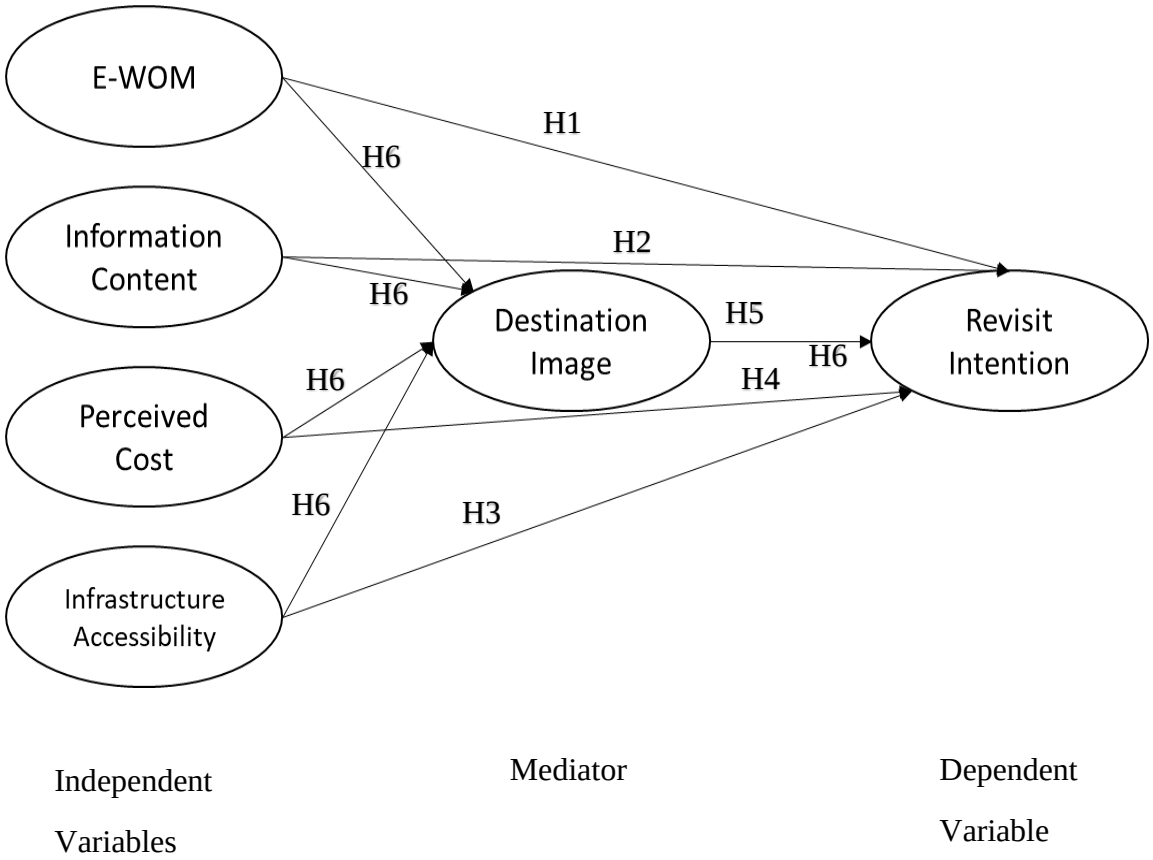
H3: Infrastructure accessibility significantly influences revisit intention.

H4: Perceived Cost has positive effects Revisit Intention.

H5: The destination image positively influences the intention to revisit.

H6: Destination image has mediating effect between e-WOM, Information Content, Perceived Cost, Infrastructure Accessibility and Revisit Intention.

Research Framework:



Chapter 03

METHODOLOGY

Research Methodology

Sekaran and Bougie (2016) define research design as a structured framework or plan that outlines the methods for data collection, measurement and analysis to evaluate the research questions. In this chapter, you will know about the Research Philosophy, Target Population, Sampling Technique, Unit of Analysis, Research Instrument, Procedure and data Analysis in detail.

Research Philosophy

For this study, we have employed a positivist research philosophy, which is commonly adopted when working with quantitative data. This approach prioritizes measurements of objectives and statistical analysis of data, gathered through questionnaires, or surveys (Cohen et al. 2011). This approach is enabling researcher to make decisions based on facts and figures, thus providing a structured framework for inquiry. The outcomes obtained through this analysis will not only validate or refute our initial hypotheses but will also make a substantial contribution to the existing knowledge base.

Research Approach

For this study, "Quantitative research" approach is used, that is a designed for the gathering and statistical analysis of numerical data. As the name implies, this approach centers around quantifiable data, allow researchers to measure and define phenomena in a structured and numerical manner (Creswell, 2017). This approach requires collecting structured data, by using surveys or experiments method, which can subsequently be analyzed using various statistical techniques.

Research Design

The research design utilized for this study is correlational approach. It is primarily focus on evaluating the relationship between variables independently. This methodology emphasizes computing the extent to which variables correlate with one another. It also aims to determine the strength of these relationships, assessing whether they are strong or weak, positive or negative.

Type of Study

This research follows a deductive approach, where hypothesis is formulated and then tested through data collection and analysis. Deductive type of study aims to validate or invalidate existing hypotheses using empirical evidence.

Time Horizon

A study can either be conducted in a cross-sectional or longitudinal way. A cross-sectional study finds answer to research questions by gathering one-time data over a period of time while in contrast, the longitudinal method studies a phenomena more than one time to gauge a change in behavior most of the time (Sekaran & Bougie, 2016). In this study, a cross-sectional design was employed, data collected through a survey administered at a single time point.

Sampling Technique

Convenience Sampling is used as sampling technique for this study. It is also known as Non-Probability Sampling. Members of the population do not have an equal chance of being selected under this sampling technique. (Sekaran & Bougie, 2016). Advantages of this approach primarily lie in its simplicity which results in higher effectiveness, consume less time and cost-effectiveness.

Target Population

The target population for this study is the individuals of Twin cities (Islamabad and Rawalpindi) that is approximately around 2.6 million (Pakistan Bureau of Statistics, 2021). The target population consists of individuals who are active users of social media platforms and are influenced by the online opinions of other customers or influencers regarding tourism. The population characteristics includes Gender, age (from 18 years to 42 years and above), education, employed status and Income.

Sample Size

For a population of 1,000,000, the sample size is 384, according to Krejcie and Morgan's (1970) Table. To achieve this, Google online form sent to 410 people. However, due to time constraints, we received responses from only 360 individuals.

Unit of Analysis

Research methodology considers the unit of analysis to be an essential element. The Term "Unit of Analysis" referred to a unit, for which information or data will collected for study or research. Individuals, groups and organizations can be the examples. For this study, unit of analysis is Individual.

Research Instrument

A questionnaire is used for data collection. The questionnaire is adopted to be basic and straightforward in order to communicate the goal of disseminating it and obtaining accurate data.

Questionnaire includes demographic questions as well as all of the study's variables. One of the questions "What was your last visited destination??" added in the demographics section of the survey that allowed only those respondents to fill the survey who have travelled to any tourism destination in past. There are Six (06) items of *"e-WOM"* and adopted from (Abubakar et al., 2016). Four (04) items of *"Infrastructure accessibility"* and adopted from (Kim, et al., 2015). Three (03) items of *"Perceived Cost"* and adopted from (Ozdemir, et al., 2015). For *"Informative Content"* three (03) items are selected from (Ko, et al. 2005). Five (05) items of *"Destination Image"* are taken from (Jalilvand, et al., 2012) and dependent variable *"Revisit Intention"* items are selected from Jalilvand, M. R. (2016). A five-point Likert scale is used to score each topic, with 1 denoting "Strongly Disagree," 2 "Disagree," 3 "Neutral," 4 "Agree," and 5 denoting "Strongly Agree."

Procedure

For this study, online Survey Form method is adopted to collect the response. The Questionnaire is distributed to residents of Islamabad and Rawalpindi through WhatsApp, in order to reach the maximum potential participants. At first, the family, friends, colleagues and other easily accessible members of population, living in twin cities and travelled to tourist destinations in last two (02) years were asked to fill the questionnaire and they were asked to pass it on to their friends which resulted in a snowball effect (Scheffler, 2018).

Data Analysis

The analysis was performed on demographics data through SPSS developed by IBM. Other than this, research model, statistical techniques of Correlation and Regression were also performed by

using the Smart PLS 4 software for the better analysis and authentication of the data. With the help of these techniques, hypotheses were tested.

Chapter 04

RESULTS & ANALYSIS

Introduction

For the data collection an online questionnaire was floated among people to gather responses. The survey was filled by 339 people and the data collected was analyzed using SPSS and Smart PLS 4. Different analysis was conducted on the collected data including frequencies, reliability analysis, descriptive statistics, outer loadings, discriminant validity, quality criteria, collinearity statistics (VIF) and Path Coefficient. Frequencies are analyzed through SPSS whereas, rest of the analysis are performed in Smart PLS4.

Sampling Characteristics (Frequencies)

Table 4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	235	69.3	69.3	69.3
Female	104	30.7	30.7	100.0
Total	339	100.0	100.0	

The information gathered from *339* respondents from which with deference, the number of male respondents were *235 (69.3%)* while *104 (30.7%)* female respondents shared their feedback. The study survey was randomly floated by various realtors to individuals of Islamabad/Rawalpindi that are interested and tourism. The information shows that the males are more predominant and interested in visiting tourism destinations**.**

Table 4.2 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25 Years	76	22.4	22.4	22.4
26-33 Years	138	40.7	40.7	63.1
34-41 Years	96	28.3	28.3	91.4
42 or Above	29	8.6	8.6	100.0
Total	339	100.0	100.0	

The Table 4.2 of "Age" interprets that out of the total *339* respondents, *76* respondents *(22.4%)* belong to *18-25* years of age group, *138* respondents *(40.7%)* belong to *26-33* years of age

group, *96* respondents *(28.3%)* belong to the age group of *34-41* years, *29* respondents *(8.6%)* belong to *42* and above years of age group. This shows that majority of the respondents belong the age of between 26-33 years who like to travel and visit the fascinating tourism destinations.

Table 4.3 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	220	64.9	64.9	64.9
Unemployed	23	6.8	6.8	71.7
Student	24	7.1	7.1	78.8
Other	72	21.2	21.2	100.0
Total	339	100.0	100.0	

The table 4.3 of "Occupation" shows that out of 339 respondents of the survey, 220 respondents (64.9%) were employed, 23 respondents (6.8%) were unemployed and 24 respondents (7.1%) were students, 72 respondents (21.2%) belong to the "other" occupations. This shows majority respondents were professionals who influenced to various factors and like to visit the tourism destinations.

Table 4.4 Income (PKR)

	Frequency	Percent	Valid Percent	Cumulative Percent
15000-35000	88	26.0	26.0	26.0
35001-45000	31	9.1	9.1	35.1
45001-60000	100	29.5	29.5	64.6
60000 & Above	120	35.4	35.4	100.0
Total	339	100.0	100.0	

Table 4.4 shows the data of "Income". Out of total 339 respondents, 88 respondents (26.0%) belonged to the income level of 15000-35000, 31 respondents (9.1%) belonged to the income between 35001-45000, 100 respondents (29.5%) belonged to the 45001-60000 income, 120 respondents (35.4%) belonged to 60000 and above income category. This shows that majority of the people who are interested in visiting tourism destinations and influenced from feedback of other's visitors, posted on social media belong to the group of 60000 above, and 45001 to 60000 income level.

Reliability Analysis

Reliability analysis is an essential procedure in research, particularly when using measurement instruments like surveys or questionnaires. It aims to assess the consistency and stability of the

instrument. Cronbach's alpha is most extensively used measures of reliability. Before proceeding with data analysis, it is crucial to conduct reliability analysis to ensure the consistency and robustness of the measurement instrument. This step enhances the validity of research findings. Initially, every researcher should conduct this test to confirm the instrument's reliability, suggesting that the instrument can be used repeatedly to consistent results. This means that the chosen instrument is accurate, thereby facilitating further exploration and refinement of the research topic. Researchers have to focus on this coefficient to evaluate the instrument's reliability and ensure that the items or indicators within the instrument are internally consistent. A higher Cronbach's alpha value indicates greater reliability and provides more confidence in the measurement instrument employed for data collection.

Value of Cronbach's alpha greater than 0.7 is good as it indicates the reliability and trustworthiness of the measurement instrument. This threshold suggests that the instrument can be confidently and effectively utilized for data collection purposes.

Table 4.5 Reliability Analysis

Variable Name	Cronbach's Alpha	N of Items
e-WOM	0.854	6
Information Content	0.842	3
Infrastructure Accessibility	0.738	4
Perceived Cost	0.778	3
Destination Image	0.750	5
Revisit Intention	0.715	3

With a Cronbach's alpha value of .854, the variable e-WOM demonstrates a level of reliability exceeding the threshold of 0.7. This finding provides assurance regarding the data's reliability, particularly with the inclusion of 6 items in the analysis. The Cronbach alpha value for the variable Information Content is *.842* which is above than the *0.7* give assurance on data reliability with *3 N* items. The Cronbach alpha value of the variable Infrastructure Accessibility is *.738* which is above than the *0.7* presents the reliability with inclusion of *4 N* items. The Cronbach alpha value of the variable Perceived Cost is *.778* which is above than the *0.7,* data is reliability is proved, with number of *3 N* items. The Cronbach alpha value of the mediator variable Destination Image is *.750* which is at par, indicates that the data with *5 N* items is

reliable. The Cronbach alpha value of the dependent variable Revisit Intention is *.725*, indicates that the data with *3 N* items is reliable.

Descriptive Statistics

Descriptive analysis in Smart PLS4 programming involves employing statistical techniques to summarize and describe data. SPSS offers several methods for conducting descriptive analysis, including central tendency measures (such as mean, median, and mode) and variability measures (such as range, standard deviation, and variance). Such techniques assist in comprehensively analyzing the data. By utilizing descriptive analysis, researchers can gain a general overview of the data, identify patterns and trends, and generate hypotheses for further investigation. Results of the descriptive analysis must be presented alongside measures of variability to provide a more comprehensive understanding of the data. This combination of measures offers a more complete picture of the dataset, allowing for more informed conclusions and insights.

Table 4.6 Descriptive Statistics

Variable Name	Mean	Standard Deviation	N
e-WOM	4.1032	.70115	339
IC	4.1327	.78263	339
IA	3.9196	.72185	339
PC	3.9951	.73714	339
DI	4.2124	.58418	339
RI	4.1455	.63313	339

The table above shows the descriptive insights of e-Word of Mouth (e-WOM), Information Content (IC), Infrastructure Accessibility (IA), Perceived Cost (PC), Destination Image (DI) and Revisit Intention (RI). The mean for the e-Word of Mouth (e-WOM) is *4.1032 SD (.70115)* which is fine. The mean for the Information Content (IC) is *4.1327 SD (.78263)* which is great. The mean for the Infrastructure Accessibility (IA) is *3.9196 SD (.72185)* which is likewise fine. The mean for Perceived Cost (PC) is *3.9951 SD (.73714*) which is fine. The mean for Destination Image (DI) is *4.2124 SD (.58418*) which is great. Finally, the mean for the Revisit Intention (RI) is *4.1455 SD (.63313)* is likewise of value.

Measurement Model

Outer Loadings

Outer loadings are a statistical measure indicates how strongly each observed variable contributes to the measurement of the construct. A high outer loading suggests that the observed variable is a good indicator of the construct, while a low outer loading indicates that the observed variable may not be a reliable measure of the construct.

Outer loadings are generally practiced to evaluate the quality of the research measurement model. It helps researchers ensure that their measurement instruments are valid and accurately capture the intended construct.

Table 4.7 Outer Loadings

Variable	Items	Loadings	Composed Reliability (CR)	Avg. Variance Extracted (AVE)
DI	DI1	0.659		
	DI2	0.754		
	DI3	0.736	0.833	0.501
	DI4	0.696		
	DI5	0.689		
e-WOM	e-WOM1	0.762		
	e-WOM2	0.809		
	e-WOM3	0.809	0.892	0.579
	e-WOM4	0.799		
	e-WOM5	0.661		
	e-WOM6	0.715		
IC	IC1	0.871		
	IC2	0.877	0.905	0.760
	IC3	0.868		
IA	IA1	0.785		
	IA2	0.785	0.829	0.551
	IA3	0.626		
	IA4	0.760		

PC	PC1	0.825		
	PC2	0.854	0.870	0.691
	PC3	0.814		
RI	RI1	0.701		
	R2	0.769	0.810	0.587
	R3	0.825		

The outer loadings values for all items are greater than 0.5 indicate that all the observed indicators (items) have a strong connection with their corresponding latent constructs. Values of AVE for variables should higher to 0.5 that mean indicators reliably measure the underlying constructs. Last but not the least, the CR values also higher than 0.5 suggests that each variable contain high internal consistency and highly correlated.

Discriminant Validity

Heterotrait-Monotrait (HTMT) ratio, also known as discriminant validity, is a statistical technique used in research to assess the distinctiveness between constructs or variables. It examines whether measures of different constructs are more strongly related to their own variables (monotrait) than to other variables (heterotrait) in a study.

Table 4.8 Heterotrait-Monotrait (HTMT)

	DI	IC	IA	PC	RI	e-WOM
DI						
IC	0.748					
IA	0.542	0.699				
PC	0.575	0.538	0.782			
RI	0.910	0.753	0.482	0.388		
e-WOM	0.719	0.681	0.489	0.462	0.621	

In simple terms, Heterotrait-Monotrait (discriminant validity) helps researchers evaluate whether the measures they are using to assess different variables are unique or if overlapped. If the

HTMT ratio is below threshold 0.85, the measures have good discriminant validity, and effectively capturing different aspects of the constructs.

Since the Heterotrait-Monotrait (HTMT) values for our variables is less than 0.85. This indicates that the measures of the variables in our research are distinct and do not significantly overlap with each other. This finding supports the notion that the measures used to evaluate different aspects of the constructs in our study are effectively capturing unique information.

Quality Criteria:

R Square

R-square is known in research as the coefficient of determination, which is a statistical measure that evaluates the proportion of the variance in the dependent variable that is caused by the independent variable in a regression model. The values should range between 0 and 1, with greater values representing a stronger link between the variables

Table 4.9 R-square

	R-Square	R-Square Adjusted
Destination Image	0.471	0.465
Revisit Intention	0.402	0.401

The R-square value for mediator variable "Destination Image (DI)" is *0.471* that is significant value. It indicates the moderate relationship between variables. For the variable "Revisit Intention" (which is the dependent variable), the R-square value is *0.402* that is good and indicative of substantial relationship between variables.

F Square

The F-square is also known as coefficient of determination that helps us to assess the influence of the independent variables on the dependent variable. It provides a measure of the relationship between these variables and tells us how much of the variation in the dependent variable can be attributed to the independent variables. The higher the f-square value, the greater connection among both kind of variables (independent and dependent variables).

Table 4.10 F-square

	F-Square
Destination Image → Revisit Intention	0.673
Information Content → Destination Image	0.110
Infrastructure Accessibility → Destination Image	0.000
Perceived Cost → Destination Image	0.046
e-WOM → Destination Image	0.127

The f-square value for relationship between Destination Image (DI) and Revisit Intention (RI) is 0.673, indicates that Destination Image plays a strong role in influencing individuals' intention to revisit. Connection between Information Content and Destination Image (DI) has F-square value 0.110. This suggests that Information Content has a moderate effect on shaping individuals' perception of the destination. F square value for Relationship of Infrastructure accessibility and Destination Image (DI) is 0.000. This implies that Infrastructure Accessibility does not have a positive impact on individuals' perception of the destination. F square value for Relationship between Perceived Cost and Destination Image (DI) is 0.046. This suggests that Perceived Cost has a minor influence on individuals' perception of the destination. F square value for Relationship between e-WOM and Destination Image (DI) is 0.127 that denotes electronic word-of-mouth (e-WOM) has a moderate impact on shaping individuals' perception of the destination.

Collinearity Statistics (VIF)

Variance Inflation Factor (VIF) in Collinearity statistics is used to understand the relationship between variables in a statistical model. It helps researchers identify and handle with collinearity, which happens when two or more independent variables in a model are correlated. Permitted value for VIF is 1 to 5. If a variable has a high VIF (above 5 or 10), it suggests strong collinearity with other variables in the model and researcher has to remove or transform one of the correlated variables to improve the model's reliability.

Table 4.11 Variance Inflation Factor (VIF)

	VIF
DI1	1.352
DI2	1.572
DI3	1.436

DI4	1.499
DI5	1.347
e-WOM1	1.777
e-WOM2	2.219
e-WOM3	2.204
e-WOM4	2.125
e-WOM5	1.658
e-WOM6	1.637
IC1	2.032
IC2	2.067
IC3	1.919
IA1	1.454
IA2	1.493
IA3	1.680
IA4	1.815
PC1	1.700
PC2	1.577
PC3	1.566
RI1	1.200
RI2	1.293
RI3	1.372

The VIF values of the items included in our statistical model were below threshold, indicating there is absence of severe collinearity between the variables. The analyzed variables are relatively independent.

Structural Model

Direct Relation

In path analysis, direct relationships between variables are employed to examine the association among two variables while considering the influence of other variables, exist in the model. The significance of direct effects lies in their ability to determine the magnitude, direction, and statistical significance of the relationship between two variables. Direct effects are important as

they help to identify the direction and magnitude of the relationship between variables, and whether it's statistically significant or not.

From a research point of view, direct relationships are often of interest because they provide insight into the causal pathways between different variables.

Table 4.12 Direct Relation of Path Coefficient

	Original Sample	Sample Mean	St. Deviation	T Statistics	P Value
DI → RI	0.634	0.636	0.051	12.443	0.000
IC → DI	0.337	0.332	0.056	6.013	0.000
IA → DI	-0.020	-0.016	0.075	0.265	0.791
PC → DI	0.195	0.196	0.077	2.538	0.011
e-WOM → DI	0.324	0.329	0.070	4.622	0.000

Destination Image and Revisit Intention has significant relationship as beta *0.636*, Standard deviation *0.051* and P value is *0.000* are within permissible limit. Information content and Destination Image relationship has beta value *0.332*, Standard deviation *0.056* and P value *0.000* that make this relation significant. Relationship between Infrastructure accessibility and Destination Image variable is not significant as beta *-0.016*, Standard deviation is *0.075* and P value is *0.0791* are above threshold. Relationship between Perceived Cost and Destination Image variable is significant as beta *0.196*, Standard deviation *0.077* and P value *0.011* are within threshold. e-WOM and Destination Image has significant connection because beta value *0.329*, Standard deviation *0.070* and P value *0.000* are within the allowable range.

Mediation Analysis

An indirect relation in path coefficient is a situation where the relationship between two variables is mediated by a third variable. This means that the first variable does not directly affect the second variable, but rather affects it indirectly through the third variable.

Indirect relations can be important in research because they can help us to better understand the mechanisms by which variables are related to each other.

Table 4.13 Mediation Analysis

	Original Sample	Sample Mean	St. Deviation	T Statistics	P Value
e-WOM → DI → RI	0.206	0.210	0.050	4.137	0.000
PC → DI → RI	0.123	0.124	0.049	2.542	0.011
IC → DI → RI	0.214	0.212	0.044	4.854	0.000
IA → DI → RI	-0.013	-0.010	0.047	0.264	0.792

Beta *0.210*, Standard deviation *0.050* and P value *0.000* for relationship between e-WOM, Destination Image and Revisit Intention are significant as values are within threshold. Beta *0.124*, Standard deviation *0.049* and P value *0.011* for connection between Perceived Cost, Destination Image and Revisit Intention are significant as values are within threshold. Beta *0.212*, Standard deviation *0.044* and P value *0.000* for relationship among Information Content, Destination Image and Revisit Intention are significant as values are within threshold. Beta -*0.010*, Standard deviation *0.047* and P value *0.792* for connection among Infrastructure Accessibility, Destination Image and Revisit Intention are non-significant as above to benchmark.

Table 4.14 FINDINGS

Hypothesis	Statements	Results
H1	e-WOM positively influences the intention to revisit	Supported
H2	Informative content has significant effect on revisit intention.	Supported
H3	Infrastructure accessibility significantly influences revisit intention.	Not Supported
H4	Perceived Cost has Positive impact on Revisit Intention.	Supported
H5	The destination image positively influences the intention to revisit	Supported
H6	Destination image has mediating effect between e-WOM, Information Content, Perceived Cost, Infrastructure Accessibility and Revisit Intention.	Not Supported

Chapter 05

DISCUSSION & CONCLUSION

Discussion

5.1 e-WOM and Revisit Intention

The findings above demonstrated that e-WOM had a favorable effect on revisit intention as a measure of significance. was 0.000 < 0.05. So, the e-WOM is factor that influences the decision of tourists to revisit the tourist destinations.

The previous studies also expressed that e-WOM exerts a favorable influence on consumers' future intentions, including their intention to revisit a product or service. (Kudeshia and Kumar 2017). According to Wandoko and Pangganti (2022), electronic word-of-mouth (e-WOM) has a positive impact on repurchasing behavior. Additionally, the intention to participate in future travel is significantly influenced by e-WOM, as noted by Abubakar (2016) and Wijayaa et al. (2021). The respondents in the research also navigates that there is a significant impact of e-WOM on the revisit intention.

5.2 Information Content and Revisit Intention

As shown in above findings, the Information Content has a positive impact on the revisit intention as significance value is 0.000 < 0.05 where hypothesis of the study has been proved.

This is in line with the existing literature, when a destination management organization emphasizes conveying details about the, advantages, favorable ambiance, and emotional experiences connected to revisiting to a particular destination, it corresponds to the assessment of destination revisit values (Kim and Johnson, 2016). Research has shown that higher information content leads to increased revisit intention. Study by Hu, Pavlou, and Zhang (2009) investigated the effect of information quality on consumers' inclination to return to e-commerce websites. According to the study's findings, when users perceived the information quality as excellent, their probability of revisiting the websites in the future increased.

5.3 Infrastructure Accessibility and Revisit Intention

As shown in above findings, the Infrastructure Accessibility has no impact on revisit intention as significance value was 0.791 > 0.05. So, the Infrastructure accessibility variable doesn't have substantial effect on tourists' revisit intention.

The results of the study indicate that no clear and direct association between enhancing accessibility and the growth of tourism-related revenues (Tóth & Dávid, 2010). In other words, improving infrastructure accessibility alone does not guarantee a significant increase in the income generated from tourism activities. The study highlights that additional factors beyond accessibility, such as marketing strategies, service quality, and tourist attractions, may play a crucial role in driving tourism income. Research has indicated that other factors may play a more influential role in shaping revisit intention compared to infrastructure accessibility. For example, a study by (Chen & Chen, 2010) examined the factors influencing revisit intention for heritage tourists. The findings revealed that while factors such as experience quality and perceived value significantly influenced revisit intention, infrastructure accessibility did not show a significant effect.

5.4 Perceived Cost and Revisit Intention

As shown in above findings, the Perceived Cost has significant impact on the revisit intention where hypothesis of the study has been proved. When customers perceive the costs to be rational and fair by the benefits received, there are higher chances of visitors to provide a constructive intention to revisit.

This relationship also found in existing literature, research has shown that perceived cost has significant impact in influencing revisit intention. Hwang and Lee (2018) study analyzed the factors affecting customers' revisit intention to a theme park. The study revealed that perceived cost has positive impact on revisit intention, indicating that when customers perceived the costs of visiting the theme park to be reasonable and justifiable, they were more likely to express an intention to revisit. According to study by Ryu, Kim, and Lee (2012), perceived cost had a significant effect on destination image. When tourists perceived the costs of visiting a destination to be fair and commensurate with the value received, it enhanced their overall image and evaluation of the destination. (Kim, Kim, and Kang 2017) investigated the connection among perceived cost and revisit intention in the context of online shopping. The findings discovered

that perceived cost had a negative relationship with revisit intention, indicating that when customers perceived the costs of online purchases to be high to the perceived value, their intention to revisit the online store decreased.

Mediating effect of Destination Image on Revisit Intention:

The above analysis proved that Destination Image has a positive mediating effect on revisit intention as significance value was 0.000 < 0.05. This relationship is also analyzed and discussed by other researchers in previous studies.

The success of tourism development is purely relied on the development and expansion of a destination's image, as it nurtures the loyalty of tourists who are more inclined to revisit and recommend the destination in social circles (Chen & Tsai, 2007). Tourism related behavioral intention, such as revisiting a destination, and engaging in word-of-mouth communication (WOM) about a place, are important points to consider (Kaplanidou & Gibson, 2010).

The respondents in the research also navigates that there is a significant impact of Destination Image (as mediator) on the revisit intention.

Managerial Implication

The findings of this study have some managerial implications for government ministries deals in tourism management. Firstly, these ministries should re-design the existing or formulate new strategies based on the insights gained from the research. By understanding the factors that impact revisit intention, they can tailor their promotional and marketing efforts to satisfy the needs and preferences of tourists. It can be achieved by developing compelling destination images, highlighting unique features and attractions, and share accurate and comprehensive information to potential visitors.

Furthermore, study also emphasizes the need of fostering a positive image of destinations. By creating pleasant, memorable and satisfying experiences, they can generate positive word-of-mouth recommendations from satisfied customers. These happy customers can then become valuable marketers for the ministries, spreading positive word-of-mouth within their networks and social media and influence others to visit the destinations.

Moreover, social media marketers within the ministries can actively engage and interact with customers by using the different social media platform with various activities. This includes responding to customer queries, sharing engaging and informative content, and organizing interactive campaigns or contests.

Theoretical Implication

The study discovered that to make a revisit intention, infrastructure accessibility does not matter for the visitors or tourists. It will also help the other students, especially marketing students to further study about the other aspects that are not included and to know the other reasons. This guideline will set a path for marketing students to find the solutions & reasons behind the hypothesis not supported by the research. This study will provide the knowledge about the e-WOM, Information Content, Perceived Cost and Infrastructure accessibility on tourists revisit intention, the mediating role of destination image between gender between e-WOM, Information Content, Perceived Cost and Infrastructure accessibility. This study will contribute and act as a model paper to marketing students in both practical and theoretical field.

Research Limitation

One limitation of this study was the limited time allocation, which constrained the depth and breadth of the investigation. Another limitation of this research pertains to the sample size and response rate. The initial sample size for this study was 384. However, due to non-response of audience, the final number of usable responses received was 339. The lower than anticipated response rate may have affected the representativeness and generalizability of the findings.

The research primarily collected data from residents of Rawalpindi and Islamabad, which limited the diversity of the dataset. Including participants from multiple cities across the country would have been advantageous to obtain a more comprehensive representation. Consequently, the findings may not be fully applicable to the entire Pakistani population due to potential regional variations in attitudes, behaviors, and circumstances.

Recommendations and Future Research

For this study, data collected from residents of Islamabad and Rawalpindi. In order to enhance the extensiveness and diversity of future studies, it is recommended to collect the responses from individuals residing in other cities across the country.

Furthermore, there are other additional variables that have an impact on revisit intention but not studied in this particular research. Future studies can be conducted by considered these variables to provide a more comprehensive analysis. This will contribute to a more robust body of knowledge and allow for more informed decision-making for tourism and marketing.

Conclusion

The rapid advancement of technology has resulted in an increasing reliance on social media platforms by users to gather reviews from other consumers before making purchase decisions. This trend emphasizes the importance of electronic word-of-mouth (e-WOM) and information content in shaping consumer behavior. Additionally, perceived cost was found to have a substantial impact on consumers' intention to revisit a destination. Structured questionnaire is used to collect data from 339 respondents for this study. Smart PLS4 and SPSS were utilized for data analysis. The results established that relationships between the independent variables (e-WOM, information content, and perceived cost) and the dependent variable (revisit intention) is significant. However, hypothesis regarding the infrastructure accessibility (independent variable) on revisit intention was found to be statistically insignificant. The findings proved that infrastructure accessibility does not have a significant role in influencing tourists’ revisit intention. The study's results provide valuable insights for Government tourism ministries, destination managers and marketers, highlighting the importance of cultivating a positive destination image to encourage repeat visits and positive word-of-mouth recommendations.

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Annexure A

a. Gender

- ♦ Male
- ♦ Female

b. Age

- ♦ 18–25 Years
- ♦ 26-33 Years
- ♦ 34-41 Years
- ♦ 42 Years or Above

c. Education

- ♦ Undergraduate degree or Less
- ♦ Postgraduate or Master's degree
- ♦ PhD or above

d. Income

- ♦ 15000-30000
- ♦ 30001-45000
- ♦ 45001-60000
- ♦ 60000 and Above

e. Occupation

- ♦ Employed
- ♦ Unemployed
- ♦ Student
- ♦ Other

f. What was your last visited destination?

g. With whom did you travel on your last visit?

- ♦ Friends
- ♦ Family/Relatives
- ♦ Colleagues
- ♦ Other

Scale

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neither Disagree nor Agree**	**Agree**	**Strongly Agree**

Items						
	E-WOM (Abubakar et al., 2016)	**Likert Scale**				
1	Do you read online travel reviews of other tourists frequently to discover which destinations leave a positive impression on them?	1	2	3	4	5
2	Do you frequently read other tourists' online travel reviews to ensure that you choose the right destination for your travels?	1	2	3	4	5
3	Do you read the online travel reviews of other tourists for guidance in choosing the right destination for your travels?	1	2	3	4	5
4	Do you gather information from tourists' frequently in shape of online travel reviews before travel to a certain destination?	1	2	3	4	5
5	Do you experience a sense of apprehension about your choice of destination when you travel without reading the online travel reviews of other tourists?	1	2	3	4	5
6	Do you find yourself more confident in travelling to a destination when you read online travel reviews written by other tourists?	1	2	3	4	5
Information Content (Ko et al. 2005)						
1	Is informational content available on the internet helpful for learning about unknown destination places?	1	2	3	4	5
2	Is informational content a good way to do research about tourist destinations?	1	2	3	4	5
3	Is information content (available on the internet) a good source to learn about useful and entertaining activities available at tourism destinations?	1	2	3	4	5
Infrastructure Accessibility (Kim, et al., 2015)						
1	Do Pakistan tourism destinations have quality infrastructure such as roads, airports, and/or utilities?	1	2	3	4	5
2	Do Pakistan tourism destinations have suitable accommodations?	1	2	3	4	5

3	Does Pakistan have a good network of tourist information, such as tourist centres?	1	2	3	4	5
4	Do destinations in Pakistan have a good standard of hygiene and cleanliness?	1	2	3	4	5
Perceived Cost (Ozdemir, et al., 2015.)						
1	Does this journey have a reasonable price?	1	2	3	4	5
2	Is this journey considered to be of good value for the price paid?	1	2	3	4	5
3	Is this journey economically priced?	1	2	3	4	5
Destination Image (Jalilvand, et al., 2012)						
1	Are Pakistan tourism destinations safe and secure?	1	2	3	4	5
2	Do Pakistan tourism destinations offer exciting and interesting places to visit?	1	2	3	4	5
3	Do Pakistan tourism destinations have beautiful scenery and natural attractions?	1	2	3	4	5
4	Do the tourism destinations of Pakistan have a pleasant climate?	1	2	3	4	5
5	Does Pakistan offer good value for money as a tourism destination?	1	2	3	4	5
Revisit Intention (Jalilvand, et al., 2012)						
1	Do you predict that you will visit the destination again in the future?	1	2	3	4	5
2	Would you choose to last visited destination over any other destinations?	1	2	3	4	5
3	Assuming your expectations are met, do you intend to make plans for visiting the destination at a later time?	1	2	3	4	5

Bahria University
Islamabad Campus

RC-04

MBA/BBA

1st Half Semester Progress Report

Name of Student(s)	MALIK MUHAMMAD TAYYAB
Enrollment No.	01-322212-011
Thesis/Project Title	HOW REVISIT INTENTION IS INFLUENCED BY E-WOM, INFORMATION CONTENT AND PERCEIVED COST AND INFRASTRUCTURE ACCESSIBILIT MEDIATING ROLE OF DESTINATION IMAGE

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	11/2/23	Supervisor office	Chapter-01 of Proposal	mTayyab
2	19/2/23	Supervisor office	Literature Review	mTayyab
3	18/3/23	Supervisor office	Literature Review	mTayyab
4	7/4/23	Supervisor office	Progress on Literature	mTayyab

Progress Satisfactory [✓] Progress Unsatisfactory [ ]

Remarks:

Signature of Supervisor: M. Qasheer Date: 16/6/23

Name: Dr. Kasheer

Note: **Students attach 1st & 2nd half progress report at the end of spiral copy.**

Page 1 of 2

Bahria University
Islamabad Campus

RC-04

MBA/BBA

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	MALIK MUHAMMAD TAYYAB
Enrollment No.	01-322212-011
Thesis/Project Title	HOW REVISIT INTENTION IS INFLUENCED BY E-WOM, PERCEIVED COST, INFORMATION CONTENT AND INFRASTRUCTURE ACCESSIBILITY ; MEDIATING ROLE OF DESTINATION IMAGE

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	12/5/23	Supervisor office	Methodology	mTayyab
6	18/5/23	Supervisor office	Data Analysis	mTayyab
7	9/6/23	Supervisor office	Results and Discussion	mTayyab

APPROVAL FOR EXAMINATION

Candidates' Name: MALIK M. TAYYAB Enrollment No: 01-322212-011

Project/Thesis Title: HOW REVISIT INTENTION IS INFLUENCED BY E-WOM ; PERCEIVED COST INFORMATION CONTENT AND INFRASTRUCTURE ACCESSIBILITY, MEDIATION ROLE OF DESTINATION IMAGE

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at _____ that is within the permissible limit set by the HEC for thesis/ project MBA/BBA. I have also found the thesis/project in a format recognized by the department of Business Studies.

Signature of Supervisor: M. Ashid Date: 16/6/23

Name: _____

tayyab

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