

Examining The Moderating Effect Of Demographics Between Destination Marketing Factors And Revisit Intention Through A Unified Model

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ABSTRACT:

This research is designed with imperative and constructive element for the expansion of tourism industry aiming on destination marketing factors has the finest contributions, believing the fact it is nearly impossible to contemplate for tourism development except destination marketing factors discussed from World Travel and Tourism Council: (WTTC)2020.Through some imperative features derived from research gap has been compiled in a model to examine its effect towards revisit intention in a falling trend of tourism industry of Bangladesh. Targeting, tourist in the biggest heritage site of the country, this paper revealed the relationship among destination image, trust factors and emotional solidarity towards revisit intention. Branding the study with more evocative, moderation effect of demographics has been examined. The paper is wrapped up with some connotation supporting future act.

Keywords: destination image, trust, emotional solidarity, revisit intention, demographics.

Introduction:

In the reality of industrial rebellion, study on tourism is has a wide acceptance and counted importantly as the world's speedy and firmest rising industry (Mutangae et al:2017). As per Albaityand Melhen (2017), tourism area is the greatest valuable piece for any states administrator segment which donates extremely in financial sector as well produces employment and income. Wang et al:(2017) mentioned that in current years, as an extraordinary industry; tourism has been extended further among tourist destination, demography, socio-economic and technology. The enhanced settings dedicated to different expectations and demands of tourists that are altering the market portion of each country around the globe.

Besides, Tasci and Gartner (2007) explained tourism as an intangible product where tourists are experiences with multiple destination marketing factors (Hae and Yoo:2016). Vulnerability attitude of different factors of destination marketing results differently to intention to revisit. A phase with the changes of demands in tourism services to satisfy needs and wants of consumers (tourists) organizations self owned or public are in the field with attractive packages for a particular destination in a sake of marketing a destination with various factors to create intention to revisit, where destination marketing organizations (DMOs) with various aspects to bring in front of tourist as a part of marketing and importantly documented in the literature of studies of tourism industry (Adrain and David (1995) ; Cevat, et al (2015); Osman and Sentosa (2013). Experiences of tourist with various destination marketing factors has been associated with intention to revisit among what image of destination is importantly notable that results expressions and impersonations (Neute and Lopez: 2020) that are measured difficult by nature (Martin,et al: 2007).Formation of trust in between the two parties for a destination are becoming healthy part for visting (Chen and Brnes:2001). Although emotional solidarity are described as the most imperative contribution in tourism industry (Woosnam (2010) but is not given so much importance in literature. A positive results of emotional solidary can be derived from nature of welcome, benefits of local community and behavior that make closeness among tourists (Van et al:2014; Moghavemmi et al :2017).However, intention to revisit are treated as a matter of sustainability for a destination that supports to healthy economy of the industry for a nation and core feature to be followed by DMOs (Osman and Sentosa :2013; Sri et al::2014). Research have shown interest to form a relation with various destination marketing factors individually like destination

image (Beerli & Martin, 2004), some factors of trust (Kamrul et al:2019) with intention to revisit for various destinations and suggested to see the effect of so in multiple destination is order establish a concrete references for the same. However, for segmentation and creating marketing strategies demographics plays important role (Tsiotsoi and Ratten:2010), the study aimed at checking as moderator that important role between DMF and revisit intention. Examining moderating effect of demographics and destination marketing factors are influential part of the study

With gap of studying various parts of DM factors in order to see its effect for revisit intention this study is motivated of collecting some major factors of DM for a heritage site of tourism industry of Bangladesh. Hence, contribution of tourism industry in GDP of Bangladesh is 4.4% which has a earning of 391 million US dollar latest 2019 (Bangladesh Parjtan Corporation:2020) and acclaimed to have a good potentiality in contribute the economy of the country from this industry although recorded a declined rate more than 1 % by World Travel and Tourism Council: (WTTC) in 2020 with the average of domestic travellers as well that also have a negative impact in employment rate till today. Henceforth, this study has shown interest through developing a model for tourism industry taking study area as one of the heritage site of Bangladesh to examine effect of destination marketing factors towards revisit intention that can be useful in handling post pandemic volatile economy as chosen factors are understood in employed for different emerging tourism industry of world. The study area is chosen as one of the most visited ancestral place of Bangladesh "Shonargoan". It is one of the oldest capital of the then Bengal near the old course of Bhramaputra river in Narayanganj district with emperorship started from Delhi Sultane in 13th and 14th century continued to the Bengal Sultan in 14th, 15th and 16th century to Twleve Bhuiyas at the late 17th century with Mughal and British emperorship at the to the end of 20th century (Mansel:1996; Muazzam:2016). The modern era of Shonargoan is full of archeological establishments like Panam city (city of emperors) with Bangladesh Folk arts and crafts foundation (Gope and Rabindra:2011). Not only as visiting spot Shonargoan is also eminent as trade hub of ancient clothes material like Muslin and Jamdani that attracts as foremost magnetism to tourist (Shamsuddin and Illiyas:2016).

Meanwhile the objectives of this paper are motivated from various research gap and recommendations derived from existing literature

though what it is to be ensured how the concept of various destination marketing factors can effect for revisit intention to the chosen destination. In order with such, following are the research objective has been framed for the study:

1. To determine the influence of destination image on revisit intention
2. To examine trust factors leading to revisit intention
3. To examine the consequences of emotional solidarity towards revisit intention
4. To check the moderating effect of demographic factors between destination marketing factors and revisit intention

2. Theoretical background and developing hypothesis

2.1: Destination Image:

It is complex by nature where images are created with multiple elements which can be measured outside the perception of individual (Castro et al:2007).In 1997 Worcester defined destination image as a result of certain interactions among multiple experiences, beliefs, fragments and feelings of knowledge that one have for particular product or organization. Likewise, factors of destination image is an concept of attitudinal that accumulates with ideas, beliefs and impressions for a destination (Cormptaon: 1979). Thus, it has been characterized with two factors as cognitive (beliefs) and the second is affective (feelings) (Bigne, Sanchez: 2001). Meanwhile recent literature of tourism are also developed with a third factor that happens during the time as travellers consume behavior in destination as conative (Zhang et al., 2014). Li et al:(2021) claimed of avoiding conative image as a part of destination image in many of studies which does not satisfy the actual results. So for what, this study has taken all three aspects as cognitive, affective and conative to determine its effect towards intention to revisit.

2.2: Trust factors:

A fruitful relationship are encountered by trust that recover behavior of buying and create collaboration in message along with managing multifaceted decision of buying which also eliminates risk (Hunt and Morgan:1994). Pujaistuti,et al: (2017) quoted trust as vital factor to make a relation successful towards a destination that is for a continuous development of particular destination. However , trust is associated with two inferences of relationships as vertical that is

among buyers and sellers and horizontal that is among business to business and consumers (Sundqvist et al 2007). Trust in customers plays significant role in uncertain environment that can result so much negativity during owning those particular product (Kaluscha and Grabner:2003). Henceforth, it helps to decrease worry of customers in quandary while making decision. (Kramer:1999). Xiang and Xiaoyon(2022) referred trust factors as the most experienced values of tourist that make revisit intention towards a destination along with to gain a healthy tourism logistics, to maintain a smooth tourism supply chain and to bring satisfaction among travellers trust is researched as the most imperative part in tourism industry (Ekkapong et al:2020).

2.3: Emotional Solidarity:

In 1915, Durkhem conceptualized the concept of emotional solidarity where it is stated as furnace feeling of solidarity between both that happens through sharing same attitudes and thoughts during interacting and also refers latest in tourism research through Woosnam (2012). Woosnam (2011) explained emotional solidarity are increased in tourism literature through examining the attachment that are experienced by tourist with local inhabitants that effect approaches of inhabitants for healthy growth. Henceforth, Woosnam (2010) established study keeping local inhabitants' segmented behavior, interaction and beliefs with travelers which has an influence in emotional solidarity and approaches of inhabitants that donates towards expansion of tourism, through portraying three issues in correspondent with pride of residents as welcoming tourists, sympathetic benefits of local community towards tourist with appreciating tourists in contributing economy and treating fairly as nature of welcoming, occupants' closeness with travellers and a friendship among them : intimacy with feelings (Ribeiro and Hitchcock:2019).

2.4: Revisit intention:

Intention to revisit are most essential part of tourism in order to maintain a healthy sustainability of tourism and for what destination marketing organization (DMOs) are in making robust strategy to maintain the phase (Sri et al:2014). Osman and Sentosa (2013) defined it as the core functions to be confirmed from travellers

specially who are visiting for the first time. Addressing various actions of marketing through out the globe by Zeugner and Zabkar (2015) which are engaged in transmitting faithfulness to tourists to result revisit. Segmenting market keeping focus on satisfying the visitors for particular destinations are important (Zhang, et al 2014). Moreover, Jiaying et al (2022) researched consumer-centric destination innovation measures the wish of revisit intention where Innovation and product innovation positively influence revisit intention through the serial mediation of destination innovativeness and perceived competence.

2.5: Demographics in tourism:

Determining experiences of consumer and succeeding behavior, role of factors of demographic critical (Bermini:2015). It works as most vital instrument in order to make a way out to satisfy customers that occupies with different demographics and to build loyalty between them. Boukus:2007), the kind decision concerning tourists features are important that regularly used for determining the behavior which results importantly on focusing mainly for analyzing the market segmentation with needed strategies and effort. Sharhua et al(2022) determined difference in gender has a significant impact on image of a destination, self-congruity and revisit intention. Through segmenting age in tourism market results sustainability of the same (Ian & Adela:2022). Difference in gender has a significant impact on image of a destination, revisit intention and likewise income inequality severely makes a negative impact towards the development of tourism industry (Sharhua et al:2022 and Isaac et al:2022).

2.6 Development of hypothesis:

Presence of destination image empirically are seen importantly in order to have revisit intention (Christina et al:2008). Studies empirically can be found for the area on Malaysia, Japan and many more on three constructs of destination image as cognitive where tourist gathers beliefs on visiting particular place (Li et al:2010) affective where tourist gets an emotional attachment for that place (Bello et al:2017) and conative where tourists outlines their future responses for that particular destination (Basaran:2016) and in composed form an image of destination influence tourist towards intention to revisit for particular destination. With so, the following hypothesis and sub hypothesis has been formulated:

H₁: There is effect of destination image factors (cognitive, conative and effective) on revisit intention.

Empirical research directed the connections between vertical trusts implies on the relationship assessing how destination marketers applies strategies to convince tourist for particular destination and in additional trust as horizontal are developed in between the development of inter organizations related to tourism (Amjad and Peter: 2005) on the other hand studies established on features related to trust are much more affiliated with the consumers buying process such as continuation of trust to booking partners (Nicolas et al: 2014). In destinations of Hongkong Poon and Koay (2021) trust is studied as important aspect for creating revisit intention. Possessing the following research on phase, the above hypothesis has been made up.

H₂: There is effect of trust factors (vertical & horizontal and consumer trust) on revisit intention.

Empirical findings on the study of Woosnam (2011) (2012), Norman and Woosnam (2010) showed three important factors related to emotional solidarity that are closely associated with the intention to revisit. Behavior of occupants of local that are shared, their interaction with the visitors and local contributions upon development of particular destinations are derived three aspects. With so, the above hypothesis has been formulated.

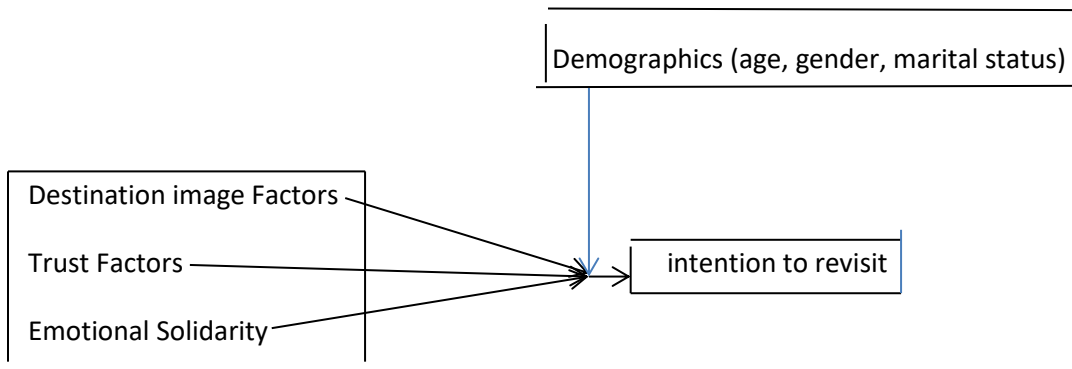
H₃: There is effect of emotional solidarity (Welcoming Nature, Welcoming Nature, Closeness sympathy behavior) on revisit intention.

Quantities of empirical research on moderating effect of demographics has shown almost same results as positive influence towards repetition of visit for the independent variables as image, trust also emotional solidarity (Songshan et al:2018, Tomas et al :2017, Hua et al:2021, Liang et al:2021) but also no moderation effect are also there. Based on reviewing and findings, as demographics results positively significant for all the independent variables (image, trust factors and emotional solidarity).

H₄: There is moderating effect of demographics (age, gender, marital status) between destination marketing factors and revisit intention

Moderating effect of demographics (age, gender and income) in between destination marketing factors and revisit intention are not well compiled in existing tourism literature. From a depth search of studies on the same, in the study of Shauhua et al (2021), moderation effect for chosen demographics factors (age, gender) are seen to influence positively between destination marketing factors as (one destination marketing factor) and revisit intention. Partial demographic factor as gender and income have influenced positively in between the attitudes of residents and intention to revisit (Suosheng:2013). Moderation effect of demographics in between trust factors and revisit intention has been compiled from research gap for the study and the above hypothesis has been set up.

Fig 2.1: Integrated model of destination marketing factors of tourism towards revisit intention with effect of demographics as moderator.



3. Methodology:

3.1. Population of Study and Sample size:

The focuses of this paper are to examine effect of various multiple influential factors associated with marketing of destination for intention to revisit through a moderating effect of demographics and in order to examine the effect from all kind of Generations as and so for what the respondents are selected tourist between the age group of 15 to 65+ who are the Generation: X, Y, Z and boomers which consists of income age group are drawn from population on half of the income population of Bangladesh. Through Raosoft, the sample size has been worked out 384 as per the sample size formula by Scott

& Smith TM (1969) used Raosoft extensively used in descriptive studies for estimating sample size (Abdo et al:2021) and referred from Kothari and Gaurav (2004), sample size needs to be optimum that neither is extremely large nor too small.

3.2 Method of data collection and research design:

As because of giving liberty to respondents on their willingness to participate to the study know ledged its details collection method of data has been done by purposive sampling (Andika and Nurayaman: 2022) a technique that allows researchers to select respondents that outfits this study. However, by nature study is descriptive.

3.3 Development of measurement:

Survey of self-reported has been conducted with scales on scales of 5-point Likert scales as because this scales does not arise any biasness (Fouad et al:2017) and scaled as 1(strongly disagree) 2 (disagree) 3(neutral) 4(agree) 5(strongly disagree). Meanwhile, primary share of measurement items represents destination image features, factors of trust and risk and three factors of emotional solidarity. After constructing draft questionnaire with measurement items introduced in previous studies and modified to fit the study with three independent variables and one dependent variable and it has been sent for face validity to related experts in the field to check its validity as an inventory on how the respondents of the study reacts on tools set in the questionnaire(Yusoff:2019). Compiling meaningful suggestions, the refinement of final measurement items has been set as in table:3.1

Table: 3.1: Refinement of tools with literature source includes research gap:

Constructs (Independent Variables)	Measure and Source	Statements
Destination Image	Cognitive Image: Woosnam et al;(2020); Nikolaos et al ;(2017).	1.Charming beauty Shonargoan is exceptional. 2.Weather of Shonargoan is enjoyable. 3.Diversities of shopping place is in Shoanrgoan 4.Outstanding historic sites are situated in Shonargoan

	Affective Image: Song et al;(2017);Stylos et al;(2016)	5. Thrilling place is Shoanrgoan 6. Night Stay is healthy in Shonargoan. 7. Touching place is Shoanrgoan
	Conative Image : Agapito et al;(2013); Stylos et al;(2016)	8.Shonargoan has suitable transport system. 9.Shonargoan can be visited with purpose 10.Shonargoan can be suggested others for trip 11.Numbers of shopping centers are situated in Shonargoan
Trust	Vertical & horizontal trust : Wai and Kian'2021. Consumer trust: integrity, competence, benevolence: Tiago et al;(2017)	12.Hoteliars, travel agent, tour operators of Shonargoan have given suitable and pleasing service (research gap) 13.Relationship among business partners in Shonargoan are well recognized (research gap). 14.The medium through which I can confirm to visit Shonargoan is trustworthy. 15. The medium I choose to deal with, to visit Shonargoan is enough skilled. 16. The medium would support to its best possible extent and would act on my interest.
Emotional Solidarity	Welcoming nature, Community benefit with mutual understanding and Closeness sympathetic behavior: Woosnam and Aleshinloye;(2013), Woosnam et al;(2015	17.Local communities of Shonargoan are welcoming 18.Local communities are recognizable 19.Local community except tourist positively 20. I am honored to visit Shonargoan 21. Local community appreciates the aids of appreciating of visitors of Shonargoan 22. It's a wonderful feeling of visiting Shonargoan

Constructs (Dependent variable)	Measure and Source	Statements
Revisit intention	Intention to visit again: Cevat et al:2015;Sri et al:2014;Hui et al 2017).	23.I wish to visit Shonargoan soon 24.I wish to visit Shonargoan in next 2 years 25.I wish to visit Shonargoan despite other destinations

		26. Shonargoan has enough services that influence me to revisit
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Source: authors own

3.4 Data analysis:

3.4.1: Respondents characteristics

As the respondents were given liberty of answering the session, 100 % questionnaire got answered with good momentum in between 4 months and so for what the total sample size has been drawn for further analysis. Table 3.4.1 describes the sample profile where male as 65.5% is leading the gender in demographic table and female are 34.4% in between the age leading the table as 15-40 are 62.2% and in between the age of 41 to 65 are 37.8%, where married between as 68.0% leading the table and with 32.0% for unmarried.

Table 3.4.1: Demographic profile: n=384

Category	Particulars	Percentage
Age	15 to 40	62.2%
	41 to 65	37.8%
Gender	Male	65.5%
	Female	34.5%
Marital Stauts	Married	68.0%
	Unmarried	32.0%

3.4.2: Descriptive statistics:

Assessment of statistics for descriptive shows all items are in between the maximum and minimum range with no missing figures. The value of mean are almost for all statements are above 3 that means the respondents are agreed to all statements that are related to the constructs in the statements measured on 5-point Likert scale (Frank.and Mishra,2018).

Tab: 3.4.2: Descriptive Statistics

Construct	Mean	Cronbach
Code		alpha
D.I 1	4.14	
D.I2	4.29	0.745
D.I3	4.26	
D.I4	4.13	
D.I5	4.15	
D.I6	4.13	
D.I7	4.14	
D.I8	4.17	
D.I9	4.16	
D.I 10	4.22	
D.I 11	4.36	
T.F 12	3.41	0.750
T. F 13	3.54	
T.F 14	3.72	
T.F 15	3.41	
T.F 16	3.86	
E.S 17	4.26	
E.S 18	4.35	0.737
E.S 19	4.33	
E.S 20	4.21	
E.S 21	4.30	
E.S 22	4.18	

R.I 23	4.33	0.771
R.I 24	4.27	
R.I 25	34.32	
R.I 26	3.35	

3.4.3: factor analysis

Exploratory

EFA has been done to classify the construction among the relationship among variables and respondents which also helps to examine the internal reliability (Miguel et al:2012).Principal component analysis with varimax rotation can be for examining the influence structure The Kaiser-Meyer-Olkin (KMO) measures the sample adequacy is 0.777 in the data of this study that suggests the suitability of technique (Sungsoo and Heeyoung:2012) and also supports for further factor analysis. Meanwhile, as per, Tabachnick and Fidell (1996) KMO value in minimum that supports on good factor construction should be 0.60 which also mate the demand and reliability coefficients as Cronbach's alpha aimed at all related variables remain within threshold value within or above 0.7.(Table3.4.2).

3.4.4: Confirmatory Factor analysis:

On the basis of results from EFA, CFA was conducted in SPSS- AMOS 23. It was done to confirm the validation of constructs that would fit the model Alotaibi et al. (2017) in table 3.4.3. As per Cheng and Maxwel (2010),the whole measurement of the model done on all latent constructs for this study and evaluated its adequacy through goodness-of-fit-indices, validity and reliability (discriminant and convergent).Considerable accepted values of CFI,AGFI,GFI, NNFI and RMSEA has been considered for assessing the degree as per the recommendation of Hair et al(1998). (Table 3.4.3).

Table:3.4.3: Model fit summary: Goodness-of –Fit Indices

Measure Fit	Fit Indices	Recommended Value and Measure Standard
CMIN/DF	2.761	<= 5.00 Ager and Trang (2008), based on the experience of many researchers, CMIN/df < 5 is satisfactory.

Root Mean Square Error Approximation (RMSEA)	0.042	< 0.1 In 1992, Browne & Cudeck, recommend satisfactory fit values from .05 to .10. Same range was reported by (Fabio & Gori, 2016; Lloyd et al., 2017).
Comparative Fit Index(CFI)	0.924	> 0.9 The value above 0.90 gives indication of fit;(Hair et al., 2010; Kline, 2015)
Normed Fit Index(NFI)	0.912	<0.8 The satisfactory value is above 0.8 (Baumgartner & Homburg, 1996)
Goodness of Fit Index (GFI)	0.833	<0.8 The acceptable value is ,if above 0.8 according to Baumgartner & Homburg,1996 and Hair et al., 2016
AGFI	0.811	The adjusted goodness of fit index, with a referred value of 0 and 1(Hair et al., 2006)

3.4.5 Convergent validity

According to Davis and Venkatesh (2000); Henseler et al. (2009), convergent validity is the grade where the indicators construct that are underlying and also connected theoretically which are related to each other actually. However, validity of scale was measured through factor loading average variance extracted (AVE) and composite reliability (Milan:2021). Factor loading value .5 or more affirms the claim of the convergence validity (Hair et al., 2010). AVE reflects the average variance captured by the underlying construct through all the indicators and explains the average communality (Fornell and Larcker, 1981). Value of AVE greater than = .50 confirms that latent variables are explaining sufficient amount of variance. Composite reliability explains the internal reliability between different items of a scale. CR equal to or above .7 reflects the high level of internal consistency between various items of any instrument. Accordingly, the study mate the demand as showed in the table: 3.4.4[AVE>=0.5 and CR>AVE].

3.4.6 Discriminant validity

Ensuring that scales measuring to separate constructs that are not related to each other, a discriminate validity inspection has been performed based on the Fornell and Larcker (1981). According to (Fornell and Larcker 1981) discriminant validity was recognized since constructs AVE squared values exceed the correlation among constructs. Accordingly in the Table 3.4.5 all the values of AVE > MSV

(Fornell and Larcker, 1981). and thus confirms all constructs have sufficient discriminant validity.

Table:3.4.4 CFA Table of Constructs:

Constructs	AVE	CR
Trust factors	0.544	0.988
Destination image	0.521	0.890
Emotional Solidarity	0.820	0.896
Revisit intention	0.535	0.899

AVE –average variance extracted, CR- composite reliability ($p < 0.05$)

Table:3.4.5: Discriminant Validity

Constructs	AVE	MSV	Remarks
Trust factors	0.554	0.028	AVE > MSV
Destination Image	0.521	0.078	AVE > MSV
Emotional Solidarity	0.812	0.036	AVE > MSV
Revisit intention	0.525	0.023	AVE > MSV

AVE as average variance extracted and MSV as maximum shared variance

3.4.7: Hypothesis testing:

3.4.7.1: In accordance to details the objectives the following hypothesis has been created as following, where, the prediction of the effect between factors (predicted) and factors (explanatory), regression methods are beneficial (Gulden and Nesa:2015), which also referred as operative method to foresee the upcoming result for the variable that is dependable. Henceforth, to envisage the effect of various independent variables towards a lone dependent variable, multiple regression has been applied to result the strength among the outcomes through hypothesis of the study (Gulden and Nesa:2013 and Sri et al: 2014).

H₁: There is a significant effect of destination image factors (cognitive, conative and effective) on revisit intention

Table 1 and 2 : Model summary: I.V: Destination image and D.V: Revisit intention

R	R ²	Adjusted R ²	F value	Significance
.187	.044	.016	1.744	.000

	Beta	t-value	Sig
Constant)		17.167	.000
D_Image1	.103		
D_Image2	.015		
D_Image3	.014		
D_Image4	.018		
D_Image5	.014		
D_Image6	.013		
D_Image7	.012		
D_Image8	.012		
D_Image9	.017		
D_Image10	.017		
D_Image10	.016		

The assessment in the above table 1 and 2 display the hypothesis results done by regression where the value of $R = .187$ which indicates the prediction of destination image through (cognitive, conative and affective) is at good level as between the threshold limit of -1 to +1 (Sri et al:2014). Suggestion of the independent variable that explains 4.4 as R^2 for the variability of dependent variable since value is maintains above 0.9 (Gulden and Nesa:2013). The independent variables that explained in model shows adjusted R square 0.016 that reveals the variability of dependent variable to the revisit intention as independent variables 1.6% on the variability of dependent variable. The consequence of independent variable as destination image through (cognitive conative affective) towards dependent variable as revisit intention results all beta values to be significant for all items. Variables, resulted as significant as p value which is less than used level (Sri et al:2014, DR.Shariful:2019) accordingly H_1 is accepted.

H_2 : There is significant effect of trust factors on revisit intention

Table 3 and 4 : Model summary: I.V: Trust Factors and D.V: Revisit intention

R	R ²	Adjusted R ²	F value	Significance
.177	.055	.014	1.744	.000

	Beta	t-value	Sig
Constant)		16.179	.000
T.F12	.012		
T.F13	.112		
T.F14	.116		
T.F15	.115		
T.F16	.117		

The assessment in the above 3 and 4 display the hypothesis results done by regression where the value of R =.177 which indicates the prediction of trust factors is in good level between threshold limit of -1 to +1 (Sri et al:2014). Suggestions of independent variables that explains 5.5 as R² for the variability of dependent variable where the value is in between 0.9 (Gulden and Nesa:2013). Variables that is independent and explained in model displays adjusted R square 0.014 indicates the variability of dependent variable towards revisit intention as independent variables 1.4% on the variability. The consequence of independent variable as trust factors (trust factors) to dependent variable as revisit intention where all beta values are significant for items. Variables are occasioned as significant where p value is less than used level (Sri et al:2014, DR.Shariful:2019, Gulden and Nesa:2015) and accordingly the made hypothesis is accepted.

H₃: There is significant effect of emotional solidarity(welcoming nature, community benefits, closeness sympathy behavior) on revisit intention

Table 5 and 6 : Model summary: I.V: Emotional Solidarity and D.V: Revisit intention

R	R ²	Adjusted R ²	F value	Significance
.188	.065	.022	1.844	.020

		t-value	Sig
Constant)		18.189	.000
	Beta		
E.S 17	.125		
E.S18	.033		
E.S 19	.028		
E.S 20	.025		
E.S 21	.122		
E.S 22	.132		

The assessment in the above 3 and 4 display the hypothesis results done by regression where the value of $R = .188$ where the indication of emotional solidarity is at good level through (WN,CB,CSB) as it is in threshold limit of -1 to +1 (Sri et al:2014). Suggestion of the independent variable that explains 6.5 as R^2 for the variability of dependent variable as value is in 0.9 (Gulden and Nesa:2015). The independent variables that are explained in model figured as adjusted R square 0.022 that displays the variability of dependent variable towards revisit intention is independent variables 2.2% on the variability. Meanwhile, effect of variable that is independent as emotional solidarity through (WN,CB,CSB) towards dependent variable as revisit intention where items for all beta are significant. As variables as significant where p value is less than used level (Sri et al:2014, DR.Shariful:2019, Gulden and Nesa:2013) the made hypothesis H_3 is accepted.

H_4 : There is moderating effect of demographics (age, gender, marital status) between destination marketing factors and revisit intention

3.4.7.2: Moderation effect of demographics:

H_4 : There is moderating effect of demographics (age, gender, marital status) between destination marketing factors (destination image, trust factors, emotional solidarity) and revisit intention.

As there are more than one independent variable, moderated multiple regression (MMR) has been run which are useful in examining the statistical effect or significance of the hypothesized moderated variables (Herman:1995). MMR is useful rather than using multigroup analysis in order to maintain integrity of data (Hair et al., 2010). data set already resulted as normally distributed, and no issues of categorical or continues as demographics has been run through

multiple regression as moderator (Deepak and Himanshu:2018) and for multicollinearity issues, it is under limitation through running the values of independent, dependent and moderated variables as standardized value where the value are within the cut-off for VIF is 2.5 (Noora:2020).

H_{4.1}: There is moderating effect of demographic factor like (age, gender, marital status) between destination marketing factors (destination image) and revisit intention

Age does not have moderating effect between destination image and revisit intention. The findings as destination image ($\beta = -.057$, $p=.137$) and age does not predict revisit intention ($\beta = -.067$, $p = .078$). The findings as destination image ($\beta = -.057$, $p=.137$), age ($\beta = -.050$, $p=.267$) and destination image x Age does not predict revisit intention ($\beta = .041$, $p = .323$). The ΔR^2 value of .001 revealed 001 % changes in the variance of model 1 and model 2 with $\Delta F = .977$, $p= .323$ which is not significant at 0.05 level. Gender does not have moderating effect between destination image and revisit intention as the findings are destination image ($\beta = -.080$, $p=.021$) and gender does not predict revisit intention ($\beta = -.004$, $p = .888$). The findings as destination image ($\beta = -.080$, $p=.021$), gender ($\beta = .006$, $p=.886$) and destination image x gender does not predict revisit intention ($\beta = .034$, $p = .546$). The ΔR^2 value of .001 revealed 001 % changes in the variance of model 1 and model 2 with $\Delta F = .355$ $p= .546$ which is not significant at 0.05 level. Marital Status does not have moderating effect between destination image and revisit intention. The findings destination image ($\beta = -.087$, $p=.024$) and M.S does not predict revisit intention ($\beta = -.767$, $p = .087$). The findings as destination image ($\beta = -.087$, $p=.024$), M.S ($\beta = .056$, $p=.087$) and destination image x M.S does not predict revisit intention ($\beta = .344$, $p = .724$). The ΔR^2 value of .000 revealed 000 % changes in the variance of model 1 and model 2 with $\Delta F = .135$, $p= .724$ which is not significant at 0.05 level and accordingly, the **H_{4.1}** as alternate hypothesis is failed to except.

H_{4.2}: There is moderating effect of demographic factor like (age, gender, marital status) between destination marketing factors (trust factors) and revisit intention

There is not moderating effect of age between trust factors and revisit intention. The findings trust ($\beta = -.079$, $p=.123$) and age does not predict Revisit Intention ($\beta = -.032$, $p = .340$). The findings as trust

($\beta = -.079$, $p=.123$), age ($\beta = .040$, $p=.267$) and trust x age does not predict revisit intention ($\beta = -.031$, $p = .323$). The ΔR^2 value of .012 revealed 012 % changes in the variance of model 1 and model 2 with $\Delta F = .988$, $p=.323$ which is significant at 0.05 level. Gender does not have moderating effect between trust factors and revisit intention. The findings trust ($\beta = -.080$, $p=.121$) and gender not predict revisit intention ($\beta = -.004$, $p = .888$). The findings as trust ($\beta = -.080$, $p=.021$), gender ($\beta = .006$, $p=.886$) and trust x gender predict revisit intention ($\beta = -.034$, $p = .546$). The ΔR^2 value of .011 revealed 011 % changes in the variance of model 1 and model 2 with $\Delta F = .355$, $p= .543$ which is not significant at 0.05 level. Marital Status does not moderate between trust factors and revisit intention. The findings Trust factors ($\beta = -.087$, $p=.024$) and M.S does not predict Revisit Intention ($\beta = -.067$, $p = .087$). The findings Trust ($\beta = -.087$, $p=.024$), Income ($\beta = -.076$, $p=.087$) and Trust Factors x M.S predict Revisit Intention ($\beta = .013$, $p = .724$). The ΔR^2 value of .000 revealed 000 % changes in the variance of model 1 and model 2 with $\Delta F = .135$, $p= .724$ which is significant at 0.05 level and so for what, the alternate hypothesis is failed to except.

H_{4.3}: There is moderating effect of demographic factor like (age, gender, marital status) between destination marketing factors (emotional solidarity) and revisit intention

Age does not have moderating effect between emotional solidarity and revisit intention. The findings emotional solidarity ($\beta = -.120$, $p=.001$) and age predict Revisit Intention ($\beta = -.098$, $p = .013$). The findings as emotional solidarity ($\beta = .120$, $p=.001$), age ($\beta = -.087$, $p=.013$) and emotional solidarity x age predict Revisit Intention ($\beta = -.083$, $p = .031$). The ΔR^2 value of .007 revealed 007 % changes in the variance of model 1 and model 2 with $F = 4.562$, $p= .031$ which is significant at 0.05 level Gender does not have moderating effect in between emotional solidarity and revisit intention as the findings, emotional solidarity ($\beta = -.114$, $p=.003$) and Gender not predict Revisit Intention ($\beta = -.008$, $p = .852$). The findings ,emotional solidarity ($\beta = -.114$, $p=.003$), gender ($\beta = .007$, $p=.852$) and emotional solidarity x Gender predict Revisit Intention ($\beta = -.012$, $p = .761$). The ΔR^2 value of .013 revealed 000 % changes in the variance of model 1 and model 2 with $\Delta F = .073$, $p= .761$ which is not significant at 0.05 level. In Model 1, the R^2 value of .017 revealed that the predictors explained 000 % variance with $F = .083$, $p = .761$ which is significant at 0.05 level. Marital Status does not have moderating

effect in between emotional solidarity and revisit intention. The findings, emotional solidarity ($\beta = -.121, p=.004$) and M.S does not predict revisit Intention ($\beta = -0.64, p = .097$).The findings, emotional solidarity ($\beta = -.121, p=.004$), m.s ($\beta = -.054, p=.098$) and emotional solidarity x M.S predict revisit Intention ($\beta = -.004, p = .897$). The ΔR^2 value of .000 revealed 000 % changes in the variance of model 1 and model 2 with $\Delta F = .018, p= .897$ which is not significant at 0.05 level and accordingly, the alternate hypothesis as $H_{4.3}$ is failed to except.

3.5 Discussions, managerial implications and limitation with future scope:

The current study aimed on investigating three independent variables from destination marketing factors as (destination image, trust factors and emotional solidarity) in order to crisscross their acceptance in favor of revisit intention. As hypotheses for, examining branch of objectives, it can be determined that all three destination marketing factors selected for the study has effect on repetition to revisit. As for the conceptual model that has been developed are accepted partially. Alternate hypothesis for objective 1 is accepted. A significant positive effect of destination image has also seen in the study conducted by Chen & Tsai (2007), Sri et al (2014) and referred destination image as good indicator for repetition of visit. For objective 2, alternate hypothesis is accepted. Henceforth, in the study of Sheng and Dabholker et al: (2012), Sundqvist et al: (2007), Grabner(2003) the implications of trust factors are seen to effect in making repetition of buying behavior. In case of objective 3 alternate hypothesis is excepted. From different studies the three constructs of emotional solidarity are not effected in a same manner towards revisit intention but studies Woosnam (2012, 2011), Hammarstrom(2005) suggested the existence of emotional solidarity importantly. Ribeiro et al: (2017) in their study found closeness sympathy behavior least important then other two constructs. Wan and Li (2017) resulted the same construct much more important than welcoming nature and community benefits. Meanwhile, for the developed hypothesis for objective 4 to examine demographics between destination marketing factors and revisit intentions are not accepted. Meanwhile, for the developed hypothesis for objective 4 to examine demographics between destination marketing factors and revisit intentions are not excepted. There is no moderating effect of age, gender, marital status between destination image, trust factors ,emotional solidarity and

revisit intention. In different study, variations of moderation for demographics are seen in tourism industry. In the study of Shauhua (2021) found age has significant moderation between destination image that influence for future behavior and also indicated a significant differences in moderation effect of gender and marital status towards destination image and revisit intention. Age, gender, marital status, moderates in between the attitudes of residents and intention to revisit (Suosheng:2013). Studies related to examine demographics as moderator between destination marketing factors as trust and revisit intention have found to be in limitations of this study and has been compiled from research gap.

Several implications can occur from this study practically which are benefitted for tourism industry of Bangladesh., chiefly for post pandemic state that tourism industry is still experiencing. The tourist spots that has been chosen for this research purpose are rich in nature and have multiple facilities to attract tourist for visiting repetition. Image of any place is not considerable without visitors' recognition (Prayag & Ryan:2012).Tourism bodies like planners, DMOs, Government bodies should consider some robust steps to sustain tourism industry of the country, among where each of the factors considered in this study can be taken under consideration with more depth practical experiences. During collection of respondents, some urgent steps needed to be taken have been guided by respondents. Although the place is crowded but the steps are taken to take care of such heritage site is not considerable. The place can be taken forward to the world through numerous plans and programs which will also foster better cross-culture, as well in economy and job opportunities. For the momentum of sustainable development of tourism, DMOs can undertake every factors chosen in this study in serious note to establish in steady manner without considering demographics condition of the society much as it does not act in that way between destination marketing factors and revisit intention. Without limitations, research does not create scope and from the limitations of this research future scope is created. The major limitation is denoted on the shortage of the review of literatures. Although demographics are important in tourism which are shown in multiple research of tourism but as a moderating effect between destination marketing factors and revisit intention is very rare. Limitations of duration of the research physically can be reported. Pertaining collection of respondents were time consuming in order of not getting any effect of such research on tourism industry of Bangladesh.

However, numbers of spaces are there for future research. With the same variables noting down some more can be examined in research for some other destinations how much it is more realistic in tourism life of the country. Especially with the moderating effect, as per belief moderation of demographic effects should affect tourism industry.

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