

THE IMPACT OF DESTINATION IMAGE AND PRICE FAIRNESS ON TOURISTS' REVISIT INTENTION: EVIDENCE FROM THE POST-MERGER HO CHI MINH CITY

Kieu Ngoc Dung^{1*}, Pham Phu Cuong²

¹*Ho Chi Minh City University of Industry and Trade (HUIT)*

²*University of Transport and Communications - Campus in Ho Chi Minh City
(UTC-HCMC Campus)*

*Email: 6013250016@huit.edu.vn

Received: 17 March 2026; Revised: 18 April 2026; Accepted: 7 May 2026

ABSTRACT

Despite more than two decades of research on tourist behavior, the mechanisms through which destination image and pricing perceptions jointly influence tourists' revisit intention remain insufficiently understood. This paper addresses a critical theoretical gap: the near-complete absence of "Price Fairness" as a standalone construct in existing destination image–revisit intention models. Drawing upon the Stimulus-Organism-Response (S-O-R) framework, Equity Theory, and Expectancy-Disconfirmation Theory, the study proposes an integrated conceptual model comprising eight hypotheses. The model positions Destination Image and Price Fairness as independent stimuli; Perceived Value and Tourist Satisfaction as mediating psychological states; and Revisit Intention as the ultimate behavioral response, with Novelty-Seeking as a moderating variable. The empirical context is Ho Chi Minh City, following the national administrative restructuring under Resolution No. 202/2025/QH15 (effective July 1, 2025), which created a unique "urban super-destination" with significant spatial price variation. A 22-item measurement scale adapted from validated international instruments is proposed for subsequent empirical validation using PLS-SEM. This paper offers a robust theoretical foundation for sustainable tourism development strategies for destination restructuring in Viet Nam.

Keywords: Destination image, Price Fairness, revisit intention, perceived value, S-O-R Model, Ho Chi Minh City.

1. INTRODUCTION

In the experience economy, understanding why tourists choose to revisit a destination is fundamental to its sustainable development [1]. Revisit intention — defined as a tourist's willingness to return to a previously visited destination — is among the most cost-effective behavioral outcomes a destination can cultivate, as retaining existing visitors incurs substantially lower marketing expenditure than acquiring new ones [2]. Furthermore, tourists who intend to revisit serve as informal brand ambassadors, amplifying the destination's image through word-of-mouth and digital platforms [3]. However, despite extensive research, the theoretical determinants of revisit intention remain incompletely specified, particularly regarding the role of pricing psychology in shaping post-visit behavioral responses.

A considerable body of literature has examined the relationship between destination image and revisit intention, consistently establishing destination image as a primary antecedent of favorable behavioral outcomes [1], [4]. Similarly, the mediating roles of perceived value

and tourist satisfaction in translating image perceptions into behavioral responses have been well documented [5], [6]. Yet a conspicuous gap persists: the construct of "Price Fairness" — the tourist's subjective assessment of whether prices are just, transparent, and commensurate with quality — has been largely overlooked as an independent stimulus in these models. Most existing frameworks subsume pricing under the broader umbrella of perceived value, treating it as a utilitarian cost-benefit calculation rather than recognizing its distinct psychological and ethical dimensions rooted in Equity Theory [7].

This omission is particularly consequential in emerging market destinations, where rapid urban expansion and administrative restructuring often generate pronounced spatial price variance. In Viet Nam, the comprehensive national administrative restructuring under Resolution No. 202/2025/QH15, effective July 1, 2025, created a highly compelling research context. For Ho Chi Minh City specifically, the integration of established inner-city districts with newly expanded suburban and eco-tourism zones has formed an unprecedented "urban super-destination" in academic literature. This rapid transformation raises a fundamental question: Does the high variance in service prices across different urban zones during the transition period affect tourists' revisit intentions? In a highly commercialized metropolitan context, "Price Fairness" emerges as a critical psychological variable that demands independent theoretical treatment [8].

Accordingly, this paper pursues three specific objectives: (1) Identify and articulate the conceptual gap regarding the absence of Price Fairness in existing revisit intention models; (2) Propose an integrated S-O-R conceptual framework that positions Price Fairness alongside Destination Image as independent stimuli influencing revisit intention through dual mediating pathways; and (3) Develop a contextually grounded measurement instrument for empirical validation in the unique post-merger Ho Chi Minh City setting.

2. THEORETICAL BACKGROUND AND LITERATURE REVIEW

2.1. Foundation Theories

The theoretical framework rests on three complementary pillars.

2.1.1. Stimulus-Organism-Response (S-O-R) Model

The S-O-R Model [9] posits that environmental stimuli (S) affect internal psychological states (O), which in turn lead to behavioral responses (R). In the tourism context, Destination Image and Price Fairness are conceptualized as external Stimuli; Perceived Value (cognitive) and Satisfaction (affective) constitute the internal Organism states; and Revisit Intention represents the ultimate behavioral Response. This tripartite framework provides a parsimonious yet comprehensive architecture for modeling the full causal chain from destination-level attributes to individual-level behavioral outcomes and has been increasingly adopted in tourism research [10].

2.1.2. Equity Theory

Equity Theory [7] posits that tourists evaluate the ratio of "benefits received to costs incurred" against a reference standard (other tourists, past experiences, competing destinations). When this ratio is perceived as inequitable, psychological tension arises, driving behavioral responses ranging from complaint to exit behavior. This theory provides the most rigorous theoretical rationale for incorporating "Price Fairness" as an independent variable distinct from perceived value, as it captures the normative and ethical dimension of pricing that purely utilitarian value assessments overlook.

2.1.3. Expectancy-Disconfirmation Theory (EDT)

EDT [11] explains that satisfaction arises from comparing actual performance with prior expectations. When actual prices match or exceed expectations (positive disconfirmation), satisfaction is reinforced; conversely, perceived price gouging creates negative disconfirmation and immediate dissatisfaction regardless of scenic beauty. The integration of EDT with Equity Theory enables the proposed model to capture both the cognitive expectation-matching process and the socio-ethical fairness evaluation that tourists simultaneously undertake during service encounters [8].

2.2. Research Constructs and Hypotheses Development

2.2.1. Destination Image (DI) and Its Dual Pathways

Destination Image is built on Baloglu and McCleary's [12] model, comprising Cognitive Evaluation (beliefs and knowledge about tangible attributes) and Affective Evaluation (subjective emotional reactions). In the proposed model, DI serves as the primary Stimulus (S).

The influence of destination image on revisit intention operates through two distinct mechanisms. First, a favorable destination image enhances tourists' cognitive appraisal of the benefits received relative to costs incurred, thereby strengthening perceived value [4], [13]. This cognitive pathway reflects the information-processing function of image; wherein positive destination attributes are encoded as utilitarian benefits. Second, destination image exerts a direct affective influence on tourist satisfaction by shaping emotional experiences during the visit [1], [14]. Tourists who hold a positive overall image are predisposed to interpret their experiences more favorably, leading to higher satisfaction levels. Recent studies have reinforced the robustness of these dual pathways across diverse cultural contexts [15].

Based on the foregoing arguments:

H1: Destination Image has a positive effect on Perceived Value.

H3: Destination Image has a positive direct effect on Tourist Satisfaction.

2.2.2. Price Fairness (PF) as an Independent Stimulus

Price Fairness, drawing from Bolton et al. [16] and Petrick [17], is operationally defined as: "Tourists' perception of the correctness, transparency, and legitimacy of prices paid, based on comparison with quality received and social norms." This construct transcends pure economic thinking to incorporate business ethics and social equity.

The theoretical rationale for positioning Price Fairness as an independent stimulus — rather than subsuming it under perceived value — rests on a fundamental conceptual distinction. Perceived value captures the overall cost-benefit trade-off ("Did I get good value for money?"), whereas Price Fairness addresses the normative dimension of pricing ("Was the price just and ethical?") [18]. A tourist may acknowledge that a destination offers good value while simultaneously perceiving specific pricing practices as unfair — for instance, when differential pricing targets tourists versus residents. This conceptual independence has been increasingly recognized in consumer behavior research [19].

When tourists perceive prices as fair, the equity equilibrium described by Adams [7] is maintained, which elevates the cognitive assessment of overall value received. Conversely, when prices are perceived as exploitative or opaque, the resulting equity violation diminishes value perceptions regardless of the objective quality of services consumed. Similarly, Price Fairness directly influences satisfaction through the expectancy-disconfirmation mechanism: fair pricing contributes to positive disconfirmation of expectations, whereas unexpected price

inflation triggers negative affective responses [11], [18]. Emerging empirical evidence from various service contexts supports these relationships [20].

H2: Price Fairness has a positive effect on Perceived Value.

H4: Price Fairness has a positive effect on Tourist Satisfaction.

2.2.3. Perceived Value (PV) as Cognitive Mediator

Perceived Value, as defined by Zeithaml [21], is the consumer's overall assessment of the utility of a product or service based on perceptions of what is received versus what is given. In the S-O-R framework, PV functions as the Cognitive state (O) that bridges external stimuli and affective satisfaction.

The mediating role of perceived value operates through two complementary channels. First, perceived value influences satisfaction: when tourists perceive that the benefits of their visit outweigh the costs, cognitive consonance is achieved, which translates into affective satisfaction [6], [22]. This relationship is well-established in the services marketing literature and has been consistently validated in tourism contexts [23]. Second, perceived value can directly influence revisit intention independent of satisfaction. Tourists who perceive high value may form revisit intentions based on rational cost-benefit calculations even before fully processing their emotional satisfaction — a phenomenon termed "value-driven loyalty" [6], [24]. This dual-output function of perceived value strengthens the model's explanatory power by capturing both cognitive and affective pathways to revisit intention.

H5: Perceived Value has a positive effect on Tourist Satisfaction.

H6: Perceived Value has a positive direct effect on Revisit Intention.

2.2.4. Tourist Satisfaction (TS) and Revisit Intention (RI)

Tourist Satisfaction, as defined by Oliver [11], is the affective response arising from post-consumption evaluation. Revisit Intention, per Baker and Crompton [2], is the final behavioral Response (R).

The satisfaction–revisit intention link is among the most robust findings in tourism research [1], [2]. Satisfied tourists are significantly more likely to form intentions to return, driven by the reduction of perceived risk associated with revisiting a known destination and the psychological comfort of positive prior experiences. However, the strength of this relationship is not uniform across all tourist segments, which motivates the inclusion of a moderating variable [23].

H7: Tourist Satisfaction has a positive effect on Revisit Intention.

2.2.5. Novelty-Seeking (NS) as a Moderating Variable

Novelty-Seeking, as defined by Raju [25] and Assaker and Hallak [26], represents an individual's inherent preference for new and unfamiliar stimulation.

The inclusion of Novelty-Seeking as a moderator addresses a practically important paradox that linear models cannot resolve: why do some highly satisfied tourists fail to revisit? Tourists with high novelty-seeking tendencies may experience satiation from repeated visits and prefer to allocate their travel resources to unexplored destinations, thereby weakening the satisfaction–revisit intention link. Conversely, tourists with low novelty-seeking tendencies — who prefer the comfort of familiar experiences — are expected to exhibit a stronger satisfaction–revisit relationship. This moderating mechanism has received empirical support [26] and offers critical insights for destination marketing segmentation strategies [27].

H8: Novelty-Seeking negatively moderates the relationship between Tourist Satisfaction and Revisit Intention.

2.3. Proposed Conceptual Model

Based on the three foundational theories and the eight hypotheses developed above, this paper proposes an extended S-O-R integrated conceptual model (Figure 1). The model's key distinctions from prior frameworks are threefold: (1) Price Fairness is positioned alongside Destination Image as an independent stimulus, rather than being subsumed into Perceived Value; (2) Dual mediation: both PV and TS have direct paths to RI, capturing cognitive and affective pathways respectively; and (3) Novelty-Seeking serves as a boundary condition moderating the satisfaction–revisit relationship, thereby explaining the attitude–behavior gap.

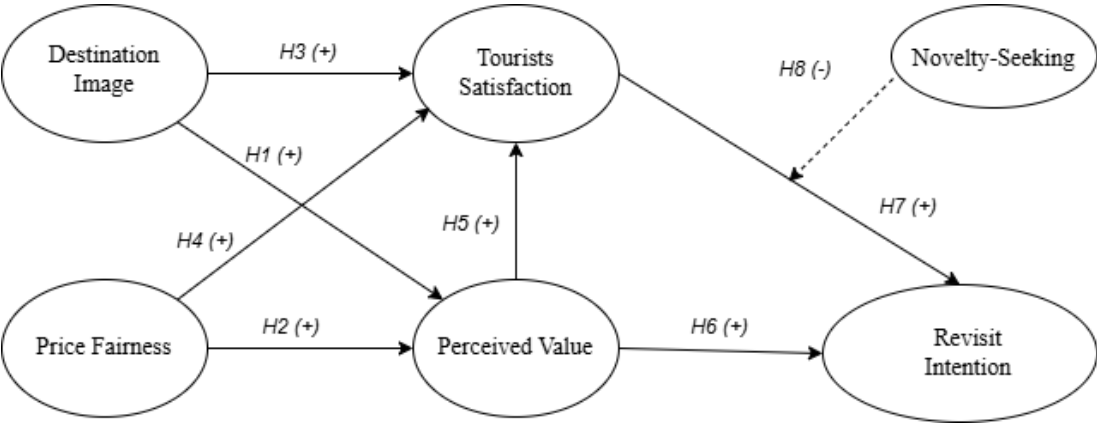


Figure 1. Proposed research model. Source: Authors (2026)

Table 1 summarizes the complete hypothesis system, expected directions, and theoretical bases.

Table 1. Research hypothesis system summary

Hyp.	Content	Theoretical Basis	Dir.	Status
H1	Destination Image → Perceived Value	Zeithaml [21]; Chen & Tsai [4]; Atasoy & Eren [13]	(+)	Retained
H2	Price Fairness → Perceived Value	Adams [7]; Bolton et al. [16]	(+)	Novel
H3	Destination Image → Satisfaction (direct)	Chi & Qu [1]; Prayag et al. [14]	(+)	Retained
H4	Price Fairness → Satisfaction	Oliver [11] EDT; Xia et al. [18]	(+)	Novel
H5	Perceived Value → Satisfaction	Oliver [22]; Cronin et al. [6]	(+)	Retained
H6	Perceived Value → Revisit Intention	Cronin et al. [6]; Zeithaml et al. [24]	(+)	Retained
H7	Satisfaction → Revisit Intention	Baker & Crompton [2]; Ajzen [28]	(+)	Retained
H8	Novelty-Seeking moderates: TS → RI	Raju [25]; Assaker & Hallak [26]	(–)	Retained

Note: DI = Destination Image; PF = Price Fairness; PV = Perceived Value; TS = Tourist Satisfaction; RI = Revisit Intention; NS = Novelty-Seeking.

3. METHODOLOGY

3.1. Research Design

This study adopts a quantitative research design. The proposed conceptual model and eight hypotheses will be tested through a large-scale survey utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) implemented in SmartPLS 4.0 [29]. PLS-SEM is selected for its capacity to handle complex models with multiple mediating and moderating relationships, its suitability for theory development in exploratory research contexts, and its robustness with non-normal data distributions commonly encountered in tourism surveys.

3.2. Population, Sampling, and Data Collection

The target population comprises domestic and international tourists aged 18 and above who have visited Ho Chi Minh City within the past 12 months. A minimum sample size of $N \geq 300$ is targeted, following the guideline of at least 10 observations per indicator [29]. A stratified purposive sampling strategy will be employed across three distinct geographical zones of the post-merger city: (1) the Central Business District (former Districts 1, 3, and 5); (2) the Coastal-Resort Zone (former Ba Ria-Vung Tau); and (3) the Eco-Industrial Zone (former Binh Duong). Data will be collected through bilingual (Vietnamese–English) self-administered questionnaires distributed both on-site at major tourist attractions and online via survey platforms.

3.3. Measurement Instrument

To empirically validate the proposed framework, a 22-item measurement scale has been adapted from rigorously validated international instruments, utilizing a 7-point Likert scale (1 = Strongly Disagree to 7 = Strongly Agree). A standard bilingual back-translation protocol [30] will be applied to guarantee semantic equivalence in the Vietnamese context. Table 2 details the measurement items.

Table 2. Measurement scale — 22 observed variables

Code	Item (Likert 7-point)	Source
	Destination Image (DI) — 5 items	
DI1	Ho Chi Minh City possesses a dynamic and distinctive urban landscape.	Echtner & Ritchie [31]
DI2	Ho Chi Minh City has excellent tourism infrastructure and services.	Baloglu & McCleary [12]
DI3	Ho Chi Minh City provides a vibrant and engaging atmosphere.	Chi & Qu [1]
DI4	People in Ho Chi Minh City are friendly and hospitable.	Chi & Qu [1]
DI5	Overall, my image of Ho Chi Minh City is positive.	Baloglu & McCleary [12]
	Price Fairness (PF) — 4 items	
PF1	The prices for services in Ho Chi Minh City are commensurate with the quality received.	Bolton et al. [16]
PF2	Prices in Ho Chi Minh City are transparently displayed, with no overcharging.	Xia et al. [18]
PF3	Prices in Ho Chi Minh City are fair compared to similar metropolitan destinations.	Bolton et al. [16]

PF4	I feel I was treated fairly in all pricing transactions in Ho Chi Minh City.	Xia et al. [18]
	Perceived Value (PV) — 4 items	
PV1	My trip to Ho Chi Minh City offered value commensurate with what I paid.	Zeithaml [21]
PV2	I feel I got a good deal visiting Ho Chi Minh City.	Sweeney & Soutar [32]
PV3	Overall, the experience in Ho Chi Minh City was worth the money.	Zeithaml [21]
PV4	Compared to alternatives, Ho Chi Minh City offered better value.	Sweeney & Soutar [32]
	Tourist Satisfaction (TS) — 3 items	
TS1	Overall, I am satisfied with my trip to Ho Chi Minh City.	Oliver [11]
TS2	My trip met or exceeded my expectations.	Cronin et al. [6]
TS3	I had a positive overall experience in Ho Chi Minh City.	Oliver [11]
	Novelty-Seeking (NS) — 3 items	
NS1	I like to explore tourist destinations I have never visited before.	Lee & Crompton [33]
NS2	For me, visiting a new place is always more exciting than returning to an old one.	Lee & Crompton [33]
NS3	I usually prefer new travel itineraries over repeating previous ones.	Raju [25]
	Revisit Intention (RI) — 3 items	
RI1	I intend to revisit Ho Chi Minh City in the future.	Zeithaml et al. [24]
RI2	Ho Chi Minh City is my preferred destination for my next vacation.	Baker & Crompton [2]
RI3	I will recommend Ho Chi Minh City to my family and friends.	Zeithaml et al. [24]

Source: Authors' adaptation from original studies

3.4. Data Analysis Procedures

The analysis will proceed in three stages. First, measurement model assessment: Composite Reliability (CR > 0.70), Average Variance Extracted (AVE > 0.50), and discriminant validity via the Heterotrait-Monotrait ratio (HTMT < 0.85) [34], with Common Method Bias controlled through Full Collinearity VIF (< 3.3) [35]. Second, structural model assessment: path coefficients, statistical significance via bootstrapping (5,000 subsamples), effect sizes (f^2), and predictive relevance (Q^2). Third, moderation analysis: the interaction effect of Novelty-Seeking on the Satisfaction–Revisit Intention path will be tested using the product indicator approach in SmartPLS 4.0.

4. DISCUSSION AND EXPECTED CONTRIBUTIONS

4.1. Research Context: Ho Chi Minh City post-merger

The comprehensive national administrative restructuring under Resolution No. 202/2025/QH15, effective July 1, 2025, presents a highly compelling empirical setting for this study. By integrating established inner-city districts with newly expanded suburban and eco-

tourism corridors, Ho Chi Minh City has essentially transitioned into a sprawling "urban super-destination." This profound spatial and economic shift raises critical questions about service standardization and pricing dynamics during the transition period.

Table 3. Ho Chi Minh City tourism statistics (Estimated 2024–2025)

Tourism Indicator	Data	Note and source
Tourist arrivals (Total)	~60M visits	Aggregated from old HCMC (~40M), BR-VT (~15M), and Binh Duong (~5M). Includes ~5.5M international visitors.
Tourism revenue	~VND 180,000B	~USD 7.2B. Aggregated from the three former provinces (HCMC DoT, BR-VT DoT, BD DoT, 2024).
Revisit rate	42–45%	Significant variance across zones; lower long-term loyalty compared to integrated regional hubs.
Complaint rate (pricing and service)	33%	Aggregated from major travel forums and reviews (n=2,000), late 2024.
Price gap (equivalent services)	45–65%	E.g., 3-star accommodation: District 1 CBD vs. Vung Tau coast vs. Binh Duong eco-zones.

Sources: Departments of Tourism (HCMC, Ba Ria-Vung Tau, Binh Duong, 2024); General Statistics Office; Authors' compilation

Three quantitative characteristics suggest that this setting offers a suitable empirical context. First, despite approximately 60 million annual arrivals, the revisit rate hovers around 42–45%, noticeably lagging behind established Asian megacities and highlighting a critical gap between initial visitation and sustained revisit behavior. Second, the 33% complaint rate specifically targeting pricing discrepancies may provide preliminary evidence of underlying Price Fairness issues. Third, the 45–65% spatial price variance across comparable services creates a complex reference-pricing environment rarely captured in traditional tourism models.

4.2. Expected Theoretical Contributions

This paper is expected to contribute to tourism marketing theory in at least three distinct ways. First, it provides rigorous theoretical argumentation — grounded in Equity Theory and EDT — for the complete independence of "Price Fairness" from the traditional Destination Image–Perceived Value research network. Second, the proposed extended S-O-R framework offers a more robust explanatory mechanism than isolated single-theory models, capturing both the cognitive evaluation of value and the ethical dimension of pricing psychology. Third, it enhances theoretical generalizability by situating the model within a highly complex, rapidly expanding Asian metropolis undergoing structural transition — a context distinct from the stable Western markets where most existing theories were developed.

4.3. Expected Practical Contributions

The practical implications are particularly relevant for three key stakeholders. For Ho Chi Minh City's tourism management authorities, the framework provides scientific justification for enforcing strict price transparency regulations, especially in newly integrated zones where price variance is highest. For urban hospitality businesses, maintaining consistent pricing logic and communicating locational price premiums transparently can preserve fairness perceptions even when absolute costs are elevated. For green urban tourism policymakers, "Price Fairness" should be codified as a core metric within sustainable tourism

evaluations, alongside environmental and cultural preservation standards. This resonates directly with the ICE 2026 theme of "Green Growth and Human Resilience."

4.4. Limitations and Future Research Directions

As a conceptual paper, this study has not yet gathered empirical data. Three future research avenues are identified. First, executing large-scale quantitative surveys ($N \geq 300$) utilizing PLS-SEM to test the eight hypotheses across different zones of Ho Chi Minh City. Second, deploying experimental designs to capture tourists' immediate affective reactions to simulated unfair pricing scenarios. Third, performing multi-group analysis (MGA) to validate measurement invariance across domestic and international tourist segments.

5. CONCLUSION

Understanding the determinants of tourists' revisit intention in an era of rapid urban expansion demands theoretical perspectives that transcend traditional paradigms. This paper has articulated a critical theoretical gap: the construct of "Price Fairness" remains inadequately integrated into existing destination image–revisit intention models, despite its growing practical significance in dynamically priced, spatially heterogeneous urban destinations.

To address this gap, the paper advanced an extended S-O-R integrated framework in which Destination Image and Price Fairness operate synergistically as independent stimuli; Perceived Value and Tourist Satisfaction function as vital cognitive and affective mediators, respectively; and Revisit Intention emerges as the ultimate behavioral outcome. The inclusion of Novelty-Seeking as a boundary condition moderator further enriches the model by explaining the satisfaction–revisit intention paradox. The unique empirical context of post-merger Ho Chi Minh City, with its pronounced spatial price variance and ongoing administrative restructuring, provides an ideal setting for future empirical validation.

In today's landscape of digital transparency and social media amplification, tourists function not simply as value consumers but as rigorous fairness evaluators. A sprawling urban destination striving for enduring visitor revisit behavior cannot depend solely on attractive imagery or infrastructural scale; it must actively cultivate trust through transparent, equitable, and ethical pricing across every service encounter.

Acknowledgement: The authors declare that no funding support was provided for this research. The authors also declare no conflicts of interest.

REFERENCES

- [1] C. G.-Q. Chi and H. Qu, "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach," *Tourism Management*, vol. 29, no. 4, pp. 624–636, 2008, doi: <https://doi.org/10.1016/j.tourman.2007.06.007>
- [2] D. A. Baker and J. L. Crompton, "Quality, satisfaction and behavioral intentions," *Annals of Tourism Research*, vol. 27, no. 3, pp. 785–804, 2000, doi: [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- [3] Z. Wang *et al.*, "Destination image: A review from 2012 to 2023," *Cogent Social Sciences*, vol. 9, no. 1, Art. no. 2240569, 2023, doi: <https://doi.org/10.1080/23311886.2023.2240569>
- [4] C.-F. Chen and D. Tsai, "How destination image and evaluative factors affect behavioral intentions?," *Tourism Management*, vol. 28, no. 4, pp. 1115–1122, 2007, doi: <https://doi.org/10.1016/j.tourman.2006.07.007>

- [5] Z. Song *et al.*, “The indirect effects of destination image on destination loyalty intention through tourist satisfaction and perceived value: The bootstrap approach,” *Journal of Travel & Tourism Marketing*, vol. 30, no. 4, pp. 386–409, 2013, doi: <https://doi.org/10.1080/10548408.2013.784157>
- [6] J. J. Cronin *et al.*, “Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments,” *Journal of Retailing*, vol. 76, no. 2, pp. 193–218, 2000, doi: [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- [7] J. S. Adams, “Inequity in social exchange,” in *Advances in Experimental Social Psychology*, vol. 2, L. Berkowitz, Ed. New York, NY, USA: Academic Press, 1965, pp. 267–299, doi: [https://doi.org/10.1016/S0065-2601\(08\)60108-2](https://doi.org/10.1016/S0065-2601(08)60108-2)
- [8] S. Elhoushy and S. Jang, “How to maintain sustainable consumer behaviours: A systematic review and future research agenda,” *International Journal of Consumer Studies*, vol. 47, no. 6, pp. 2181–2211, 2023, doi: <https://doi.org/10.1111/ijcs.12905>
- [9] A. Mehrabian and J. A. Russell, *An Approach to Environmental Psychology*. Cambridge, MA, USA: The MIT Press, 1974. [Online]. Available: https://openlibrary.org/books/OL5422651M/An_approach_to_environmental_psychology
- [10] M. A. Asyraff *et al.*, “Adoption of the Stimulus–Organism–Response (S-O-R) model in hospitality and tourism research: Systematic literature review and future research directions,” *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, vol. 12, no. 1, pp. 19–48, 2023. [Online]. Available: https://fslmjournals.taylors.edu.my/wp-content/uploads/APJIHT/APJIHT-2023-12-1/APJIHT-121_P2.pdf
- [11] R. L. Oliver, “A cognitive model of the antecedents and consequences of satisfaction decisions,” *Journal of Marketing Research*, vol. 17, no. 4, pp. 460–469, 1980, doi: <https://doi.org/10.2307/3150499>
- [12] S. Baloglu and K. W. McCleary, “A model of destination image formation,” *Annals of Tourism Research*, vol. 26, no. 4, pp. 868–897, 1999, doi: [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- [13] F. Atasoy and D. Eren, “Serial mediation: Destination image and perceived value in the relationship between perceived authenticity and behavioural intentions,” *European Journal of Tourism Research*, vol. 33, Art. no. 3309, 2023, doi: <https://doi.org/10.54055/ejtr.v33i.2528>
- [14] G. Prayag *et al.*, “Understanding the relationships between tourists’ emotional experiences, perceived overall image, satisfaction, and intention to recommend,” *Journal of Travel Research*, vol. 56, no. 1, pp. 41–54, 2017, doi: <https://doi.org/10.1177/0047287515620567>
- [15] Q. Chu *et al.*, “Progress and prospects of destination image research in the last decade,” *Sustainability*, vol. 14, no. 17, Art. no. 10716, 2022, doi: <https://doi.org/10.3390/su141710716>
- [16] L. E. Bolton *et al.*, “Consumer perceptions of price (un)fairness,” *Journal of Consumer Research*, vol. 29, no. 4, pp. 474–491, 2003, doi: <https://doi.org/10.1086/346244>
- [17] J. F. Petrick, “The roles of quality, value, and satisfaction in predicting cruise passengers’ behavioral intentions,” *Journal of Travel Research*, vol. 42, no. 4, pp. 397–407, 2004, doi: <https://doi.org/10.1177/0047287504263037>
- [18] L. Xia *et al.*, “The price is unfair! A conceptual framework of price fairness perceptions,” *Journal of Marketing*, vol. 68, no. 4, pp. 1–15, 2004, doi: <https://doi.org/10.1509/jmkg.68.4.1.42733>

- [19] L. Dang *et al.*, “Behavioral pricing effects in tourism: A review of the empirical evidence and its managerial implications,” *European Journal of Tourism Research*, vol. 36, Art. no. 3603, 2024, doi: <https://doi.org/10.54055/ejtr.v36i.2850>
- [20] M. Benetti Corrêa da Silva *et al.*, “Student satisfaction from the influence of the built environment, price fairness and teaching care: A study at a community-supported university,” *Facilities*, vol. 39, nos. 11–12, pp. 703–721, 2021, doi: <https://doi.org/10.1108/F-09-2020-0112>
- [21] V. A. Zeithaml, “Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence,” *Journal of Marketing*, vol. 52, no. 3, pp. 2–22, 1988, doi: <https://doi.org/10.1177/002224298805200302>
- [22] R. L. Oliver, *Satisfaction: A Behavioral Perspective on the Consumer*. 2nd ed. New York, NY, USA: Routledge, 2014, doi: <https://doi.org/10.4324/9781315700892>
- [23] S. M. Rasoolimanesh *et al.*, “Effects of perceived value on satisfaction and revisit intention: Domestic vs. international tourists,” *Journal of Vacation Marketing*, vol. 29, no. 2, pp. 222–241, 2023, doi: <https://doi.org/10.1177/13567667221086326>
- [24] V. A. Zeithaml *et al.*, “The behavioral consequences of service quality,” *Journal of Marketing*, vol. 60, no. 2, pp. 31–46, 1996, doi: <https://doi.org/10.1177/002224299606000203>
- [25] P. S. Raju, “Optimum stimulation level: Its relationship to personality, demographics, and exploratory behavior,” *Journal of Consumer Research*, vol. 7, no. 3, pp. 272–282, 1980, doi: <https://doi.org/10.1086/208815>
- [26] G. Assaker and R. Hallak, “Moderating effects of tourists’ novelty-seeking tendencies on destination image, visitor satisfaction, and short- and long-term revisit intentions,” *Journal of Travel Research*, vol. 52, no. 5, pp. 600–613, 2013, doi: <https://doi.org/10.1177/0047287513478497>
- [27] Q. T. Huynh, “The impact of novelty-seeking and perceived coolness on tourist behavioral intention: The mediating role of creative tourism experience,” *GeoJournal of Tourism and Geosites*, vol. 60, no. 2spl, pp. 1279–1289, 2025, doi: <https://doi.org/10.30892/gtg.602spl24-1500>
- [28] I. Ajzen, “The theory of planned behavior,” *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179–211, 1991, doi: [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- [29] J. F. Hair *et al.*, “When to use and how to report the results of PLS-SEM,” *European Business Review*, vol. 31, no. 1, pp. 2–24, 2019, doi: <https://doi.org/10.1108/EBR-11-2018-0203>
- [30] R. W. Brislin, “Back-translation for cross-cultural research,” *Journal of Cross-Cultural Psychology*, vol. 1, no. 3, pp. 185–216, 1970, doi: <https://doi.org/10.1177/135910457000100301>
- [31] C. M. Echtner and J. R. B. Ritchie, “The measurement of destination image: An empirical assessment,” *Journal of Travel Research*, vol. 31, no. 4, pp. 3–13, 1993, doi: <https://doi.org/10.1177/004728759303100402>
- [32] J. C. Sweeney and G. N. Soutar, “Consumer perceived value: The development of a multiple item scale,” *Journal of Retailing*, vol. 77, no. 2, pp. 203–220, 2001, doi: [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- [33] T. Lee and J. Crompton, “Measuring novelty seeking in tourism,” *Annals of Tourism Research*, vol. 19, no. 4, pp. 732–751, 1992, doi: [https://doi.org/10.1016/0160-7383\(92\)90064-V](https://doi.org/10.1016/0160-7383(92)90064-V)

- [34] J. Henseler *et al.*, “A new criterion for assessing discriminant validity in variance-based structural equation modeling,” *Journal of the Academy of Marketing Science*, vol. 43, no. 1, pp. 115–135, 2015, doi: <https://doi.org/10.1007/s11747-014-0403-8>
- [35] N. Kock, “Common method bias in PLS-SEM: A full collinearity assessment approach,” *International Journal of e-Collaboration*, vol. 11, no. 4, pp. 1–10, 2015, doi: <https://doi.org/10.4018/ijec.2015100101>