

FACTORS AFFECTING TOURISTS' PURCHASE DECISIONS OF DOMESTIC TOUR PACKAGES IN HO CHI MINH CITY

Nguyen Thi Mai^{1,2*}, Duong Hai Long³, Nguyen Thi Nhu Hoa¹

¹*School of Hospitality and Tourism, Hue University, Hue City, Viet Nam*

²*Thu Duc College of Technology, Viet Nam*

³*Can Tho University*

*Email: ntmai.dl26@hueuni.edu.vn

Received: 3 April 2026; Revised: 27 April 2026; Accepted: 11 May 2026

ABSTRACT

In the aftermath of the COVID-19 pandemic, tourists' behavior and travel demand have undergone significant changes, particularly in the context of digital transformation and intensifying competition in the Ho Chi Minh City market. This study aims to identify and measure the factors influencing tourists' purchase decisions of domestic tour packages in Ho Chi Minh City. A mixed-methods approach was employed, including qualitative research to develop the research model and measurement scales through literature review, synthesis, and preliminary investigation, combined with quantitative research through a survey of 200 tourists and tourism company staff (196 valid responses collected). The questionnaire was refined based on interviews with tourists and travel agency staff. The data were analyzed using statistical techniques such as Cronbach's Alpha, Exploratory Factor Analysis (EFA), and multiple linear regression. The findings indicate that four groups of factors positively affect purchase decisions, including socio-economic factors, destination-related factors, service-related factors (including after-sales services), and attitudes toward destinations associated with national pride. Among these, national pride exerts the strongest influence, while personal factors are not statistically significant. The regression model shows that the independent variables significantly explain the variance in tourists' purchase decisions of domestic tour packages.

Keywords: Purchase decision of domestic tour packages, domestic tourism consumer behavior, destination perception, Ho Chi Minh City.

1. INTRODUCTION

The COVID-19 pandemic has caused profound disruptions to the global tourism industry, significantly reducing travel demand and compelling many countries to shift toward the development of domestic tourism as a sustainable recovery strategy [1]. In Vietnam, domestic tourism has become a crucial pillar in the post-pandemic period, contributing to the maintenance of industry operations and fostering long-term growth. In this context, Ho Chi Minh City—an economic hub characterized by a large population, stable income levels, and widespread adoption of digital technologies—is considered a key source market for domestic tourism. At the same time, the rapid development of digital platforms and the growing trend toward personalized experiences have substantially transformed tourists' information-search behavior and purchase decisions regarding tourism products.

From an academic perspective, numerous previous studies have identified factors influencing tourism behavior, including personal characteristics, socio-economic conditions,

destination image, and service quality [2], [3], [4]. However, despite the growing body of research on tourism behavior, several notable gaps remain. First, most studies focus on destination choice while the decision to purchase package tours has received limited attention. Second, existing research is often confined to a single firm or a specific group of respondents, which limits the generalizability of the findings. Third, in the context of rapid changes in the tourism market driven by technological advancements and evolving consumer behavior, empirical studies in large urban settings such as Ho Chi Minh City remain relatively scarce.

Against this background, this study aims to identify and measure the factors influencing tourists' decisions to purchase domestic tour packages in Ho Chi Minh City. Specifically, the study addresses three research questions: (1) What factors influence tourists' purchase decisions of domestic tour packages in Ho Chi Minh City? (2) To what extent do these factors affect these decisions? (3) What solutions can enhance the demand for domestic tour packages among tourists in Ho Chi Minh City?

By addressing these questions, the study contributes to a better understanding of the mechanisms underlying tourism consumer behavior and provides practical implications to improve the attractiveness and competitiveness of domestic tourism products in the context of recovery and sustainable development of Vietnam's tourism industry.

2. THEORETICAL BACKGROUND

2.1. Literature Review

In tourism consumer behavior research, clarifying key concepts and synthesizing prior studies provide an essential foundation for developing an appropriate research model.

First, a tour package can be understood as a composite tourism product that combines multiple tourism services, such as transportation, accommodation, catering, and activities, into an organized travel arrangement designed to meet tourists' needs. Holloway and Humphreys describe tourism products and tour operations in terms of the organization and combination of tourism services into an integrated travel experience [5]. Similarly, Cooper et al. emphasize the integrated nature of tourism products and tourism services in the organization of travel experiences [6]. More recent empirical research further demonstrates that tourists evaluate and trade off multiple attributes when selecting among alternative package tours, indicating that package-tour choice involves the integrated assessment of different tour components and service attributes [7].

In addition, tour purchase behavior can be viewed as a decision-making process influenced by multiple factors, including personal, psychological, social, and product-related attributes. According to Kotler, consumer behavior involves several stages, from need recognition to post-purchase evaluation, and is shaped by environmental and marketing factors. In the tourism context, this behavior is distinctive due to the intangible nature of tourism products, which cannot be tested in advance and largely depend on subjective perceptions.

From a theoretical perspective, tourism behavior can be explained through complementary perspectives, including the push-pull framework and behavioral theories such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Crompton [8] conceptualizes travel motivation in terms of the interaction between tourists' internal motivations (push factors) and destination-related attractions (pull factors). TRA and TPB further explain behavioral decision-making through the roles of attitudes, subjective norms, behavioral intentions, and, in the case of TPB, perceived behavioral control [9], [10].

International tourism research has demonstrated that travel decisions are influenced by multiple personal, socio-economic, psychological, and destination-related factors. Mathieson

and Wall [11] conceptualize tourist behavior as a multi-stage process involving factors associated with tourists, destinations, and the travel decision-making process. Woodside and Lysonski [12] propose a general model of traveler destination choice in which perceptions and evaluations contribute to the formation of destination choice sets. Sirgy and Su [13] further demonstrate that self-congruity between tourists' self-image and destination image is relevant to travel behavior. In the digital context, tourists' information-search behavior and destination-choice processes have increasingly been influenced by online information sources and digital networks [14], [15]. In addition, consumer and marketing perspectives suggest that product-related attributes, pricing, and promotional factors can influence consumers' purchasing decisions [2].

In Vietnam, previous tourism research has mainly developed along two related directions: destination choice and tourism-product purchase decisions. In the first direction, studies have identified destination attractiveness and destination-related attributes as important determinants of tourists' destination choices. For example, Tam and Quyen [16] examined the attractiveness of Hue as a tourist destination, while Binh and Nguyet [17] investigated factors affecting the destination choices of domestic tourists in Ho Chi Minh City. In the second direction, international evidence on package-tour purchasing indicates that tourists evaluate and trade off multiple attributes when selecting among alternative package tours, while social and family influences may affect different stages of group package-tour purchasing decisions [7]. Nevertheless, these findings do not fully explain how personal, socio-economic, destination-related, service-related, and attitudinal factors jointly influence tourists' decisions to purchase domestic tour packages in Ho Chi Minh City.

However, several limitations remain. First, most studies focus on destination choice, while the decision to purchase package tours has not been thoroughly examined. Second, existing studies often analyze individual groups of factors separately rather than integrating personal, socio-economic, destination, and service-related factors into a comprehensive model. Third, after-sales service, an important component of the tourism experience, has received limited attention in the context of domestic tourism. Fourth, psychological and social factors, such as attitudes toward destinations associated with national pride, particularly in the post-COVID-19 context, remain underexplored.

Based on these research gaps, there is a need to develop an integrated research model that captures the key determinants of domestic tour purchase decisions, including personal factors, socio-economic factors, destination attributes, after-sales services, and attitudes toward destinations associated with national pride. This provides the foundation for proposing the research model and testing the hypotheses in the following section.

2.2. Research Model

This study examines the factors influencing tourists' decisions to purchase domestic tour packages in Ho Chi Minh City. It integrates key theoretical foundations, including consumer behavior theory in tourism, the push–pull framework, and the theory of after-sales service perception, while also drawing on the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to explain the mechanism underlying purchase decisions.

According to consumer behavior theory, purchase decisions are influenced by personal, psychological, and environmental factors. The push–pull model suggests that travel behavior is driven by internal motivations (push factors) and external attributes of destinations (pull factors). In addition, TRA and TPB emphasize the roles of attitudes and subjective norms in shaping behavioral intentions and actual behavior. Furthermore, after-sales service theory highlights that post-purchase experiences and satisfaction can reinforce purchase decisions and increase the likelihood of repeat behavior. Based on these theoretical foundations, the research hypotheses are developed as follows:

First, personal factors (including age, income, occupation, and preferences) are considered fundamental determinants of needs and purchasing power, thereby influencing tourism consumption decisions. According to consumer behavior theory, individual characteristics can guide product selection behavior.

→ H1: Personal factors have a positive effect on tourists' decisions to purchase domestic tour packages.

Second, socio-economic factors reflect financial conditions, social environment, and the influence of reference groups. According to TPB, subjective norms and social context can influence behavioral intentions.

→ H2: Socio-economic factors have a positive effect on tourists' decisions to purchase domestic tour packages.

Third, destination-related factors are considered "pull" factors in the push-pull framework, including destination image, tourism resources, and attractiveness. Previous studies have confirmed the direct impact of destination image on choice decisions.

→ H3: Destination-related factors have a positive effect on tourists' decisions to purchase domestic tour packages.

Fourth, after-sales services reflect post-consumption service quality, including customer care, promotional policies, and post-tour support. According to service quality theory, positive post-purchase experiences enhance satisfaction and reinforce purchase decisions.

→ H4: After-sales services have a positive effect on tourists' decisions to purchase domestic tour packages.

Fifth, attitudes toward destinations associated with national pride represent an important psychological and social factor. According to TRA and TPB, positive attitudes and social norms can promote behavior. In the post-COVID-19 context, national pride has emerged as a strong driver of domestic travel choices.

→ H5: Attitudes toward destinations associated with national pride have a positive effect on tourists' decisions to purchase domestic tour packages.

Based on the theoretical background and prior studies, this research proposes a model consisting of five independent variables: (1) personal factors, (2) socio-economic factors, (3) destination-related factors, (4) after-sales services, and (5) attitudes toward destinations associated with national pride. These variables are hypothesized to influence the dependent variable, namely tourists' decisions to purchase domestic tour packages in Ho Chi Minh City (Figure 1).

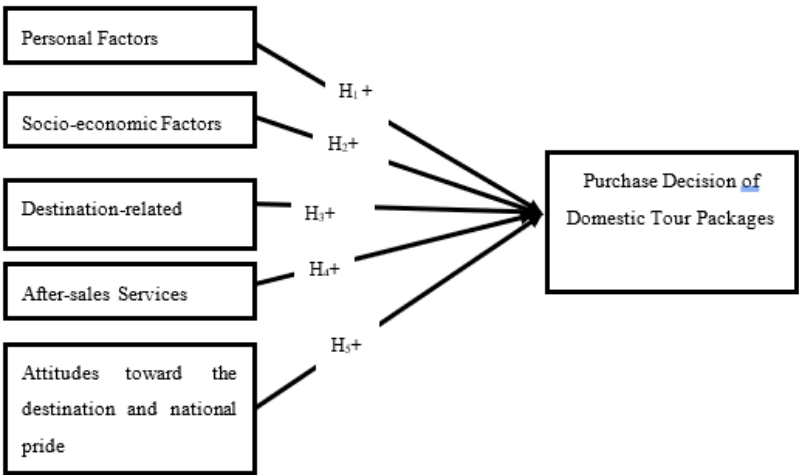


Figure 1. Proposed Research Model
 (Source: Authors' proposal based on the literature review)

This model reflects the integration of functional factors and psychological–social factors, thereby contributing to a more comprehensive explanation of domestic tourism consumption behavior in the current context.

3. RESEARCH METHODOLOGY

This study employs a mixed-methods approach, combining qualitative and quantitative research. The qualitative phase (preliminary study) was conducted to adjust and refine measurement scales previously validated in prior studies, ensuring their suitability for the context of tourists in Ho Chi Minh City. Semi-structured interviews were carried out with two tourism office staff and ten tourists who had purchased or were in the process of purchasing domestic tour packages during the period from 2023 to 2025.

The interview content was based on a preliminary questionnaire developed through literature synthesis and analysis. This process involved comparison, cross-checking, and refinement of observed variables. The results of the qualitative study indicated that several items were revised in terms of wording, new indicators relevant to market practices were added, and inappropriate items were removed. As a result, the finalized measurement scales were established for the subsequent quantitative phase.

The quantitative phase utilized a structured questionnaire comprising 26 observed variables, measured using a five-point Likert scale. The measurement items were adjusted based on the qualitative findings and adapted from prior studies, covering the following factor groups:

Table 1. Personal Factors (CN)

No.	Symbol	Observed variables	References
01	CN01	Traveling domestically to learn about the country's culture, history, and scenic attractions.	Adapted from [8], [11], [16], [21], [22].
02	CN02	Traveling domestically to expand social networks, gain knowledge, and support work-related purposes.	
03	CN03	Traveling domestically to explore new experiences.	
04	CN04	Traveling domestically for relaxation and leisure.	

Table 2. Socio-economic Factors (KTXH)

No.	Symbol	Observed variables	References
01	KTXH01	Opinions from friends/family influence the choice of tour programs.	Adapted from [2], [7], [14], [15], [18], [19], [27], [28].
02	KTXH02	Evaluations from mass media (e.g., Facebook, Zalo, websites, television) influence the choice of tour programs.	
03	KTXH03	I (the tourist) choose domestic tour packages because they are suitable for my income.	
04	KTXH04	The price of the tour program influences my travel decision.	

Table 3. Destination-related Factors (DD)

No.	Symbol	Observed variables	References
01	DD01	Domestic tour programs are attractively and impressively advertised through media channels.	Adapted from [2], [7], [14], [15], [17], [18], [22], [28], [33].
02	DD02	Domestic tourism is safe and procedures are simple.	
03	DD03	I (the tourist) perceive domestic tour packages as having good quality.	
04	DD04	Domestic tour programs always offer new and distinctive products.	
05	DD05	I (the tourist) perceive domestic tour packages as reasonably priced.	

Table 4. After-sales Services (HM)

No.	Symbol	Observed variables	References
01	HM01	Customers purchasing domestic tour packages can participate in attractive promotional programs offered by travel companies.	Adapted from [2], [7], [24], [25].
02	HM02	Domestic tour programs are associated with dedicated customer care services.	
03	HM03	Travel companies offer discounts for group bookings of domestic tour packages	
04	HM04	Travel companies provide discounts for repeat customers purchasing domestic tour packages.	
05	HM05	Customers purchasing domestic tour packages can participate in customer appreciation programs organized by travel companies.	

Table 5. Attitudes toward the Destination and National Pride (TD)

No.	Symbol	Observed variables	References
01	TD01	I (the tourist) am willing to promote and encourage family members, friends, and colleagues to choose domestic tour packages.	Adapted from [1], [3], [8], [15], [16], [17], [22],
02	TD02	The overall evaluation of current tourism programs in Vietnam is very positive.	
03	TD03	I (the tourist) choose domestic tour packages to support Vietnam's tourism industry.	

04	TD04	I feel proud when traveling to Vietnam's cultural heritage sites and scenic attractions.	[27], [28], [29].
05	TD05	I (the tourist) am inspired by media communications to support domestic tourism.	

Table 6. Purchase Decision of Domestic Tour Packages (QD)

No.	Symbol	Observed variables	References
01	QD01	Reasonable price is a factor that motivates me (the tourist) to purchase domestic tour packages.	Adapted from [2], [7], [19], [24], [25].
02	QD02	Domestic tour programs are my first priority when there are multiple after-sales service offerings.	
03	QD03	I decide to choose domestic tour packages because they meet my personal needs.	

The research sample was selected using a convenience sampling method, with 196 valid observations collected from tourists and tourism staff in Ho Chi Minh City during the period 2023–2025. Data were processed using statistical software (SPSS) through the following steps: descriptive statistics, reliability testing using Cronbach's Alpha, Exploratory Factor Analysis (EFA), and multiple linear regression to test the research model and evaluate the influence of factors on the purchase decision of domestic tour packages.

4. RESULTS AND DISCUSSION

4.1. Descriptive Statistics of the Sample

A total of 196 valid responses were included in the analysis. Female respondents accounted for 60.7% (119), while males represented 39.3% (77). Regarding age, respondents aged 45–65 constituted the largest group, accounting for 35.7% (70), followed by those aged 19–44 (33.2%, 65), over 65 (23.0%, 45), and under 18 (8.2%, 16).

Tourists represented the majority of respondents, accounting for 73.0% (143), while tourism company staff accounted for 27.0% (53). Tourism company staff were included only if they had personal experience or purchase intentions regarding domestic tour packages, ensuring that their responses reflected their perspectives as consumers rather than as tourism professionals. Overall, the sample provides an appropriate demographic profile for examining domestic tour package purchase decisions in Ho Chi Minh City.

4.2. Descriptive Statistics of Research Variables

The results of descriptive analysis reveal variations in the level of agreement across observed variables among different factor groups.

For the independent variables, within the personal factor group, CN01 has the highest mean value, whereas CN03 has the lowest. In the socio-economic group, KTXH04 is rated highest and KTXH02 lowest. For destination-related factors, DD02 achieves the highest level of agreement, while DD05 is the lowest. In the after-sales service group, HM04 records the highest agreement and HM02 the lowest. Regarding attitudes toward the destination and national pride, TD01 has the highest mean value, whereas TD05 has the lowest.

For the dependent variable, QD01 shows the highest level of agreement, while QD02 is the lowest. These findings suggest that factors related to perceived value and practical benefits tend to exert a stronger influence on the purchase decision of domestic tour packages.

4.3. Measurement Scale Assessment

❖ *Reliability Analysis (Cronbach's Alpha)*

The reliability test results indicate that all measurement scales meet the required standards, with Cronbach's Alpha coefficients ranging from 0.700 to 0.887 (> 0.6). In addition, all item-total correlation coefficients exceed 0.3, demonstrating strong internal consistency among observed variables, which are therefore retained for further analysis.

Specifically, the after-sales service scale (HM) achieves the highest reliability (0.887), while the remaining scales also demonstrate satisfactory levels, ensuring internal consistency.

❖ *Exploratory Factor Analysis (EFA)*

The EFA results for 23 observed variables show that the KMO value is 0.713 and Bartlett's Test of Sphericity is statistically significant (Sig. < 0.05), confirming the suitability of the data for factor analysis.

Five factors are extracted, with a total explained variance of 61.818% ($> 50\%$), indicating that the factors account for a substantial proportion of the data variance. All factor loadings exceed 0.5, ensuring both convergent and discriminant validity of the measurement scales.

For the dependent variable, the EFA results reveal a single extracted factor with an explained variance of 61.818%, and all factor loadings are greater than 0.5, confirming the unidimensionality of the purchase decision scale.

Table 7. - KMO and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) Measure		0.713
Bartlett's Test	2249.103	4134.576
	253	276
	.000	.000

Source: Authors' calculation based on survey data

Table 8. - Extracted variance and extracted factors of factor analysis

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	Cumulative %	Cumulative %	Total	Cumulative %	Cumulative %
1	5.645	24.544	24.544	5.645	24.544	24.544	3.571	15.524	15.524
2	2.470	10.737	35.281	2.470	10.737	35.281	3.135	13.633	29.156
3	2.173	9.446	44.727	2.173	9.446	44.727	2.770	12.042	41.198
4	2.022	8.791	53.518	2.022	8.791	53.518	2.569	11.171	52.370
5	1.909	8.300	61.818	1.909	8.300	61.818	2.173	9.449	61.818
6	0.979	4.256	66.074						
7	0.852	3.706	69.781						
8	0.838	3.642	73.423						
9	0.798	3.469	76.892						
10	0.764	3.322	80.215						
11	0.668	2.906	83.121						
12	0.575	2.498	85.619						

13	0.565	2.459	88.078						
14	0.459	1.996	90.074						
15	0.412	1.793	91.867						
16	0.377	1.640	93.506						
17	0.350	1.521	95.028						
18	0.316	1.374	96.402						
19	0.272	1.184	97.586						
20	0.224	0.973	98.558						
21	0.161	0.698	99.256						
22	0.105	0.457	99.714						
23	0.066	0.286	100.000						

Source: Authors' calculation based on survey data

Table 9. -The factor loading coefficients from factor analysis (Factor rotation matrix)

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
HM05	0.946				
HM04	0.832				
HM02	0.810				
HM01	0.756				
HM03	0.699				
DD02		0.849			
DD05		0.833			
DD01		0.825			
DD03		0.636			
DD04		0.608			
TD04			0.789		
TD02			0.735		
TD03			0.721		
TD05			0.703		
TD01			0.515		
KTXH01				0.925	
KTXH03				0.747	
KTXH02				0.743	
KTXH04				0.561	
CN03					0.783
CN02					0.773
CN04					0.733
CN01					0.591

Source: Authors' calculation based on survey data

The purchase decision scale for domestic tour packages, consisting of three observed variables (QD01, QD02, QD03) was tested for reliability using Cronbach's Alpha, yielding a coefficient of 0.694, which meets the acceptable threshold (> 0.6). Therefore, these variables were retained for Exploratory Factor Analysis (EFA) to examine the relationships among them.

According to Hair et al. (2010, 2019), in Exploratory Factor Analysis (EFA), factor loadings of 0.5 or higher are considered acceptable, particularly in exploratory research or when the sample size is relatively small. In addition, Tabachnick and Fidell (2013) also argue that variables with factor loadings ≥ 0.5 may be retained if they ensure content validity and make important theoretical contributions to the measurement scale. Therefore, variables such as TD01 = 0.515, KTXH04 = 0.561, and CN01 = 0.591 are still considered for retention, as they meet the minimum acceptable threshold and also possess meaningful content relevance within the research model.

The EFA results show that the KMO coefficient and Bartlett's Test of Sphericity are statistically significant (Sig. = 0.000), indicating that the data are suitable for factor analysis. The analysis extracted a single factor with an explained variance of 67.989% (exceeding the required threshold of 50%). All factor loadings of the observed variables in the purchase decision scale are greater than 0.5, confirming the validity of the scale.

The observed variables (QD01, QD02, and QD03) were then aggregated using the mean function and labeled as "PURCHASE DECISION OF DOMESTIC TOUR PACKAGES," denoted as QD. The results of Exploratory Factor Analysis (EFA) for the Scale of Domestic Tour Purchase Decision of Tourists in Ho Chi Minh City are presented in Table 10,11 below.

Table 10. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.694
Bartlett's Test of Sphericity	Approx. Chi-Square	146.779
	Df	3
	Sig.	0.000

Table 11. Total Variance Explained by Principal Component Analysis

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.040	67.989	67.989	2.040	67.989	67.989
2	0.515	17.182	85.170			
3	0.445	14.830	100.000			
Extraction Method: Principal Component Analysis.						

Table 12. Component Loadings for the Purchase Decision Construct

Variable	Description	Factor Loading
QD01	Reasonable price is a factor that motivates me (the tourist) to purchase domestic tour packages	0.842
QD02	Domestic tour packages are my first priority when multiple after-sales service programs are available	0.821
QD03	I decide to choose domestic tour packages because they meet my personal needs	0.810

Source: Authors' calculation based on survey data

In summary, after conducting the EFA, the results indicate that: for the independent variable scales, 23 observed variables are grouped into five factors, namely Personal Factors, Socio-economic Factors, Destination-related Factors, After-sales Services, and Attitudes toward the Destination and National Pride. For the dependent variable scale (purchase decision of domestic tour packages), three observed variables are extracted into a single factor.

❖ Multiple Linear Regression Analysis

The regression analysis results show that the model is statistically significant, with the F-test indicating Sig. = 0.000 (< 0.01), demonstrating that the independent variables have a significant effect on the dependent variable.

Table 13. -ANOVA for the F-test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.827	5	8.965	39.636	0.000 ^b
	Residual	42.978	190	0.226		
	Total	87.805	195			
a. Dependent Variable: QD						
b. Predictors: (Constant), TD, CN, KTXH, DD, HM						

Source: Authors' calculation based on survey data

The adjusted R² coefficient is 0.498, indicating that the model explains 49.8% of the variance in the purchase decision of domestic tour packages. This represents a moderate level of explanatory power, which is consistent with studies in the field of consumer behavior.

Table 14. Adjusted R²

Model Summary						
Model	R	R ²	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	0.715 ^a	0.511	0.498		0.47560	2.019
a. Predictors: (Constant), TD, CN, KTXH, DD, HM						
b. Dependent Variable: QD						

Source: Authors' calculation based on survey data

The regression results indicate that four factors have a statistically significant impact on purchase decisions ($p < 0.05$), including: attitudes toward destinations associated with national pride ($\beta = 0.303$), which has the strongest effect; after-sales services ($\beta = 0.280$); socio-economic factors ($\beta = 0.239$); and destination-related factors ($\beta = 0.180$). All coefficients are

positive, confirming the hypothesized relationships and indicating a positive association with the dependent variable (purchase decision). In contrast, personal factors are not statistically significant at the 5% level ($p = 0.061$) and therefore do not have a meaningful effect at the 95% confidence level.

The multicollinearity test results show that all Variance Inflation Factor (VIF) values are below 2, confirming that multicollinearity is not present in the model.

Table 15. Results of Multiple Linear Regression Analysis

Coefficients – Factors Affecting the Purchase Decision of Domestic Tour Packages in Ho Chi Minh City								
Variables		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Constant	-0.933	0.371		-2.514	0.013		
	CN	0.123	0.065	0.098	1.887	0.061	0.952	1.050
	KTXH	0.291	0.067	0.239	4.332	0.000	0.849	1.178
	DD	0.200	0.061	0.180	3.272	0.001	0.850	1.177
	HM	0.261	0.052	0.280	5.015	0.000	0.824	1.213
	TD	0.372	0.068	0.303	5.428	0.000	0.829	1.206
a. Dependent Variable: QD								

The regression equation is specified as follows:

$$QD = -0.933 + 0.123CN + 0.291KTXH + 0.200DD + 0.261HM + 0.372TD + \varepsilon$$

4.4. Discussion of Research Findings

The findings indicate that attitudes toward destinations associated with national pride exert the most prominent influence on tourists' decisions to purchase domestic tour packages. This result can be explained by the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), which emphasize the central role of attitudes and subjective norms in shaping behavioral intentions. In the post-COVID-19 context, domestic travel is not merely a consumption activity but also reflects a sense of social responsibility and personal identity. Consequently, psychological factors such as national pride may exert a stronger influence on behavior than traditional determinants such as price or service quality, which are primarily based on rational evaluation.

In addition, after-sales services have a significant impact, highlighting the importance of post-purchase experiences in reinforcing trust and encouraging purchase decisions. However, the effectiveness of this factor largely depends on individual firms, given differences in customer care practices, promotional policies, and customer relationship management (CRM) systems. This may explain why the influence of after-sales services, although significant, does not surpass that of psychological factors.

Socio-economic factors and destination image continue to play a foundational role, consistent with prior studies emphasizing the importance of financial conditions and destination attributes. In contrast, personal factors are not statistically significant ($p = 0.061$), leading to the rejection of Hypothesis H1. This finding suggests a diminishing role of

individual characteristics in a tourism market that is increasingly standardized and more strongly influenced by social and psychological factors.

Overall, the results highlight a shift from a functionally driven model toward one that places greater emphasis on emotional and social determinants in domestic tourism consumption.

5. CONCLUSION

The findings contribute to strengthening and extending the application of behavioral theories such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) in the context of domestic tourism, where attitudes and subjective norms (represented by national pride) play a dominant role in shaping behavioral intentions. At the same time, the study highlights a shift from functional attributes toward emotional and socio-cultural factors in the tourism consumption behavior model. For tourism enterprises, it is essential to develop products that leverage national pride, such as “Return to the Roots” tours and “My Beloved City” experiences, while also enhancing storytelling-based communication that emphasizes cultural and historical narratives. In addition, after-sales service quality should be improved through experience personalization and the adoption of Customer Relationship Management (CRM) systems to strengthen customer engagement. For destinations, it is necessary to build a destination image closely associated with cultural identity and to organize experiential activities with educational and community-oriented values. For tourists, participation in domestic tourism activities that provide meaningful experiences should be encouraged, along with the dissemination of positive destination images through digital platforms.

However, the study still has several limitations. First, the research scope is limited to Ho Chi Minh City; therefore, the generalizability of the findings is constrained. Second, the sample size is not sufficiently large to fully reflect the diversity of behaviors among the overall domestic tourist population. Third, the research model does not comprehensively incorporate other important factors such as destination brand and marketing communications, which may significantly influence purchase decisions. Finally, the data were collected over a relatively short period, which does not capture potential changes in behavior over time.

In future research, it is recommended to expand the geographical scope to multiple regions in order to enhance the representativeness and generalizability of the model. Additionally, further studies should include marketing-related variables such as destination branding, digital communication, and electronic word-of-mouth (e-WOM). Moreover, longitudinal research designs should be employed to capture behavioral changes over time. Finally, advanced analytical techniques such as Structural Equation Modeling (SEM) or Partial Least Squares SEM (PLS-SEM) should be applied to examine more deeply the relationships among the variables in the research model.

REFERENCES

- [1] World Tourism Organization (UNWTO) and United Nations Development Programme (UNDP), *Tourism and the Sustainable Development Goals – Journey to 2030*. Madrid, Spain: UNWTO, 2018.
- [2] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Harlow, U.K.: Pearson, 2016.
- [3] C.-F. Chen and D.-C. Tsai, “How destination image and evaluative factors affect behavioral intentions?,” *Tourism Management*, vol. 28, no. 4, pp. 1115–1122, 2007, <https://doi.org/10.1016/j.tourman.2006.07.007>

- [4] A. Beerli and J. D. Martín, "Factors influencing destination image," *Annals of Tourism Research*, vol. 31, no. 3, pp. 657–681, 2004, <https://doi.org/10.1016/j.annals.2004.01.010>
- [5] J. C. Holloway and C. Humphreys, *The Business of Tourism*, 11th ed. London, U.K.: SAGE Publications, 2020.
- [6] C. Cooper, J. Fletcher, A. Fyall, D. Gilbert, and S. Wanhill, *Tourism: Principles and Practice*, 4th ed. Harlow, U.K.: Pearson Education, 2008.
- [7] N. Chen, L. Masiero, and C. H. C. Hsu, "Chinese Outbound Tourist Preferences for All-Inclusive Group Package Tours: A Latent Class Choice Model," *Journal of Travel Research*, vol. 58, no. 6, pp. 916–931, 2019, <https://doi.org/10.1177/0047287518794331>
- [8] J. L. Crompton, "Motivations for pleasure vacation," *Annals of Tourism Research*, vol. 6, no. 4, pp. 408–424, 1979, [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- [9] M. Fishbein and I. Ajzen, *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA, USA: Addison-Wesley, 1975.
- [10] I. Ajzen, "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179–211, 1991, doi: 10.1016/0749-5978(91)90020-T.
- [11] A. Mathieson and G. Wall, *Tourism: Economic, Physical, and Social Impacts*. Harlow, U.K.: Longman, 1982.
- [12] A. G. Woodside and S. Lyonski, "A general model of traveler destination choice," *Journal of Travel Research*, vol. 27, no. 4, pp. 8–14, 1989, <https://doi.org/10.1177/004728758902700402>
- [13] M. J. Sirgy and C. Su, "Destination image, self-congruity, and travel behavior: Toward an integrative model," *Journal of Travel Research*, vol. 38, no. 4, pp. 340–352, 2000, <https://doi.org/10.1177/004728750003800402>
- [14] D. Gursoy and K. W. McCleary, "An integrative model of tourists' information search behavior," *Annals of Tourism Research*, vol. 31, no. 2, pp. 353–373, 2004, <https://doi.org/10.1016/j.annals.2003.12.004>
- [15] J. K. S. Jacobsen and A. M. Munar, "Tourist information search and destination choice in a digital age," *Tourism Management Perspectives*, vol. 1, no. 1, pp. 39–47, 2012, <https://doi.org/10.1016/j.tmp.2011.12.005>
- [16] B. T. Tam and M. L. Quyen, "Evaluating the attractiveness of Hue as a tourist destination," *Hue University Journal of Science*, vol. 72B, no. 3, pp. 295–305, 2012. [in Vietnamese]. Link: <https://hueuni.edu.vn/portal/data/doc/tapchi/321.pdf>
- [17] N. T. Binh and N. T. M. Nguyet, "Assessing the role of factors affecting the destination choice of domestic tourism (case study of Ho Chi Minh City)," *TNU Journal of Science and Technology*, vol. 227, no. 9, pp. 322–330, <https://doi.org/10.34238/tnu-jst.2542>, [in Vietnamese].
- [18] K.-C. Wang, J. S. Chen, and S.-H. Chou, "Senior tourists' purchasing decisions in group package tour," *Anatolia*, vol. 18, no. 1, pp. 23–42, 2007, <https://doi.org/10.1080/13032917.2007.9687034>
- [19] J. F. Engel, R. D. Blackwell, and P. W. Miniard, *Consumer Behavior*, 5th ed. Chicago, IL, USA: Dryden Press, 1986.
- [20] J. R. Walker, *Tourism: Concepts and Practices*. Singapore: Pearson Education South Asia Pte Ltd., 2011.

- [21] L. Dwyer, P. Forsyth, and W. Dwyer, *Tourism Economics and Policy*. Bristol, U.K.: Channel View Publications, 2010, <https://doi.org/10.21832/9781845411534>
- [22] R. Mutinda and M. Mayaka, “Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi, Kenya,” *Tourism Management*, vol. 33, no. 6, pp. 1593–1597, 2012, <https://doi.org/10.1016/j.tourman.2011.12.008>
- [23] P. Kotler, *Marketing Management*, 11th ed. Upper Saddle River, NJ, USA: Pearson Education, 2002.
- [24] M. M. Lele and J. N. Sheth, *The Customer Is Key: Gaining an Unbeatable Advantage Through Customer Satisfaction*. New York, NY, USA: Wiley, 1987.
- [25] K. Goffin, “Customer support: A cross-industry study of distribution channels and strategies,” *International Journal of Physical Distribution & Logistics Management*, vol. 29, no. 6, pp. 374–398, 1999, <https://doi.org/10.1108/09600039910283604>
- [26] T. T. Tuyet and N. V. Manh, “Factors affecting tourist ecotourism destination choice in the Red River Delta and North East Coast of Vietnam,” *Journal of Economics and Development*, no. 307(2), pp. 41–51, Jan. 2023. [in Vietnamese]. Available: <https://ktpt.neu.edu.vn/Uploads/Bai%20bao/2023/So%20307%282%29/380826.pdf>
- [27] C. H. C. Hsu, S. K. Kang, and T. Lam, “Reference group influences among Chinese travelers,” *Journal of Travel Research*, vol. 44, no. 4, pp. 474–484, 2006, <https://doi.org/10.1177/0047287505282951>
- [28] S. W. Litvin, R. E. Goldsmith, and B. Pan, “Electronic word-of-mouth in hospitality and tourism management,” *Tourism Management*, vol. 29, no. 3, pp. 458–468, 2008, <https://doi.org/10.1177/0047287505282951>
- [29] T. T. B. Bui, “Examining a new model of destination choice behavior: An empirical study from Vietnam,” *Tourism and Hospitality Management*, vol. 30, no. 4, pp. 503–516, 2024, <https://doi.org/10.20867/thm.30.4.4>
- [30] G. M. S. Dann, “Anomie, ego-enhancement and tourism,” *Annals of Tourism Research*, vol. 4, no. 4, pp. 184–194, 1977, [https://doi.org/10.1016/0160-7383\(77\)90037-8](https://doi.org/10.1016/0160-7383(77)90037-8)
- [31] L. J. Lickorish and C. L. Jenkins, *An Introduction to Tourism*. Oxford, U.K.: Butterworth-Heinemann, 1997.
- [32] L. Andrades-Caldito, M. Sánchez-Rivero, and J. I. Pulido-Fernández, “Tourism destination competitiveness from a demand point of view: An empirical analysis for Andalusia,” *Tourism Analysis*, vol. 19, no. 4, pp. 425–440, 2014, <https://doi.org/10.3727/108354214X14090817031035>
- [33] T. T. L. Phan, T. T. N. Nguyen, and T. V. H. Tran, “Factors influencing destination choice to Hue City of tourists from Da Nang,” *Dong Thap University Journal of Science*, vol. 11, no. 6, pp. 54–66, 2022, <https://doi.org/10.52714/dthu.11.6.2022.993>