

**EXPLORING FACTORS THAT INFLUENCE RESTORATIVE
EXPERIENCE, PLACE ATTACHMENT AND CUSTOMER
VOLUNTARY PERFORMANCE AMONG BACKPACKERS IN THEIR
MALAYSIAN ENCLAVES**

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**THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS
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**FACULTY OF BUSINESS AND ACCOUNTANCY
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ABSTRACT

Backpacker enclaves are a crucial part of backpacking experience. The enclaves are restorative spaces which reduce stress of travelling among backpackers from previous destination, unfamiliar culture and language. Despite this, little information is available on the restorative potential of the enclaves. This study conceptualises the importance of restorative qualities of the backpacker enclaves.

Using a mixed method, the study seeks to examine the relationship between restorative experience, place attachment and customer voluntary performance (CVP). Attention Restoration Theory (ART) and Place Attachment Theory (PAT) were used to explain the phenomenon. Four scales were developed (physical environment, social support, restorative experience and place attachment) using rigorous scale development procedures.

A total of 30 backpackers were in-depth interviewed, followed by quantitative self-administered questionnaire on 840 backpackers from eight most frequented backpackers' enclaves in Malaysia. Structural equation modelling (SEM) was used to validate the hypothesized model.

This study verifies the applicability of ART that the enclaves enable backpackers to recover from travel fatigue that often results from direct attention, concurrently, to many new stimuli. Physical environment, social support and personality are found to influence restorative experience of backpackers which subsequently affect place attachment and customer voluntary performance. Furthermore, the roles of restorative experience and place attachment as a mediator are established. The findings also support sources of social support as a moderator between social support and restorative experience.

The theoretical research contribution lies in the scale development, extension and verification of ART, PAT, CVP and personality in backpacking tourism. Methodologically, this study contributes to the development of four context-based instruments. Findings on the restorative elements- Safety, Coherence, Quietness, Fascination, Novelty and Escape must be emphasized in the promotion and marketing as a selling point of the destination. The destination managers must give importance to these attributes in regenerating the existing and development of new enclaves. This study gives substance to the advancement of theoretical knowledge and development of the backpacker enclaves.

ABSTRAK

Enklaf pengembara adalah elemen penting dalam pengalaman pengembaraan. Enklaf merupakan suatu ruang pemulihan namun tekanan perjalanan dari destinasi sebelumnya, budaya dan bahasa yang tidak dikenali serta masalah yang dihadapi di dalam ruang itu sendiri boleh meningkatkan tahap tekanan pengembara. Namun penyelidik gagal untuk menyiasat potensi pemulihan di dalam enklaf. Oleh itu, kajian ini bertujuan untuk menyelidik sifat-sifat pemulihan enklaf.

Dengan menggunakan kaedah campuran, kajian ini bercadang bertujuan untuk menyelidik hubungan diantara pengalaman pemulihan, ikatan emosi terhadap enklaf dan prestasi sukarela pelanggan (CVP). Teori Perhatian Pemulihan (ART) dan Teori Ikatan Tempat (PAT) telah digunakan sebagai asas untuk menjelaskan fenomena ini. Empat skala telah dibangunkan (alam sekitar fizikal, sokongan sosial, pengalaman pemulihan dan ikatan emosi tempat) menggunakan prosedur berskala.

Seramai 30 pengembara telah ditemuramah diikuti dengan fasa kuantitatif menggunakan borang soal selidik (840) daripada lapan enklaf di Malaysia. Teknik model persamaan struktur (SEM) digunakan untuk mengesahkan model yang dicadangkan.

Kajian ini mengesahkan kebolegunaan ART yang membolehkan pengembara pulih daripada keletihan perjalanan yang sering memerlukan perhatian dan tumpuan terhadap rangsangan baru. Persekitaran fizikal, sokongan sosial dan personaliti didapati mempengaruhi pengalaman pemulihan pengembara. Kajian ini juga mendedahkan pengalaman pemulihan mempunyai kaitan dengan ikatan emosi terhadap enklaf. Dapatan kajian juga menyokong tanggapan bahawa prestasi sukarela pelanggan (CVP) adalah hasil daripada ikatan emosi. Tambahan pula, peranan pengalaman pemulihan dan ikatan emosi

tempat sebagai pengantara ditubuhkan. Dapatan kajian juga mengesahkan sumber-sumber sokongan sosial (pekerja dan pengembara lain) sebagai pengendali diantara sokongan sosial dan pengalaman pemulihan.

Sumbangan teori ialah lanjutan dan pengesahan ART, PAT, CVP dan personaliti dalam pelancongan pengembaraan. Dari segi metodologi, kajian ini menyumbang kepada badan pengetahuan dengan pembangunan empat instrumen berasaskan konteks pengembaraan. Elemen-elemen seperti Keselamatan, Kaitan, Ketenangan, Daya Tarik, Keunikan dan Melepaskan Diri perlu diberi tumpuan dalam aktiviti promosi dan pemasaran enklaf kerana ia akan menambah nilai destinasi tersebut. Di samping itu, unsur-unsur pemulihan ini perlu diambil kira dalam perancangan dan pembangunan enklaf baru serta memperbaharui enklaf yang sedia. Dalam usaha untuk meneroka pengalaman pengembara di enklaf, kajian ini menyumbang kepada pengetahuan teori dan pembangunan enklaf.

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

AGFI	Adjusted Goodness-of-fit Index
Agr	Agreeableness
ART	Attention Restoration Theory
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
Coh	Coherence
CMIN/DF	Normed Chi-square
Consc	Conscientiousness
Corp	Corporation
CR	Composite Reliability
CVP	Customer Voluntary Performance
CVR	Content Validity Ratio
EFA	Exploratory Factor Analysis
Ext	Extraversion
Fas	Fascination
GFI	Goodness-of-fit Index
GOF	Goodness-of-fit
GLS	Generalised Least Squares
Info Support	Information Support
KMO	Kaiser-Myer-Olkin
MI	Modification Indices
ML	Maximum Likelihood
MLE	Maximum Likelihood Estimation
Neu	Neuroticism
NFI	Normed Fit Index
Open	Openness
PA	Place Attachment
PAF	Principal Axis Factoring
Part.	Participation
PAT	Place Attachment Theory
PAtt	Place Attractiveness
PCA	Principal Components Analysis
PCLOSE	p of Close Fit
PDep	Place Dependence
PE	Physical Environment
RE	Restorative Experience

RMSEA	Root Mean Square Error of Approximation
RO	Research Objective
RQ	Research Question
S.E	Standard Error
SE Support	Social-Emotional Support
SEM	Structural Equation Modelling
SMC	Squared Multiple Correlations
SS	Social Support
TLI	Tucker-Lewis Index
VIF	Variance Inflating Factor

SYMBOLS

β	Beta
χ^2	Chi-square
Df	degrees of freedom
$\geq$	Equals or more than
$<$	Less than
μ	Mean
$>$	More than
$\pm$	Plus or minus
p	Probability level

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

UNWTO (2013) recorded 1,035 million international tourist arrivals in 2012 which contribute US\$ 1,075 billion tourism receipts, compared to US\$ 1,042 billion in 2011. Tourists travel for various purposes such as leisure/recreation, VFR/health/religion, business/professional and other reasons (UNWTO, 2013). There are numerous niche markets within the tourism industry namely health, wildlife, scuba diving, homestay, older adult, ecotourism, cultural, backpacking and, etc. Despite its controversial impacts on the destination, backpacking tourism is one of the most important sub-sectors in tourism industry.

According to Hampton (2010a), the benefits of this industry offset the negative impacts. However, most tourism departments in Less Developed Countries (LDC) show little interest in backpacking tourism (Hamzah & Hampton, 2010). Ian and Musa (2008) and Cohen (2004) claim that this market segment has been largely ignored. Backpackers are often condemned for their appearance and conduct. Besides, they are known as budget travellers and are depicted as exploiters to poor locals. The custom of backpackers to live cheaply and to hunt for the best price causes them to be obsessed with budget. To them, it's a matter of achievement for the backpackers to obtain a product or services at the cheapest price. In the process of bargaining they are ignorant of how rude they can be to the locals.

They are also labelled as least ethical with their inappropriate behaviour, scanty outfits, drug consumption, alcohol abuse and sex encounters which contribute to negative socio-culture impact and consequently offend the host community (Aziz, 1999). Despite all these, Hamzah (1997) states that the development of this niche market is viable if managed well through collaborations between government agencies and local service providers.

Backpacking is widely recognized as an economic contributor (Chitty, Ward, & Chua, 2007; Loker-Murphy & Pearce, 1995; Sorensen, 2003). Compared to mass tourists, backpackers stay considerably longer (27.6 nights) and their per capita expenditure is 2.3 times more (Ian & Musa, 2008; Tourism Malaysia, 2008). Nearly 50 per cent of the backpackers' expenditure flows directly into the local economy (Tourism Malaysia, 2008). Besides, backpackers do travel across a wider geographical area (Scheyvens, 2002) and with that the communities from the rural areas benefit from their visits. They do consume local products (Hampton, 1998) unlike tourists who demand for western goods (Visser, 2003) and they travel using public transportation (Newlands, 2004; Scheyvens, 2002). Thus in backpacking tourism, the economic multiplier effect is higher and the economic leakage is lower. This clearly indicates that backpacking tourism is one of the most important sub-sectors in tourism industry.

The Australian government launched National Backpacker Tourism Development Strategy in 1995 which recognises this niche travel market (Bureau of Tourism Research, 1995, quoted from (Cohen, 2004). Governments of many developed countries upgrade the tourism facilities that are popular among backpackers (Wilson, 1997). According to Tourism Research Australia (2013) a total 579, 000 backpackers visited Australia by June 2013 and the total expenditure recorded by this market was 3, 332 million. The average

stay duration was 83 nights. Along with Australia, countries like Malaysia, Thailand and Indonesia also acknowledge the growing demand of backpacker tourism (Hampton, 2010a; Tourism Malaysia, 2008).

In backpacking research, by and large, most studies focus on profiling backpackers. Numerous studies report backpackers' satisfaction, motivation, activities engaged, consumption behaviour and, etc. (Howard, 2005; Ian & Musa, 2008; Maoz & Bekerman, 2010). Researchers mainly examine backpackers' satisfaction with the facilities and services provided by the hostels (Cave, Thyne, & Ryan, 2008; Chitty et al., 2007; Nash, Thyne, & Davies, 2006). Backpacker hostels compete with each other by promoting their facilities and services to their customers. Friendly and welcoming atmosphere are often used as the selling points (Musa & Thirumoorthi, 2011). Reviews on the Hostelworld.com (2011) indicate that the backpackers' satisfaction depends on character, security, location, staff, fun and cleanliness. To what extent these physical attributes are delivered reflect the backpacker's experience with one or more hostels. Merely relying on the hostel's physical attributes to create a great customer experience is not adequate. The traditional differentiators such as quality and reliability are no longer exclusively relevant in the current business world (Shaw & Ivens, 2002) as the customer experience has shifted to a new paradigm.

—I think there's no doubt that the battleground is changing. The differentiator used to be product quality or functionality. It then became difficult to differentiate your products and we saw a switch to differentiating on price. It then moved onto service and delivery. Now it's getting increasingly difficult to differentiate on service. With all these gone the only

differentiators left are the emotional attachment build with a brand and the customer experience” (Peter Teague, quoted from Shaw and Ivens (2002).

Teague’s statement clearly points out that the focus has shifted in creating a great customer experience. In backpacking research, only few focused on experience (Bell, 2010; Johnson, 2010; Richards & Wilson, 2004c) and mostly these studies centred on travelling experience during journey and less attention has been given on the experience within the backpacker enclave itself. Even though the backpacker hostel is a prevalent symbol of backpacking culture (Jansson, 2007) little knowledge is available on the enclave itself. Building on Johnson (2010)’s argument that experience can take place in backpacker enclaves, this study intends to concentrate on experience of backpackers in their enclaves as merely looking at the backpackers’ service experience in the hostel does not provide a holistic overview and it is vital to expand the existing knowledge to gain a broader perspective.

A backpacker enclave is an area with inexpensive accommodation patronized by backpackers (Howard, 2007). It is a known phenomenon, an integral part of the backpacking tourism itself (Howard, 2007). Cohen (2004) adds that even though backpackers spend most of their time in the enclaves studies on the enclave itself is inadequate. Howard (2005) questions on what the backpackers do in the enclave, how do they perceive the enclave and how do they use it (p.359).

Most of the research on backpacker enclave revolves around the evolvement of the enclave (Brenner & Fricke, 2007; Howard, 2005), profiling of the enclave (Howard, 2005, 2007; Wilson & Richards, 2008), the structure and functioning which focuses on the ownership and control (Howard, 2005). In an attempt to address the questions raised by Howard

(2005), two underpinning theories namely Attention Restoration Theory (ART) and Place Attachment Theory (PA) are employed to support the investigation of this study.

Combination of two or more disciplines will enhance the understanding of tourism phenomena. Graburn and Jafari (1991) put forward that a tourism phenomenon cannot be understood through a single discipline. Each discipline in social science has its own approach (Holden, 2006) and the blend of various approaches is crucial to provide a holistic view of tourism (Tribe, 2009).

“The requirement for a multidisciplinary approach to tourism is further emphasized by the difficulty of trying to categorize areas of enquiry of tourism into singular social science disciplines. For example, if we talk of the tourism industry as being in the business of selling daydreams within a culture of consumerism, and of tourists fulfilling motivations and fantasies through participation in tourism, which of the social science disciplines of psychology, sociology or anthropology is the best or correct disciplinary approach to understanding this?” (Holden, 2006, p. 2).

If the tourist is examined as an individual, then psychology is indeed necessary to study the object (Tribe, 2009). Psychology is a social science discipline that centred on understanding human behaviour (Holden, 2006). It –enhances our understanding of tourism as a form of individual behaviour” (Holden, 2006, p. 61). Attention Restoration Theory (ART) originates from environmental psychology and Place Attachment Theory (PAT) works on ethology, cybernetics, information processing, developmental psychology, and psychoanalysis concepts (Bretherton, 1992, p. 759). Application of ART and PAT will

provide an extended view to examine the backpackers in the tourism context particularly in the enclave.

Attention Restorative Theory (ART) asserts the need for restoration (Kaplan, 1995). Those who are physically and mentally exhausted will face Directed Attention Fatigue (DAF) and one can increase his/her efficiency and the ability to function when they pause or restore themselves. The tenets of the ART explains the _mechanism by which restoration can take place. It is a more voluntary method that affects thought processes and so is measured by psychological parameters' (Bird, 2007, p. 9). According to ART, one needs to be in an environment that does not require directed attention, to recuperate from DAF.

Restorative environment is assessed based on four criteria; being away, extent, fascination and compatibility (Bird, 2007; Kaplan, 1995; Mayfield, 2011). Certain environments such natural (Kaplan & Kaplan, 1989; Kaplan, 1995) and built environment (Lindal & Hartig, 2013; Pazhouhanfar & M.S., 2014; Rosenbaum, 2009b; Rosenbaum, Sweeney, & Windhorst, 2009) do possess the aforementioned restorative qualities, which aid mental recovery.

Restorative experience benefits both individuals and organizations. Studies found that restorative experience influences one's life quality (Ogunseitan, 2005), ecological behaviour (Hartig, Kaiser, & Bowler, 2001) effectiveness (Cimprich, 1993) and happiness (Hartig, Mang, & Evans, 1991). Customers extend their commitment and loyalty to the organizations or places that offer restorative environment. From managerial perspective, it is evident that service establishments do gain financial return from offering restorative experience to its customers (Rosenbaum, 2009b). Those who experience restoration in a

particular place will be more likely to engage in repeat purchase and *“care for the establishment longevity”* (Rosenbaum, 2009b). This leads to an emotional attachment towards the place, this phenomenon is termed as place attachment.

The connection between people and places is termed as place attachment (Altman & Low, 1992; Mayfield, 2011). Place knowledge, experience and memories associated with a place is termed as sense of place (Tuan, 1980). Place attachment is widely researched within the leisure and recreation context (Hwang, Lee, & Chen, 2005; Kyle, Bricker, Graefe, & Wickham, 2004a; Kyle & Chick, 2007; Kyle, Graefe, & Manning, 2004b, 2005; Kyle, Graefe, Manning, & Bacon, 2003, 2004d; Kyle, Mowen, & Tarrant, 2004f). Place attachment is linked to both natural and outdoor recreation (Kyle et al., 2005; Kyle, Graefe, Manning, & Bacon, 2004e; Kyle et al., 2004f) and built environment (Brocato, 2006; Rosenbaum et al., 2009).

This research intends to contribute to an understanding of place attachment within the context of backpacker tourism. Relph (1976) pointed out that those who are emotionally attached towards a particular place will tend to protect the place. For instance, individuals who express place attachment exhibit pro-environmental behaviour (Buta, Holland, & Kaplanidou, 2014; Halpenny, 2010; Kaltenborn & Williams, 2002; Ramkissoon, Smith, & Weiler, 2013). In addition, place attachment also forms commitment to place (Wakefield, Elliott, Cole, & Eyles, 2001) and ambassadorship behaviour (Debenedetti & Oppewal, 2009). In the context of services marketing, customers who patronise services may also express commitments towards the service establishment and display loyalty behaviour and engage in helping behaviours.

Voluntary helping behaviour by customers is termed as customer voluntary performance (CVP). It consists of three dimensions namely loyalty, participation and cooperation (Bettencourt, 1997). Customers who are highly committed are more likely to be cooperative and contribute to the service organizations (Bagozzi, 1995; Kelley & Davis, 1994; Morgan & Shelby, 1994). The customers are regarded as partial employees who take part in the service delivery process (Bowen & Schneider, 1985). Behaviours such as spreading positive word of mouth, sharing a good rapport with the employees in the service establishment and enlightening the service providers on poor service are among the voluntary acts performed by the customers at their discretion (Bettencourt, 1997).

Rosenbaum and Massiah (2007) pointed out that service organizations do gain financial and service quality benefits with the participation of customers as partial employee. This is supported by Cheung and To (2011) who stated that “high co-producing customers are more likely than others to enjoy services that they have taken part in the production of by contributing time and efforts on the service design and deliver process” (pp. 275). Not only the service organizations benefit from the participation of customer in the service delivery process, the customers also gained psychological benefits such as enjoyment and sense of belonging towards the establishment.

Building on existing knowledge of backpacker tourism, environmental psychology, place attachment and customer voluntary performance, this study aims to identify the factors that affect restoration experience (RE) of backpackers in their enclave. In line with Teague (quoted from Shaw and Ivens, 2002), this study examines the effect of restorative experience on place attachment (PA) and subsequently how it influences customer voluntary performance (CVP).

The changing trend of backpacking from drifters (Cohen, 1972) to flashpackers (Paris, 2012) is a consequence of the emergence of low cost airlines, which alter the ways of backpacking. The identity of drifters almost vanishes and this newly emerged market segment, flashpackers, seems to be more profitable as they have higher disposable income (Jarvis & Peel, 2010; Paris, 2012). It is vital to understand the needs of different market segments and provide them with great customer experience. Service delivery is not the only concern of organizations. Experiences provided to the customers are also equally important (Johnston & Kong, 2011).

“Tourism is composed of a range of immaterial and intangible services as consequences of sensorial and psychological experience, making experience the main marker of a tourist’s trip” (Netto, 2009, p. 57). Positive experience leads to loyalty behaviour (Yu & Dean, 2001) and cost reduction (Johnston & Kong, 2011). While most of the research engages in examining the backpacker hostel, there is a growing interest to study the backpacker enclave (Howard, 2005, 2007; Wilson & Richards, 2008; Wilson, Richards, & Macdonnell, 2008b), suggesting there is need to understand the backpacker enclave as a phenomenon. Thus, this research is timely as it examines the backpacker restoration experience in their enclaves, and how it influences place attachment and customer voluntary performance.

1.2 PROBLEM STATEMENT

Issues on backpackers’ travel motivation and behaviour in the enclave(s) are widely addressed. However, the role of backpacker enclaves as a restorative environment has not been studied. Travel motivation often guides tourists’ decisions, especially pertaining to destination choice and holiday activity. Among important travel motivations are _to get

away‘ and ‘to release everyday stress‘ (Jonsson & Devonish, 2008; Kanagaraj & Bindu, 2013; Scholtz, Kruger, & Saayman, 2013). Often people manage stress through engaging in leisure activities such as tourism (Iwasaki & Mannell, 2000). The activities result in restorative experience to human minds (Curtin, 2009; Lehto, 2013). Restorative experience is the mental state during which a person has minimal mental stimulation from the surroundings, and thus, he/she is able to relax and re-charge energy.

Natural environment offers restorative properties that allows people to ‘de-stress‘ (Berman, Jonides, & Kaplan, 2008; Chang, Hammitt, Chen, Machnik, & Su, 2008; Hipp & Ogunseitan, 2011; Kaplan & Kaplan, 1989, 1990; Kaplan, 1995). Backpackers who go on wilderness backpacking trips are more restored compared with backpackers who go on non-wilderness trips or those who remain at home doing their daily routine (Hartig et al., 1991). Additionally, researchers also acknowledge the restorative attainment in semi-natural environment (Hartig et al., 1991; Irvine, Warber, Devine-Wright, & Gaston, 2013) and non-natural environment (Ouellette, Kaplan, & Kaplan, 2005; Pals, Steg, Siero, & Zee, 2009; Rosenbaum, 2009b; Rosenbaum et al., 2009). For example Hartig et al. (1991) record that college students experienced restoration in a semi-natural urban environment, while Rosenbaum (2009b) discovers evidence of restorative experience achievement in video-arcades.

It can be argued that backpacker enclaves are purpose built spaces making life easier for backpackers so essentially one would expect that they would act as restorative environments. However, crime such as theft and the presence of scams and touts in the enclave reflect that the space produces its own stresses. In addition, despite the de-stressed benefits offered by holidays, travel itself may be a source of stress for tourists (Musa,

Michael, & Higham, 2004). This is especially so, when the holiday is for extended duration, with prolonged contacts with unfamiliar environment, of which a backpacking holiday is among the best examples. The prolonged travel in unfamiliar environment induces both physical and mental tiredness. In between their travel, backpackers need places to rest and refresh, before continuing their journeys, which sometimes could last longer than a year. Some studies acknowledge the importance of backpacker enclaves as places for relaxation from unfamiliar environments (Cohen, 2004; Wilson & Richards, 2008). The enclaves also provide escape to a meta-world that transcend the reality experienced outside the areas (Hottola, 2005b).

Several researchers examine restorative experience in general tourism context (Curtin, 2009; Hartig et al., 1991; Lehto, 2013). Despite the importance of relaxation as one of backpackers' core motivations (Newlands, 2004; Niggel & Benson, 2008; Paris & Teye, 2010), little empirical knowledge is available –except for Hartig et al. (1991) who compared restorative experience among backpackers in the wilderness and non-wilderness environments - on the restorative experience among backpackers in their enclaves. This study attempts to broaden the investigation of restorative experience among backpackers in their enclaves using Attention Restorative Theory.

There are two factors that influence restoration experience namely physical environment, and social support (Scopelliti & Giuliani, 2004; Staats, Gernerden, & Hartig, 2010). Staats et al. (2010) mention that very few studies focused on examining the combination of the stated factors in relation to restorative experience as many studied them in isolation. From the perspective of environmental psychology, most studies emphasize on the influence of natural environment physical characteristics on restorative experience (Korpela & Hartig,

1996). However, there is little knowledge on the attributes or components of physical environment which influence restorative experience (Ivarsson & Hagerhall, 2008; Nordh, Hartig, Hagerhall, & Fry, 2009). Even though, some researchers recognized the built environment's function as providing restorative experience (Rosenbaum, 2009b; Rosenbaum et al., 2009; Scopelliti & Giuliani, 2004), none has addressed the association between the physical characteristics of built environment and restorative experience in tourism, and specifically on backpacker enclaves. Therefore this research aims to investigate the relationship between physical environment of backpacker enclaves and restorative experience.

Social support is widely researched in psychology and healthcare context (Cohen & Wills, 1985; Faulkner & Davies, 2005; Langford, Bowsher, Maloney, & Lillis, 1997). From the healthcare view, social support is the interchange of resources between individuals, to improve one's wellbeing (Brownell & Shumaker, 1984). According to Hupcey (1998), one receives social support through social ties to others. "The need for social support arises as man engages in both utilitarian and symbolic exchanges involving psychological and social aspects" (Bagozzi, 1975, p. 37). Social support is referred as verbal and nonverbal communication that facilitates a service exchange by reducing customer's uncertainty, to improve a customer's self-esteem or enhance a customer's feeling of connectedness to others (Adelman & Ahuvia, 1995; Adelman, Ahuvia, & Goodwin, 1994).

Studies have examined social support in diverse contexts including work environment (Bowling, Beehr, & Swader, 2005), lesbian-gay (Clouse, 2007), individual and families (Cooke, Rossmann, McCubbin, & Patterson, 1988), patients (Doeglas, Suurmeijer, Briancon, Moum, Krol, & Bjelle, 1996; Mazzoni & Cicognani, 2011), police officers

(Tong, Bishop, Diong, Enkelmann, Why, Ang, & Khader, 2004), information system managers (Weiss, 1983), women (Wong, Nordstokke, Gregorich, & Pérez-Stable, 2010), pregnant immigrant women and healthcare (Faulkner & Davies, 2005) and marital relationship (Seval, Şener, & Yildirim, 2011).

Lately, studies focus on customer relationship with service personnel (Bendapuri & Berry, 1997; Bove & Johnson, 2001) in service context. These studies focus on investigating the social support from family and friends. In service perspective, the support from commercial friendship is explored and researchers have reported that third places such as cafe, gym and restaurants do offer similar social support to the customers and employees in service establishments (Adelman & Ahuvia, 1995; Adelman et al., 1994; Rosenbaum, 2006; Rosenbaum & Massiah, 2007; Rosenbaum et al., 2009). Little is known on social support availability in touristic enclaves specifically on the backpacker enclaves. Thus, this study attempts to integrate social support into the backpacking scene.

In relation to backpacking, researchers mainly examined backpackers' satisfaction with the hostel facilities and services (Cave et al., 2008; Hecht & Martin, 2006; Nash et al., 2006). Backpacker hostels compete with each other by promoting the facilities and services that they offer to their customers. Some also expressed about the social relationship between the backpackers, hostel owners and the employees. Friendly and welcoming atmosphere is used as selling point of the hostels (Musa & Thirumoorthi, 2011). Studies have examined the social interaction of backpackers (Axup & Viller, 2006; Axup, Viller, MacColl, & Cooper, 2006; Enoch & Grossman, 2010; Murphy, 2001; Musa & Thirumoorthi, 2011) particularly in backpacker hostels and websites. Musa and Thirumoorthi (2011) acknowledged that backpackers do receive emotional, companionship and instrumental support from both the

staff and other backpackers within the backpacker hostel. Most of the studies are confined to addressing social interaction in backpacker hostel settings and relatively little is known about social support received by backpackers in the enclave. This paper draws on these insights to examine the sources and types of social support received by backpackers during their stay in the enclaves.

The ability of backpackers to have restorative experience differs from one person to another. Personality is perhaps one of the main factors, as it often shapes an individual's traits. While most studies reported on the nationality of the backpackers and to what extent do they differ from backpackers who travel from other parts of the world, none has studied on the personality. In relation to environmental psychology, Korpela, Ylen, Tyrvaenen, and Silvennoinen (2008) pointed out that little is known about how personality is linked with restorative experience. To fill in the literature gap, this study explores the variance among backpackers in personality and how it influences backpackers' restorative experience. Holland (1985) stated that one will find the environment reinforcing when a particular setting is similar to one's personality (quoted from (Frew & Shaw, 1999)). Therefore, if one could relate his/her personality with the setting or surrounding, he or she will be able to experience high restoration.

In environmental psychology, restoration is positively correlated with health status or well-being (Korpela, Hartig, Kaiser, & Fuhrer, 2001). Rosenbaum et al. (2009) and Korpela and Hartig (1996) reported that those who experience restoration in third place will have an affective bond towards the patronised place which is termed as place attachment. Rosenbaum et al. (2009) concluded that restoration does not only benefit the customers but also the service providers. The service providers will gain in future revenue and customers

who cares about the patronised place. Both restorative experience and place attachment have not been examined in the context of backpacking; thus it is important to examine the effect of restoration experience on place attachment.

Various studies have been conducted pertaining to place attachment. Among the variables examined as antecedent to place attachment are time (Hay, 1998; Hou, Lin, & Morais, 2005), past experience (Kyle et al., 2004f), loneliness (Rosenbaum, 2009b), service quality (Alexandris, Kouthouris, & Meligdis, 2006), perceived crowding (Kyle, Graefe, & Manning, 2004c) and activity involvement (Kyle et al., 2004d). In addition, the relationship between place attachment and destination (Lee, Goldberg, Sallis, Hickmann, Castro, & Chen, 2001), willingness to pay recreational fees (Williams & Vaske, 2003), residency (Todd & Anderson, 2006) and perceived attractiveness (Hou et al., 2005) were also studied. Kyle et al. (2004e) pointed out that both the predictor and behavioural outcome need to be examined in order to enhance the understanding on place attachment.

The implications of place attachment have been widely addressed. Loyalty (Ardoin, 2006; Debenedetti & Oppewal, 2009), satisfaction (Hwang et al., 2005), developing attitude (Chih-Yung & Yih-Chearng, 2010), conservation and resource-management strategies (Cheng, Kruger, & Daniels, 2003), tourist involvement (Hwang et al., 2005), children's well-being (Jack, 2010), ambassadorship behaviour (Debenedetti & Oppewal, 2009) and environmentally responsible behaviour (Ardoin, 2006) are among the outcomes of place attachment. Understanding the relationship between place and people is vital in order to address questions: do the customers attach any meaning towards a place? and if yes will it affect their behaviour? Place attachment is found to be essential in forming behavioural and attitudinal loyalty (Alexandris et al., 2006; Kyle et al., 2004b). Thus, in this study, customer

voluntary performance (CVP) is measured as behavioural outcome of backpackers' place attachment as it does not only measure loyalty but also includes both customer participation and corporation.

Many have investigated the antecedents to customer voluntary performance (CVP) such as customer commitment, satisfaction and perceived support (Bettencourt, 1997). However, few have examined the relationship between place attachment and customer voluntary performance (CVP). Positive experience will lead to emotional association towards a place which is termed as place attachment. Studies have acknowledged the fact that place attachment will influence one's behaviour (Brocato, 2006; George & George, 2004). Yuksel, Yuksel, and Bilim (2010) mentioned that little attention has been given on the influence of place attachment towards loyalty and future behaviour even though there is some empirical evidence (Debenedetti & Oppewal, 2009; Ranaweera & Prabhu, 2003) reported in the literature. Therefore, the relationship between place attachment and customer voluntary performance (CVP) is examined in this study.

There is empirical evidence that social support is linked with restorative experience (Rosenbaum et al., 2009) and place attachment (Rosenbaum, Ward, Walker, & Ostrom, 2007). In addition, physical features of a retirement community are found to influence attachment (Sugihara & Evans, 2000). However, no one has examined the role of restorative experience as a mediator between these constructs. Thus, this study proposes that restorative experience as a mediator in the relationship between physical environment, social support, personality and place attachment.

Some studies have proven the existence of a link between restorative experience and place attachment (Hartig & Staats, 2003; Korpela et al., 2001; Rosenbaum et al., 2009) and restorative experience and customer voluntary performance (CVP) (Bettencourt, 1997; Rosenbaum et al., 2009). There is empirical evidence that place attachment leads to loyalty behaviour (Alexandris et al., 2006; George & George, 2004; Kyle et al., 2003; Prayag & Ryan, 2012) such as intention to return and recommend. These studies measure the direct relationship between the aforementioned variables. This study intends to organize these streams by exploring whether place attachment mediates the relationship between restorative experience and customer voluntary performance. Restorative experience is the antecedent of place attachment and at the same time, place attachment results in loyalty behaviour, this study aims to affirm the role of place attachment as the mediator in the link between restorative experience and customer voluntary performance.

Pertaining to social support, customers in service establishments do rely on the employees (Rosenbaum, 2006) and also on other customers (Tombs & McColl-Kennedy, 2003) for social support. Social support from these groups is found to influence restorative experience of customers (Rosenbaum, 2006; Rosenbaum et al., 2009). Rosenbaum (2006) measured social support received by the customers in third places. He included both customers and employees as the source of social support in each item without examining them in isolation. Thus, frequency of social support received from these two sources cannot be distinguished. Besides, both Rosenbaum (2006) and Rosenbaum et al. (2009) fail to examine how the source of social support (employee / customer) may alter the relationship between type of social support received and restorative experience. The degree of social support received from various groups may vary and therefore, this study proposes that

sources of social support moderate the causal effect of social support on restorative experience.

In summary, to examine the aforementioned issues, Attention Restorative Theory (ART) and Place Attachment Theory (PAT) are utilized. The psychological aspect of backpackers is explored; in particular the effect of restorative experience on place attachment and subsequently the relationship between place attachment and customer voluntary performance (CVP). While a few pioneering researches have addressed these issues in the recent decades, it remains largely unexplored within the context of backpacking. Drawing upon the issues mentioned above, this research attempts to further this work as it deepens the understanding of backpackers' experience.

1.3 RESEARCH CONCEPTUAL FRAMEWORK

A basic research model is developed to investigate the issues pointed out in the previous sections. The construct of the research framework for this study is based on Attention Restoration Theory (ART) and Place Attachment Theory (PAT). This study attempts to address fundamental questions by examining the determinants of restorative experience and how it influences place attachment. This study also examines the relationship between place attachment and customer voluntary performance (CVP). In addition, the role of restorative experience and place attachment as mediator and sources of social support as a moderator is explored. Figure 1.1 illustrates the proposed research framework which depicts the above mentioned relationships.

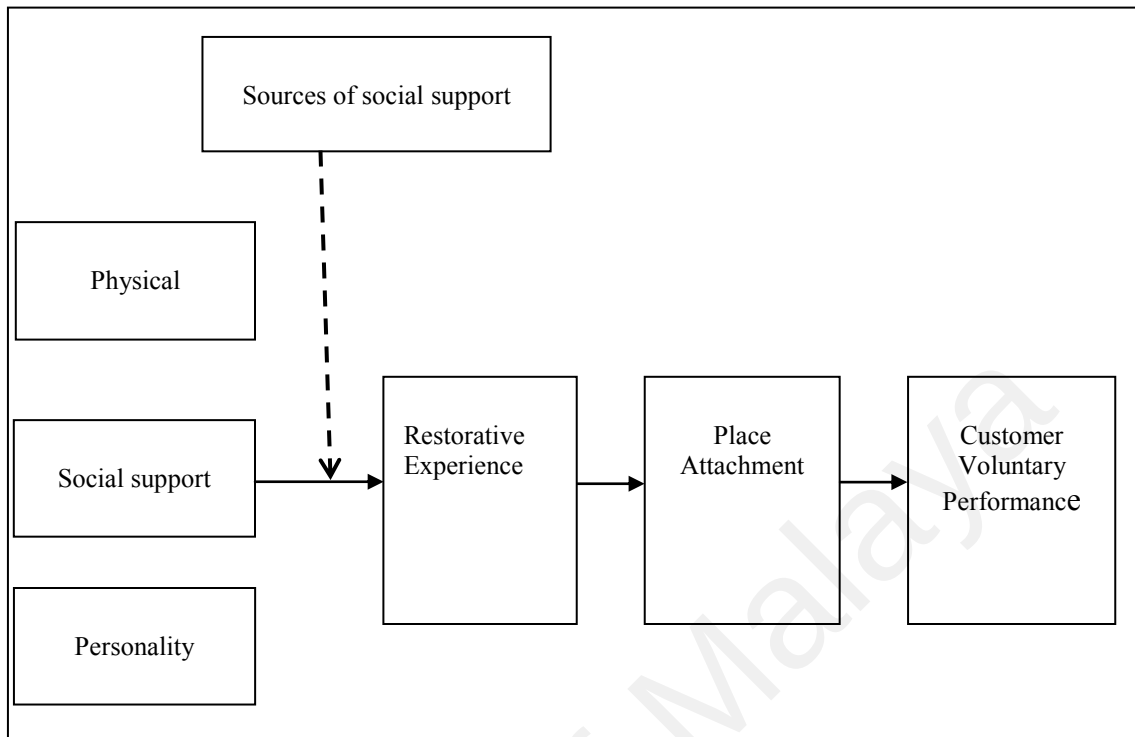


Figure 1.1: Proposed conceptual framework

1.4 RESEARCH QUESTIONS

The restorative experience is largely explored within the environmental psychology (Hartig, Evans, Jamner, Davis, & Garling, 2003; Hartig et al., 2001; Kaplan & Kaplan, 1989; Kaplan, 1992; Kaplan, 1993; Kaplan, 1995) context and recently it is also studied from the service perspective (Rosenbaum, 2009b; Rosenbaum et al., 2009). There are various factors that affect one's restorative experience namely physical environment and social support (Scopelliti & Giuliani, 2004; Staats et al., 2010). As discussed earlier, there are numerous lines of empirical evidence that support the view that restorative experience leads to place attachment, and consequently emotional attachment towards a place will direct one to display customer voluntary performance. However, pertaining to backpacking

tourism, none has examined these relationships; with that the following research questions are formulated:

- RQ 1: What are the predictors of restorative experience of backpackers?
- RQ 2: Are backpackers who experience restoration likely to exhibit place attachment?
- RQ 3: Does place attachment lead to customer voluntary performance (CVP)?
- RQ 4: Does restorative experience mediate the relationship between physical environment, social support, personality and place attachment?
- RQ 5: Does place attachment mediate the relationship between restoration experience and customer voluntary performance (CVP)?
- RQ 6: Do the sources of social support moderate the relationship between social support and restorative experience?

1.5 RESEARCH OBJECTIVES

There are several objectives formulated to help accomplish the tasks of this study. They are as follows:

- RO 1: To examine the relationship between physical environment and restorative experience
- RO 2: To identify the relationship between social support and restorative experience
- RO 3: To determine the relationship between personality and restorative experience
- RO 4: To explore the relationship between backpackers' restorative experience and place attachment

- RO 5: To investigate relationship between backpackers' place attachment and customer voluntary performance (CVP)
- RO 6: To examine whether restorative experience mediates the relationships between physical environment, social support, personality and place attachment
- RO 7: To examine whether place attachment mediates the relationship between restorative experience and customer voluntary performance (CVP)
- RO 8: To examine whether sources of social support moderate the relationship between social support and restorative experience.

1.6 SIGNIFICANCE OF THE STUDY

Provide useful input to backpacker hostel operators

This study highlights the essential function of restorative environment. The identification of predictors that will influence the restorative experience will provide insights to knowledge of backpacker tourism. For example, based on the findings of the study, whether the backpacker enclaves do possess restorative stimuli can be determined. Besides, emphasis can be given on the relevant attribute(s) that influence backpackers' restorative experience. For instance, the employees of the service establishment in the enclave can provide social support if it is found to be the most significant attribute that influences restorative experience of backpackers.

The service providers will benefit in numerous ways by providing a restorative environment. If the restorative experience is high, the backpackers may develop an emotional bond towards the enclave which subsequently leads to customer voluntary

performance (CVP). This may result in intention to return and recommend besides spreading positive word of mouth. With that, the service providers will be able to retain the existing customers besides attracting the new ones. In return, the operators in the backpacker enclave will enjoy both financial and non-financial benefits where they will gain more revenue and loyal clientele. In addition, the backpackers will also display partial employee roles where they will be involved in the service delivery process. Consequently, the service providers will be able to minimize the operating cost involved.

Contribute to the accumulative body of knowledge of backpacker tourism and environmental psychology

Restorative experience has been widely examined in both environmental psychology and environment-behaviour-design. In relation to environmental psychology, studies are centred on the natural environment. This research examines the influence of physical environment, social support, and personality on backpackers' restorative experience and how this experience subsequently relates to place attachment. Besides, it also seeks to explore the relationship between place attachment and customer voluntary performance (CVP). This study is a pioneer initiative, because as never before, it links the above mentioned relationships in built environment within the backpacking tourism research, particularly in backpacker enclaves.

Another contribution involves the measurement of personality variable. This variable extends the existing line of research on restorative environment and also backpacking literature as personality has not been measured in both contexts. Therefore, this study will provide theoretical insights through an empirical investigation.

Close gaps that currently exist in the relevant literature

Most of the research on restorative environment focuses on natural environment and the effect of physical environment. This study centred on built environment and includes all three predictors of restorative experience namely physical environment, social support and personality which receive little attention. Besides, the personality of the backpacker has been left unexplored. By identifying the personality of backpackers, this study illuminates what causes restorative experience to vary according to individuals.

In addition, there are numerous relationships that yet to be investigated particularly in the backpacking tourism context. Among them are the role of restorative experience and place attachment as a mediator between the constructs examined in this study. The extent to which the sources of social support moderate the relationship between the social support received and restorative experience is not known. This study explores these relationships and fills in the gap in the literature.

In terms of methodology, this study employed mixed method strategy. Four new scales are developed for the following constructs: physical environment, social support, restorative experience and place attachment. Even though scale has been developed in a different context, it does not mirror the perspective of backpackers. Thus, this instigates the need to develop a scale from scratch as merely deriving from the existing measure will not reflect the context-specific. With that, the methodological sequence is led by qualitative approach. To begin with, the construct is defined and items are generated based on the content analysis of semi-structured in-depth interviews (qualitative research strategy) and later it is validated through quantitative approach.

1.7 DEFINITION OF TERMS

This section presents the operating definition of variables that is investigated in this research. According to Fraenkel and Wallen (2000), operational definition refers to the meaning assigned to variables in a particular setting. The definitions of the variables and terms used in this study are as follows:

Backpacker

Backpacker is a young tourist who opts for low cost accommodation, prefers to travel for a long duration without any fixed itinerary and to interact with others (Loker-Murphy & Pearce, 1995). Westerhausen and Macbeth (2003) added that backpackers use different infrastructure as compared to tourists. The expansion of information technology has changed the way the backpackers communicate and this is clearly defined by Paris (2010a). Backpackers manage their multiple networks both while travelling and at home using social networking sites, email, and other technologies which simultaneously blur the boundaries between home and away (Paris, 2010a, p. 41).

In this study, a backpacker is operationally interpreted as a budget conscious traveller who stays in a low cost accommodation, travels independently to multiple destinations for a long period of time without any pre-fixed schedule and uses public transportation as a mode of travelling, regardless of age.

Backpacker enclave

An area with budget accommodations (Howard, 2007), street vendors and other facilities such as convenient stores, ATMs, internet café, restaurants catering mainly backpackers.

Restorative environment

Restorative environment is “an environment in which the recovery of mental energies and effectiveness is restored” (Kaplan & Kaplan, 1989, p. 6). The working definition is a place or space that enables one to relax and recover from both physical and mental exhaustion.

Place attachment

Environmental psychologists views on place attachment are similar to the geographer’s sense of place (Williams & Vaske, 2003). Place attachment is referred as human bonds with places (Altman & Low, 1992). Within the recreation and tourism literature, place attachment is “the extent to which an individual values or identifies with a particular environmental setting” (Kyle et al., 2003, p. 250). Thus, the operational definition is the attachment towards a place due to its physical and emotional attributes.

Customer Voluntary Performance (CVP)

Customer voluntary performance (CVP) is “helpful, discretionary behaviours of customers that support the ability of the firm to deliver service quality” (Bettencourt, 1997, p. 384). In this study, there are three factors that measure customer voluntary performance (CVP) namely loyalty, cooperation and participation which in accordance to Bettencourt (1997)’s classification.

1.8 ORGANIZATION OF THESIS

In total, there are eight chapters in this thesis; introduction, literature review, methodology, qualitative results, descriptive statistic, scale development, scale evaluation, discussion and conclusion (Refer Figure 1.2).

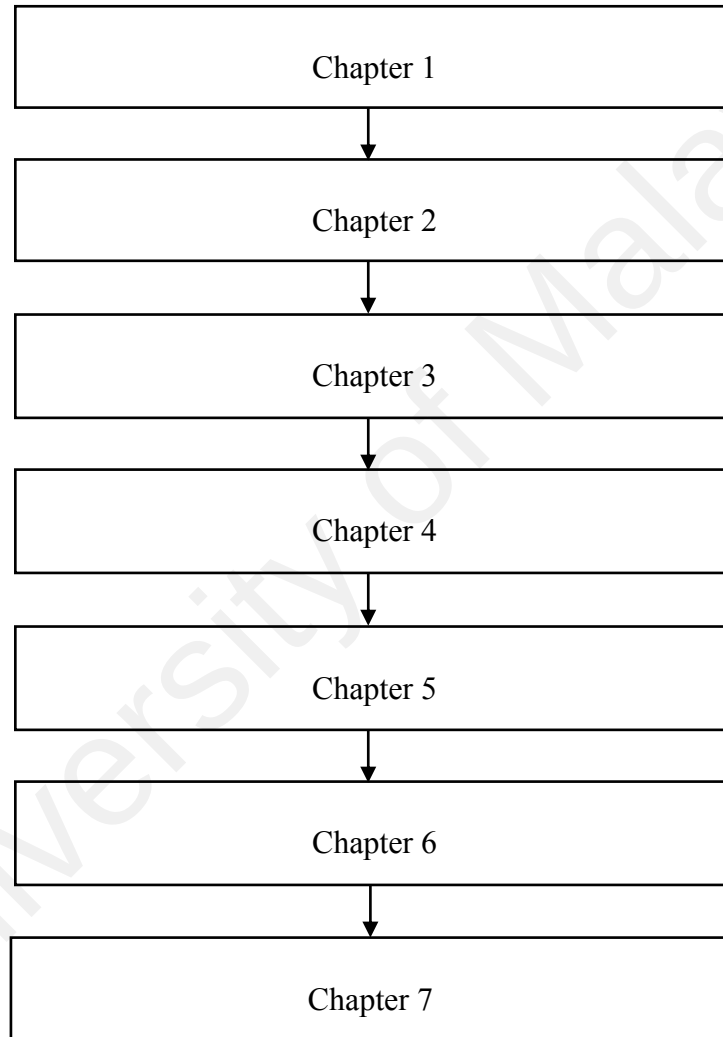


Figure 1.2: Organization of thesis

Chapter one discusses on the overview of this research which is comprehensively described in the introduction section and it also highlights the underpinning theories employed in this study. This is followed by the problem statement, research objectives and research questions. The contribution of the study and the operating definition of terms are also presented in this chapter.

Chapter two reviews the theoretical, empirical and subjective evidence drawn from previous works in relation to the variables that is examined in this study. Among the variables that are reviewed are backpacker tourism, restorative experience, place attachment and customer voluntary performance. Besides, relevant issues which were not addressed by the previous works will be highlighted in line with the aims of the current study. The conceptual framework is derived based on these rationalizations. This chapter also presents the justification of the constructs tested in this study and it also includes the development of hypotheses. In summary, the main purpose of chapter two is to justify the current research.

Chapter three revolves around the research methodology; it covers the research design and method, justification on the instrument development, instrument and data gathering methods. It also provides insights on the scale development process which consists of three phases namely item generation (phase 1), scale development (phase 2) and scale evaluation (phase 3). The statistical techniques that are used to analyse the data for adapted scales are also presented in this chapter.

The findings derived from the in-depth interview are presented in chapter four. The item generation for the new scale is derived from the findings which are supported by the

excerpts from the interview. Item construction, face validity and content validity of the new scales are also presented in this study.

Chapter five includes descriptive statistics of demographic profile, new (physical environment, social support, restorative experience and place attachment) and adapted constructs (personality and customer voluntary performance). The exploratory factor analysis (EFA) for both adapted and new scales are reported whereby the factor solutions of constructs and the reliability are presented.

Chapter six reports on the scale evaluation whereby the exploratory factor analysis (EFA) of the second set data is presented followed by measurement and structural model. The second order model, the hypotheses testing on the direct relationships, moderating and mediating are included in this chapter.

Chapter seven discusses the interpretation of the results and compares them with the theory and past theoretical and empirical work. The findings are summarized and the implications of this study are discussed in detail. The implications cover all three aspects; theoretical, methodological and management. This chapter also includes the limitation and directions for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In general, literature review provides detailed knowledge available pertaining to research areas. In this chapter, the description of literatures relevant to this study is reviewed conceptually, theoretically and empirically. Previous studies are reviewed and comparison is made in methodology, philosophies and interpretation of the empirical results. Critical issues and inconsistencies in the findings pertaining to the research area are identified. The conceptual framework and hypotheses are developed.

2.2 BACKPACKER TYPOLOGIES

Tourism is a dynamic industry and the origin of backpacker tourism can be linked with the history of tourism. –Backpacking stems from the travel behaviour of the affluent, well-educated youth of the late Victorian period who set out on adventure trips to experience the hidden, strange and exotic life of faraway countries and unknown people” (Loker-Murphy & Pearce, 1995, p. 820). The evolution of backpacking has been commonly centred on the study by Cohen (1972) who stated that drifter is the pioneer of the contemporary backpacker. Various researchers have conceptualized different terms of the evolution (Cohen, 1972; Loker-Murphy & Pearce, 1995; Riley, 1988; Vogt, 1976) which is the focus this section.

Cohen (1972) proposed the typologies of tourists based on the degree of novelty and familiarity (Refer to Table 2.1). Cohen referred to the organized and individual mass tourists as institutionalized tourists as they rely on travel agencies, tour guides and tourist establishments. The institutionalized tourists make early arrangement on transportation, accommodation and places to be visited. The tourist establishments promise to the tourists that they will experience novelty of the local culture and Cohen (1972) argued that one could hardly experience novelty without ‘_experiencing any physical discomfort’ or in another word ‘_to observe without actually experiencing’. Cohen described this phenomenon as ‘the tourists have been given the illusion of adventure, while all the risks and uncertainties of adventure are taken out of the tour’ (p. 169).

On the other hand, Cohen (1972) classified explorers and drifters as non-institutionalized tourists. There are various terms discussed in the literature pertaining to the non-institutionalized tourists and justification has been made from the perspective of how different they are in the new environment, the level of attachment toward ‘_environmental bubble’ and to what extent they travel independently. Fundamentally, the quest for familiarity and novelty determines the differences between institutionalized and non-institutionalized tourists. The non-institutionalized tourists are also known as adventure seekers (Cohen, 1972; Elsrud, 2001; Vogt, 1976). Apart from explorers and drifters, nomads (Cohen, 1973), wanderers (Vogt, 1976), tramping youths (Adler, 1985), long term budget travelers (Riley, 1988) and backpackers (Loker-Murphy & Pearce, 1995) were also categorized as non-institutionalized tourists.

Table 2.1: Tourist typologies

Typologies	Description
The organized mass tourists	Least adventurous Confined to his/her "environment bubble" Guided tour, conducted in an air-conditioned bus Purchase package tour Itinerary fixed in advance Stays in the microenvironment of his home country Maximum familiarity; minimum novelty
The individual mass tourists	Tour is not entirely pre-planned Has certain of control over time and itinerary Major arrangements are made through tour agencies Still sticks to "environment bubble" Adventuring only happens irregularly and that is limited only to well-charted territory Familiarity is still dominant; novelty is slightly greater than the above type
Explorers	Does not rely on tour package; arranges trip alone Tries to get off the beaten tracks Still rely on comfortable accommodation and reliable transportation Try to associate with the local people and their culture Dare to leave the "environment bubble" Novelty dominates however basic routine and comforts of native way is retained
Drifters	Venture away from the beaten track Shun connection with tourist establishment Try to live the way of local people Work to keep themselves going Only keep their basic native custom No fixed itinerary Immersed in the local culture Novelty is high and familiarity disappears

Source: Cohen (1972)

Unlike the upper class travellers who engaged in Grand Tour, tramping was undertaken by the lower classes during the 19th Century and was associated with labour-related travel practice. Tramping was viewed as a ritual of separation from family which provided opportunity for adventure and education (Adler, 1985). Nomad is a type of tourist that encompassed the archetypal backpackers for early observers of this group, were said to be travellers who had no set itinerary and were specialist in discovering and investigating new

destinations” (Cooper, O'Mahony, & Erfurt, 2004, p. 181). Wanderers are those who visit a particular destination without prefixed itinerary and they seek cultural contact, novelty and risk (Vogt, 1976). Vogt also added that wanderers are motivated by personal growth, need to learn and understand others' culture.

Explorers stay away from touristic places and tend to explore unknown places. They are open to experience the host country's culture and its people. Besides, they attempt to understand the host society. Nevertheless, an explorer will not fully immerse him/herself in the local culture and somewhat relies on comfortable accommodation (Cohen, 1972).

Drifters are closely associated with the wanderers (Loker-Murphy & Pearce, 1995). The drifters are on the move to seek new experience and complete strangeness. Attempts to experience excitement are clearly evident through the mode of transportation, travel without fixed itinerary and work during the journey. Unlike the explorers, drifters tend to live in the least expensive way and do not seek for luxuries. The wanderers stay with the host and learn about their culture and language; in other word, they immerse themselves in the host society. They shun familiarity and seek for novelty; this places drifters on the other extreme as compared to mass tourists (Cohen, 1972).

Long term budget travellers share the characteristic of both explorers and drifters; however they fall in neither of these categories. This type of travellers spends more time travelling as compared to the conventional tourists, thus they need to live on a budget. Long term budget travellers are generally motivated to escape from routine and desire to seek adventure (Riley, 1988). Based on the Loker-Murphy and Pearce (1995) evolutionary framework (Refer Figure 2.1), the term backpacker was widely used during the 1980s.

Backpackers are those who travel for a long period of time without any pre-fixed itinerary, participate in informal activities, shun luxuries and live on a budget (Loker-Murphy & Pearce, 1995). Paris (2010b) defined backpackers as “someone who seeks out experiences associated with budget travel, puts an emphasis on social interaction with local people and fellow travellers, is independently organised and flexible within constraints of time, money, and destination, travels as long as possible within the constraints of their own life, and puts an emphasis on informal and participatory holiday activities” (p.239).

Over the years, the terms used have changed in describing the earliest form of travelling ranging from tramping to contemporary backpacking. O'Reilly (2006) stated that “backpacking might also be linked to the Grand Tour of the 17th and 18th centuries, particularly its focus on gaining an education: the collecting of desirable attributes through exposure to classical culture” (p. 1004). It is clearly evident that backpacking is a broader endeavour derived from tourism history; thus, it cannot be viewed in isolation. In order to better understand the backpackers, it is vital to look at their characteristics which are discussed in great depth in the following section.

2.3 BACKPACKING TOURISM

The term backpacker is used to “represent the various label attached to independent budget travellers who seek out hostel type accommodation and usually utilize an almost entirely separate tourism infrastructure to conventional mass tourists” (Westerhausen & Macbeth, 2003, p. 73). Cohen (1972) pointed out that there are two types of tourists namely institutionalized and non-institutionalized. The former is referred to mass tourists and the latter is associated with drifters. Even though the large majority identified themselves as

backpackers (Ian & Musa, 2008; Newlands, 2004; Richards & Wilson, 2004c), some claimed themselves as travellers (Ian & Musa, 2008; Newlands, 2004; Richards & Wilson, 2004c), tourist (Newlands, 2004; Richards & Wilson, 2004c) and ‘others’ (Ian & Musa, 2008; Newlands, 2004). The younger ones prefer to identify themselves as backpackers as compared to their older counterparts who more likely to refer themselves as travellers (Ian & Musa, 2008).

Various studies have elicited the demographic profile of backpackers. A large proportion of the backpackers are males (Chitty et al., 2007; Hecht & Martin, 2006; Ian & Musa, 2008). Some researchers reported that majority of the backpackers are females (Jarvis & Peel, 2008; Kain & King, 2004; Newlands, 2004; Niggel & Benson, 2008). Equal distribution of gender have been reported by Slaughter (2004) and Speed (2008). The vast majority of the backpackers are students (Richards & Wilson, 2004c) and relatively young. Most belong to the 20-29 age group (Cave et al., 2008; Maoz & Bekerman, 2010; Niggel & Benson, 2008; Paris & Teye, 2010; Speed, 2008). Some researchers noted that older backpackers are emerging in the backpacking scene (Cave et al., 2008; Maoz & Bekerman, 2010; Niggel & Benson, 2008; Speed, 2008; Speed & Harrison, 2004). The great majority are educated (Ian & Musa, 2008; Newlands, 2004; Paris & Teye, 2010) as many hold academic degrees. Most of them are from Europe (Cave et al., 2008; Ian & Musa, 2008; Newlands, 2004; Niggel & Benson, 2008; Paris & Teye, 2010; Speed, 2008) and there are also backpackers from USA (Jarvis & Peel, 2008; Niggel & Benson, 2008; Speed, 2008) and Australia (Niggel & Benson, 2008; Speed, 2008; Speed & Harrison, 2004). In addition, the growing number of Japanese backpackers are noted by Kain and King (2004), Sorensen (2003) and Vance

(2004). This emerging market should not be ignored and effort must be taken to cater this market segment.

Backpackers are defined as young (Loker-Murphy & Pearce, 1995) and budget-minded tourists who exhibit a preference for inexpensive accommodation (Hampton, 1998; Loker-Murphy & Pearce, 1995; Teo & Leong, 2006; Uriely, Yonay, & Simchai, 2002), eat in low priced restaurants (Uriely et al., 2002) and maximize best value purchasing (Uriely et al., 2002). They also emphasise on meeting other people (locals and outsiders) (Loker-Murphy & Pearce, 1995), an independently organized and flexible itinerary (Loker-Murphy & Pearce, 1995) and travel longer rather than brief vacations (Loker-Murphy & Pearce, 1995). Backpackers do visit third world destinations (Uriely et al., 2002), use public transportation (Newlands, 2004; Scheyvens, 2002; Uriely et al., 2002) and stress on informal and participatory recreation activities (Loker-Murphy & Pearce, 1995). They travel extensively throughout the country (Loker-Murphy & Pearce, 1995) unlike the mass tourists who prefer to visit places of attraction. Therefore, they are more likely to spread their spending (Loker-Murphy & Pearce, 1995; Scheyvens, 2002) and consume local products (Hampton, 1998). Places concentrated by mass tourists are avoided by backpackers (Murphy, 2001), who tend to shun the well-beaten track (Axup et al., 2006). This validates Westerhausen and Macbeth (2003) claim that backpackers do not share the same tourism infrastructure with mass tourists.

Lonely Planet is the backpackers' bible (Newlands, 2004; Richards & Wilson, 2004c); it is hard to estimate whether processes in the history of backpacking had greater influence on the development of Lonely Planet or vice versa, but without doubt the impact both had on each other is so significant" (Welk, 2008, p. 82). It is used as travelling guide as it contains

maps, must see places and other relevant information. The status of a destination increases when it is mentioned in Lonely Planet (Westerhausen & Macbeth, 2003). Nevertheless, a destination is discarded from the backpacker trails if it no longer favourable or suitable for them (Westerhausen & Macbeth, 2003). Online information is deemed to be less influential as backpackers tend to rely more on recommendation from other backpackers, friends and relatives (Jarvis & Peel, 2008; Kain & King, 2004; Speed, 2008) especially in choosing the accommodation (Speed, 2008). Besides, they also use guidebooks (Jarvis & Peel, 2010) (Newlands, 2004).

Tailor-made transport services for backpacker are patronized mostly by inexperienced backpackers. Those who stay longer opt to use private vehicles over public transportations (Vance, 2004). Some of the backpackers do travel alone (Kain & King, 2004), some with company (Ian & Musa, 2008; Kain & King, 2004; Maoz & Bekerman, 2010). Backpackers normally brag about their social status (Riley, 1988) and some destinations such as India and South Africa are known for enhancing one's status due the barriers that they face travelling in those countries. Employment is one of the backpacking phenomena (Allon & Anderson, 2010; Cooper et al., 2004). Countries like Australia allow backpackers to engage in temporary or seasonal work during their stay (Allon & Anderson, 2010). Motivation of backpackers varies considerably however. Exploring others culture (Jarvis & Peel, 2008; Speed, 2008; Vance, 2004), local people (Newlands, 2004) and to see the world (Vance, 2004) are the factors backpackers share in common.

Despite the common phenomena of backpackers, there are contradictory views pertaining to the conventional way of backpacking as some researchers reported that backpackers prefer to patronize fast food outlets such as KFC and McDonald's (Visser, 2003). In

addition, backpackers are found to be less keen in participating in cultural activities and in understanding the local culture (Muzaini, 2006; Scheyvens, 2002; Visser, 2003). Concerns have been raised pertaining to immoral behaviour of backpackers (Aziz, 1999). However, Speed (2008) reported that backpackers do wear appropriate clothes in respect to local custom and refrain themselves from consuming drug or alcohol. Nevertheless, they spend less time communicating with the locals.

Backpackers are known for travelling independently and avoid touristic places. However researchers noted that backpackers do take tours (Slaughter, 2004) and visit shrines of tourism which are famous (Hottola, 2008b). Backpackers engage in tours when the place is not accessible by public transport (Slaughter, 2004) and tours are found to facilitate travel among those with time limitation (Kain & King, 2004). Slaughter (2004) claimed that backpackers do retain their independence. The whole notion of backpacking has changed with the new travel behaviour and expenditure pattern.

Lately, several new terms for backpackers have emerged such as holiday backpacker (Jarvis, 2004), backpacker plus (Cochrane, 2006; Hampton, 1998), gap year traveller (O'Reilly, 2006), flashpacker (Crislip, 2006; Paris, 2010a, 2012; Schwietert, 2008), flashpacker geeky (Kirsty, 2006) and flashpacker minted (Kirsty, 2006). The descriptions of the terms are stated in the Table 2.2.

Table 2.2: Terms used to describe backpackers

No	Classification	Description	Reference(s)
1	Backpacker plus	Similar flashpacker Experienced traveller In well paid job Takes sabbatical for travelling purpose Learns about culture and nature Prefers upmarket accommodation Willing to pay more for what has been offered Will return to normal life after travelling	Cochrane (2006) Cochrane (2005) Hampton (1998)
2	Flashpacker	Travels with technology gadgets such as iPods, digital cameras, laptops and, etc.	Paris (2012) Hostelbookers.com (2011)
3	Geeky flashpacker	Travels with latest gizmos and gadgets (mp3 players, digital cameras, cell phones, laptops)	Kirsty (2006)
4	Minted flashpacker	Has more disposable income and willing to spend Prefers to stay in a single room at high-end hotels or hostels Travel for short period of time and opts for fast and expensive transportation mode	Kirsty (2006)
5	Holiday backpacker	Older tourist Took paid leave for travelling purpose Travel for a short period	Jarvis (2004)

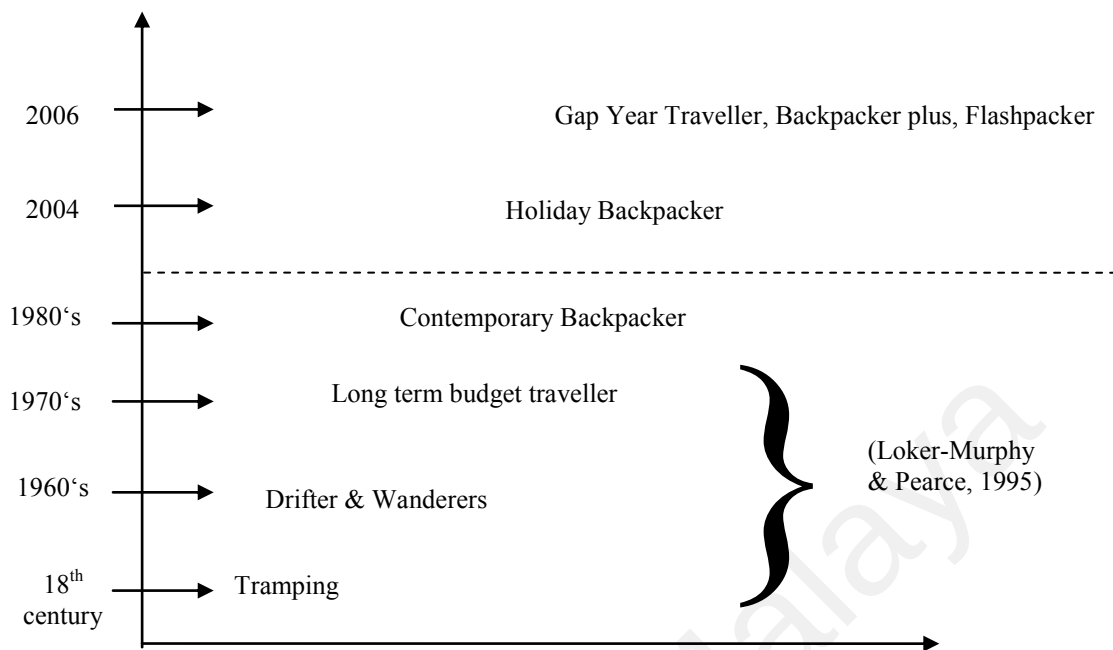


Figure 2.1: Timeline of backpacker evolution

Figure 2.1 indicates the evolution of backpacking from the 19th Century to 21st Century and terms associated with backpacking. The terms from the 18th Century (tramping) to 1980's (contemporary backpacker) were derived from Loker-Murphy and Pearce (1995). The new terms emerged as time passes and they were identified from the literature. Cochrane (2005) coined the backpacker plus term and it is considered similar to flashpacker.

Currently, the most commonly used term is flashpacker. According to Paris (2012), "flashpackers are individuals who are hypermobile, physically and virtually, that embody both the backpacker culture and the ongoing convergence of technology and daily life. They are embedded in complex hybrid virtual-physical spaces, which allow them to maintain constant states of personal mobility. Flashpackers are the early adopters, explorers, and creators of the virtual spaces of backpacking" (p. 1110). Swart (2006)

reported that flashpackers are the ~~new~~ breed of tourist-the luxury backpacker". Flashpackers are those who have higher disposable income (Butler & Hannam, 2013; Hannam & Diekmann, 2010; Jarvis & Peel, 2010; Paris, 2012), established careers (Swart, 2006) and travel with electronic devices (Butler & Hannam, 2013; Molz, 2012; Paris, 2010a, 2012). Hostelbookers.com (2011) regarded flashpackers as 'techno travellers' as they travel with iPods, Digital cameras, laptops and they also engage in blogs. Similarly, Kirsty (2006) classified flashpackers into two groups namely geeky and minted flashpackers. The former is referred to those who travel with latest gadgets and the latter refers to the flashpackers who tend to spend more. The minted flashpackers opt to travel by air instead of spending a whole day travelling on a bus and also prefer to stay in a high end hotel or hostel (Kirsty, 2006).

This clearly indicates that there are differences between mainstream backpackers and flashpackers. The latter opt for up-market accommodation and technology is a crucial element to them. Butler and Hannam (2013) pointed out that the flashpackers prefer to use personal mode of transportation which creates the sense of mobility unlike backpackers who utilize public transport. Nevertheless, Jarvis and Peel (2010) stated that they do share similar characteristics proposed by Loker-Murphy and Pearce (1995) such as meeting other travellers and travel independently without fixed itinerary for a longer period of time. The evolution of the backpacker does not only refer to the term used but also to the attributes, the changes over time in accordance to the need of the backpackers.

2.4 STUDIES ON BACKPACKING TOURISM

There have been numerous studies conducted pertaining to backpackers concentrating on the travel behaviour / characteristics (Howard, 2005; Ian & Musa, 2008; Kain & King, 2004; Maoz & Bekerman, 2010) and motivation (Butler, 2010; Larsen, Øgaard, & Brun, 2011; Niggel & Benson, 2008; Oliveira-Brochadoa & Gameiro, 2013; Paris & Teye, 2010; Pearce, Murphy, & Brymer, 2009; Reichel, Fuchs, & Uriely, 2009).

Some researchers examined the social context of backpackers. Among these studies are interaction among backpackers (Adkins & Grant, 2007; Axup & Viller, 2006; Axup et al., 2006; Enoch & Grossman, 2010; Peel & Steen, 2007), interaction with host (Enoch & Grossman, 2010; Peel & Steen, 2007), tourist gaze (Maoz, 2006), locals' gaze (Maoz, 2006), locals' behaviour (Maoz, 2006) and backpacker encounters (Stewart & Cole, 2001).

Various behavioural perspectives of backpackers were investigated such as travel pattern (Maoz, 2004, 2007), consumption of alcohol, tobacco, drugs and sexual behaviour (Bellis, Hughes, Dillon, Copeland, & Gates, 2007; Hellum, 2010) and consumption behaviour / expenditure (Ian & Musa, 2008; Jarvis & Peel, 2010; Leslie & Wilson, 2005; Richards & Wilson, 2003). In addition, studies have also empirically examined information search behaviour of backpackers (Chang, 2009; Jarvis & Peel, 2008; Leslie & Wilson, 2005) and decision making (Kain & King, 2004). The choice of transportation mode (Jarvis & Peel, 2008; Vance, 2004), trip planning (Reichel et al., 2009) and activities engaged by the backpackers were also studied (Newlands, 2004; Paris, 2010b; Speed & Harrison, 2004).

Perception of backpackers on perceived crowding (Stewart & Cole, 2001), travel memories (O'Reilly, 2006), place meaning (Malam, 2008) and meaning of journey (Shulman, Blatt, & Walsh, 2006) have been addressed. Besides, research has also focused on backpacker novel (Paris & Teye, 2010), travel career (Paris & Teye, 2010; Spreitzhofer, 1998), dressing (Hottola, 2008a), identity (Pearce & Maoz, 2008; Welk, 2004), ethics (Speed, 2008), backpacker bible (Welk, 2008, p. 82) and tourism stakeholder (Wilson et al., 2008b). Uriely (2009) and Uriely et al. (2002) classified the backpacker typologies.

Issues on post-modernism (Cohen (2004)), volunteer tourism (Laythorpe, 2010; Ooi & Laing, 2010), lesbian backpacker (Myers, 2010), employment (Cooper et al., 2004), transnationalism (Allon & Anderson, 2010) and feminism (Maoz, 2008; Myers & Hannam, 2008; Wilson & Ateljevic, 2008) have been addressed within the backpacker tourism context. Among other aspects that have been studied concentrate on lifestyle (Cohen, 2010), attitude (Richards & Wilson, 2004c; Spreitzhofer, 1998), culture (Maoz, 2007; Muzaini, 2006; Teo & Leong, 2006), road status (Sorensen, 2003), photography (Jenkins, 2003), backpacker bubble (Hottola, 2008b), travel brochures (Jenkins, 2003) and personal values (Paris, 2010b).

Researchers examined satisfaction with the service provided by the service provider (Cave et al., 2008; Chitty et al., 2007; Hecht & Martin, 2006; Nash et al., 2006). Musa and Thirumoorthi (2011) explored servicescape and service quality of the backpacker hostels and the influence of satisfaction with loyalty was measured by Chitty et al. (2007). The sustainability of the backpacking tourism (Firth & Hing, 1999; Pearce, 2008; Westerhausen & Macbeth, 2003) was viewed in relation to economic and socio-cultural impacts (Allon & Anderson, 2010; Bushell & Anderson, 2010; Pearce et al., 2009). The

challenges/constraints of backpacking tourism have been pointed out by few researchers (Fredman & Heberlein, 2005; Rogerson, 2010; Speed & Harrison, 2004).

Generic skills of backpacker (Pearce & Foster, 2007; Tsaur, Yen, & Chen, 2010), and their experience (Bell, 2010; Johnson, 2010; O'Reilly, 2006) were also investigated. The impact of learning (Noy, 2004; Pearce & Foster, 2007) was examined as to how backpackers experience self-change during their journey. Most of the studies centred on backpackers; however issues pertaining to backpacker enclaves (Brenner & Fricke, 2007; Howard, 2005, 2007; Welk, 2010; Wilson & Richards, 2008) and functions of backpacker's hostels (O'Regan, 2010; Visser, 2003) were rather lacking.

Even though tourism discipline is relatively new, the empirical evidence shows that various backpacker phenomena have been researched. Backpacking tourism is not just about seeking novelty, it is an industry on its own which has grown over the years. The following section discuss about backpacking tourism in Malaysia.

2.5 BACKPACKING TOURISM IN MALAYSIA

In the 1990s, backpacker's trail in Southeast Asia starts from Bangkok and heading towards Southern Thailand (western or eastern coast). The route developed down to Penang (Malaysia) and backpackers travel to Sumatra (Indonesia) through Straits of Malacca. Some backpackers may proceed further to other parts of Indonesia such as Java, Bali and eastern Indonesia while others travel back to Singapore. Those who go to Singapore will travel northwards through Peninsular Malaysia and they may stay in Malacca or Kuala Lumpur, Tioman Island or Cherating before travelling back to Bangkok (Hampton, 1998). The routes have changed by 2006 and Penang is no longer a gateway to Malaysia as

backpackers prefer to visit Perhentian Islands, Cameron Highlands and Kuala Lumpur (Tourism Malaysia, 2008).

Tourism Malaysia (2008) reported that backpackers stay longer at Perhentian Islands (9.59 days) and Tioman Island (7.16 days). In addition Cameron Highlands appears to be the new “must visit” destination by backpackers. It has to be noted that Cherating is no longer a favourite destination for backpackers (Tourism Malaysia, 2008). This clearly indicates that the evolvement of backpacker enclaves changes over the years and new enclave(s) emerge along with the discovery of new destinations by the backpackers.

Pek (2007), Ian and Musa (2008), Tourism Malaysia (2008) and Musa and Thirumoorthi (2011) reported that the majority of the backpackers in Southeast Asia are from Europe, Australia, or New Zealand and there is an increase in the number of Asian backpackers. The Asian backpackers stay longer in Malaysia (47 days) than their counterparts from UK (26.6 days), Europe (25.8 days) and USA (23.4 days) (Tourism Malaysia, 2008). Thus, the Asian backpacker market should be given also attention and efforts must be undertaken to attract further this market.

The main entry points for backpackers to enter Malaysia are Kuala Lumpur International Airport (KLIA), Malaysia-Singapore border and Malaysia-Thailand border (Ian & Musa, 2008; Tourism Malaysia, 2008). Even though backpackers do rely on train or bus as transportation mode, the emergence of Air Asia - the low cost carrier - has changed the way backpackers travel in the region.

Both Ian and Musa (2008) and Tourism Malaysia (2008) reported that backpackers stay longer and spend more than the average tourist who visits Malaysia as the latter only stay

6.8 nights and spend MYR 2,299 (Tourism Malaysia, 2008). The backpackers' expenditure consists of accommodation (Ian & Musa, 2008; Tourism Malaysia, 2008), food and beverages (Ian & Musa, 2008; Tourism Malaysia, 2008), transportation (Ian & Musa, 2008; Tourism Malaysia, 2008), shopping (Ian & Musa, 2008; Tourism Malaysia, 2008), activities / tours (Tourism Malaysia, 2008) and other expenses (Ian & Musa, 2008; Tourism Malaysia, 2008).

Table 2.3: Consumption pattern of backpackers in Malaysia

No	Researcher(s)	Average daily expenditure (MYR)	Length of stay (days)	Total expenditure (MYR)	Worth of backpacker industry (MYR)
1	(Ian & Musa, 2008)	227.06	19.5	4,427.6	1.3 billion (10% of international tourists = 300, 000 backpackers)
2	Tourism Malaysia (2008)	57.64	27.6	1,590.9	605 million (10% of foreign visitors, 2006 = 380, 000 backpackers)
Estimated backpacker in 2010 = 10% of foreign visitors, 2010 = 575, 092 backpackers					

Tourism Malaysia (2008) reported that the average expenditure of a backpacker per day is MYR 57.64 and average length of stay is 27.6 nights. The total expenditure of per backpacker is MYR 1590.90. Ian and Musa (2008) stated that the average expenditure per day is MYR 227.06, average length of stay is 19.5 nights and the total expenditure per backpacker is MYR 4, 427.67 (Refer Table 2.3). It has to be noted that the total expenditure has increased despite the decline in the length of stay. This may indicate the changes in

consumption pattern of the backpackers in Malaysia. With increase of purchasing power and freedom to travel (Richards & Wilson, 2004a), it is essential to examine the changing profile of the backpackers in Malaysia.

There are only few studies conducted in Malaysia in relation to backpacking tourism (Binder, 2004; Hampton, 2010b; Hamzah & Hampton, 2010; Ian & Musa, 2008; Musa & Thirumoorthi, 2011; Pek, 2007; Tourism Malaysia, 2008). The summary of the research centred on backpacking tourism in Malaysia is in Table 2.4. Most of the studies focus on profiling backpackers (Binder, 2004; Hampton, 2010b; Pek, 2007; Tourism Malaysia, 2008).

Two studies were conducted pertaining to the development of backpacker routes in the Southeast Asia region (Hampton, 2010b; Hamzah & Hampton, 2010). Binder (2004) examined the anthropological perspectives on backpacking culture and these studies employed qualitative method. The study was conducted in Cameron Highlands, Perhentian Islands, Vietnam and Thailand with a total of 19 respondents.

Pek (2007) and Tourism Malaysia (2008) recorded the backpacker's motivation. Among the motivations are to experience natural environment and local culture. Besides that, Tourism Malaysia (2008) examined the backpackers' profile, travelling behaviour, satisfaction, activities, expenditure pattern and backpacker trails in Malaysia. The study conducted by Tourism Malaysia is not only confined to Malaysia; it has also profiled the backpackers in Thailand, Vietnam, Cambodia and Indonesia and a total of 1218 respondents participated in the study. This study is merely descriptive as it only intends to profile the backpackers in the above mentioned countries. Similarly, Ian and Musa (2008)

also conducted a descriptive study aiming to uncover the characteristics of international backpackers to Malaysia. The study elicited the demographic profile, backpacker identities, transportation and travel characteristics, source of information used in planning and consumption pattern. Musa and Thirumoorthi (2011) examined the service escape and service quality of backpacker hostels using qualitative method. This study only centered on one hostel and the limitation of the study lies on its nature of being a case study; thus its results cannot be generalized.

The aforementioned studies are largely exploratory and descriptive in nature. The present study intends to profile the backpackers in Malaysia and also to examine the restorative experience, place attachment and customer voluntary behaviour within the backpacking context which is the first of its kind. Besides, this study employs both qualitative and quantitative research strategy. The “qualitative data provide a deep understanding of survey responses, and statistical analysis can provide detailed assessment of patterns of responses” (Driscoll, Appiah-Yeboah, Salib, & Rupert, 2007, p. 26). The data are collected in eight backpacker enclaves in Malaysia, providing a more holistic view of backpacking tourism in Malaysia. Ian and Musa (2008) argued that scarce attention has been given to backpacking tourism in Malaysia although it is been widely recognized as one of the main stopovers in Southeast Asia routes. The growing income and freedom to travel are likely to make this market even more important in the future (Richards & Wilson, 2004a). Therefore it is important to study this niche market to better understand the backpackers’ behaviour and their demand.

Table 2.4: Studies on backpacking tourism in Malaysia

No	Theme	Research strategy	Destination(s)	Author(s)
1	Servicescape Service quality	Qualitative (in depth interview)	Kuala Lumpur	Musa and Thirumoorthi (2011)
2	Backpacker routes	Qualitative (ethnography)		Hampton (2010b)
		Mix Method		Hamzah and Hampton (2010)
3	Backpackers' profile Backpackers' motivation Travelling behaviour Expenditure pattern Activities / itinerary Backpackers' experience Satisfaction assessment	Mix Method	Penang Kuala Lumpur Terengganu	Tourism Malaysia (2008)
4	Travel characteristic Consumption pattern	Quantitative (questionnaire)	Kuala Lumpur Penang Malacca Kota Bharu	Ian and Musa (2008)
5	Travel motivation	Quantitative (questionnaire)	Penang	Pek (2007)
6	Backpacking culture	Qualitative (ethnography)	Cameron Highlands Perhentian Island	Binder (2004)

2.6 BACKPACKER ENCLAVE

The enclave structures develop based on the tourism development and this phenomenon is termed as ‘touristic world of its own’ (touristische Eigenwelt) by Knebel (1960). ‘Enclave’ refers to a sizeable area inhabited by a particular group and with distinct geographical boundaries” (Howard, 2007, p. 76). Enclaves are generally located at crossroads where the backpacker encounters the local community (Wilson & Richards, 2008). They are distinguished by their inexpensive accommodation and patronized (although, not necessarily exclusively) by backpackers. The enclaves may vary in size, physical characteristics, area, number of attractions, crowd characteristics, range and number of guesthouses and hostels, shops and street vendors and culture (Howard, 2005, 2007; Sorensen, 2003). Both rural and urban backpacker enclaves exist but they differ according to the services offered and the roles played (Cohen, 2004).

The growth of the enclave is parallel with the increasing number of backpackers. However once it reaches the ‘touristification’ status, backpackers tend to avoid the enclave(s) and subsequently new enclave(s) emerges with the discovery of new destination(s) (Richards & Wilson, 2004d). An archetypal backpacker enclave contains largely drifters, is predominantly tourist oriented, self-contained, and well-defined in character and boundaries, and all traveller activities are centered in it (Howard, 2007). The backpacker scene evolves. According to Wilson, Fisher, and Moore (2008a) ‘drifters’ of 30 years ago have become ‘backpackers’ (p.133) and ‘drifter centres have been replaced as backpacker enclaves’ (p. 117).

The number of enclaves is growing (Vance, 2004) resulting from spatial consequences of the destinations visited by backpackers (Richards & Wilson, 2004d). According to Howard (2007), “backpacker enclaves do not emerge fully formed like large planned tourist resorts. They typically expand from one or two guesthouses/ hotels. As more tourists arrive, more guesthouses may be opened nearby and soon customer numbers may support the services of Internet cafés and travel agents” (p.75).

Many people who need to cross into territories where they are bound to initiate and to encounter hermeneutic problems, actively seek the services of functional mediators and enclaves marked for visitors ‘ utilisation (Bauman, 1990, pp. 146-147). The main function of an enclave is to provide accommodation (Cohen, 2004), nevertheless it also used for various purposes such as ‘a cultural home away from home’ (Westerhausen, 2002), a place for contacting home (Richards & Wilson, 2004a), collect travel information (Cohen, 2004), base for activities (Cohen, 2004; Wilson & Richards, 2008) and make travel arrangements (Cohen, 2004) (Refer Table 2.5). In addition to that, an enclave is a place where the backpackers tend to associate with other backpackers who share the same nationality (Maoz & Bekerman, 2010) and this phenomenon is termed as ‘backpacker bubble’. Enclaves do not only benefit backpackers alone, they also provide a source of income to the locals (Wilson & Richards, 2008).

2.7 BACKPACKER ENCLAVES AND THE NEED FOR RESTORATIVE EXPERIENCE

Compared with other tourists, backpackers are more exposed to stress and uncertainty (Hottola, 2008b). Even though experiencing others' culture is one of the main motivations for backpacker tourism (Hecht & Martin, 2006; Hottola, 2005b; Howard, 2005), exposure to a multitude of information, new language, unfamiliar culture and norms can overwhelm a backpacker (Hottola, 2008b). Using the language of Attention Restoration Theory (ART), backpackers have a high risk of directed attention fatigue (DAF) and therefore a need for environments that permit them to restore their capacity to direct attention to their 'tasks' and activities as backpackers.

Backpackers spend most of their time in the enclaves (Cohen, 2004). Researchers agree that one role of an enclave is to uphold backpacker subculture, enabling backpackers to interact with each other and establish their status as backpackers (Cohen, 2004; Murphy, 2001; Richards & Wilson, 2004d). Backpackers experience uncertainty and lack of control when they travel as they are detached from familiar surroundings (Hottola, 2005a). In the enclaves, they regain and increase their control, by mingling with other backpackers, to discuss and share their experiences and problems. This ameliorates unfamiliarity and cultural confusion (Hottola, 2005b); in ART terms, it provides a restorative experience.

Backpackers spend time in their enclaves to minimize stress and increase their level of control (Hottola, 2005a, 2005b, 2008b). Backpacker enclaves are re-fuelling stations, places for relaxation, and even "meta-worlds" (Hottola, 2005b): places for suspension of the sometimes harsh reality of travel through often unfamiliar social, linguistic, cultural and

political landscapes (Hottola, 2005b; Richards & Wilson, 2004d; Wilson & Richards, 2008) (Refer Table 2.5).

Table 2.5: Functions of a backpacker enclave

Role / function of an enclave	Reference(s)
Safe havens	Hottola (2005b)
Accommodation	Cohen (2004)
Increase backpacker level of control	Hottola (2005b)
Encounter culture confusion	Hottola (2005b) Wilson and Ateljevic (2008)
Place for resting/relaxing	Wilson and Ateljevic (2008)
Replacing tension/ confusion with new stimuli	Wilson and Ateljevic (2008)
Suspension from travel	Hottola (2005b)
Replenish energy from travelling in unfamiliar territory	Vogt (1976)
Provide surrogate cultural experience	Hottola (2005b)
Mediating culture	Wilson and Ateljevic (2008)
A cultural home away from home	Westerhausen (2002)
Metaworld	Hottola (2005b)
Place for relief – escape from busy street	Lloyd (2003)
Means of contacting home	Richards and Wilson (2004b)
Home comfort	Richards and Wilson (2004b)
Collect travel information	Cohen (2004)
Make travel arrangements	Cohen (2004)
Facilitate interaction	Murphy (2001) and Sorensen (2003)
Base for activities	(Cohen (2004); Wilson and Ateljevic (2008)

These descriptions of backpacker enclaves suggest that they possess restorative qualities. The restorative effects may differ based on the environment; Vitterso, Vorkinn, Vistad, and Vaagland (2000) pointed out that the restorative qualities of tourism destinations may not

be similar to the daily environment. This paper draws on these insights to examine the role that the backpacker enclave plays as a restorative environment.

2.8 STRESS and WORRY

Stress refers to the ~~non~~specific response of the body to any demand made on it” (Selye, 1974, p. 14). One feels stress if he/she cannot cope with or handle the demand. Stress level depends on the individual’s coping mechanism. Tache and Selye (1985) defined coping as ~~adapting to stress situations~~ and this may be achieved by removing stressors from our lives, by not allowing certain neutral events to become stressors, by developing a proficiency in dealing with conditions we do not want to avoid, and by seeking relaxation or diversion from the demand”.

Various studies focus on stress (Arbona & Jimenez, 2014; Gustafson, 2014; Scott, Sliwinski, & Blanchard-Fields, 2013; Tiyce, Hing, Cairncross, & Breen, 2013). Researchers also examine stress from the tourism perspective (Schuster, Hammitt, & Moore, 2006; Waterhouse, Reilly, & Edwards, 2004). Since backpackers are exposed to more uncertainty than other tourists due to the nature of their travelling, they may be more likely to experience stress compared to most other tourists. Therefore, the tendency to worry in some of them may be higher, depending on their coping mechanism.

Larsen et al. (2011), Wolff and Larsen (2013) and Larsen, Brun, and Øgaard (2008) examined the notion of worry in tourism. Larsen et al. (2008) developed Tourist Worry Scale (TWS) to assess the anxiousness pertaining to crime and accidents, terrorism or war, getting lost, or facing a strange culture. Larsen et al. (2011) compared the travel related worry between backpackers and other tourists. They found that both backpackers and other

tourists expressed similar worries about food poisoning, accidents, violence/crime, and traffic accidents, disease and terror. However, backpackers' perception of risk from travel related hazards is less compared with other tourists. This may reflect the self-selected group of backpackers who naturally tend to be more adventurous compared with other tourists.

The review shows that backpackers do face stress and anxiety related to travelling and it may affect them mentally, emotionally or physically. The stress level needs to be kept at the manageable level, and the author proposes that backpacker enclaves may play such role. Once in the enclave, backpackers experience the restorative elements, which eventually bring down their stress, before they continue to the next destination. The following sections examine in detail the concept of restorative experience, together with its dimension.

2.9 ATTENTION RESTORATION THEORY

As earlier stated, Attention Restoration Theory (ART) combines theories of human attention and the need to restore attention following fatigue or exhaustion, with the observation that certain settings and experiences enable attention restoration (Kaplan & Kaplan, 1989; Kaplan, 1995; Rosenbaum, 2009b). While some human activities require effortless attention or “involuntary” response to external stimuli, many (and travel in unfamiliar environments would be full of such activities) require “voluntary” or directed attention (Kaplan, 1995). A sustained period of directed attention causes fatigue, known in ART as directed attention fatigue (DAF). DAF is the physical or mental tiredness, fatigue, or exhaustion which reduces capacity to direct attention to a task and can prevent a person from giving an activity the attention which it merits.

This theory is widely used in the environmental psychology studies (Berg, Koole, & Wulp, 2003; Berman et al., 2008; Brown, Antony, & Barlow, 1992; Han, 2010; Hartig et al., 2003; Hartig & Staats, 2003; Haynie, 2008; Hazlett-Stevens, Ullman, & Craske, 2004; Herzog, Hayes, Applin, & Weatherly, 2011; Kaplan & Berman, 2010; Korpela & Hartig, 1996; Korpela, Kyttä, & Hartig, 2002; Korpela et al., 2008; Staats et al., 2010; Staats & Hartig, 2004; Staats, Kieviet, & Hartig, 2003). In addition, this theory is also employed in urban build landscape (Bowers, 2003; DeVellis, 2003; Han, 2003; Krosnick & Presser, 2010; Roberts, Lewinsohn, & Seeley, 1993; Scandura, 2004; Simonic, 2006; Thwaites, Helleur, & Simkins, 2005) and tourism (Curtin, 2009; Lehto, 2013) studies.

ART proposes that recovery from DAF requires an environment which minimises directed attention (Kaplan, 1995; Staats & Hartig, 2004; Staats et al., 2003). In their initial work on ART, Kaplan and Kaplan (1989) observed that natural settings such as forests, mountains and the seaside are appropriate spaces for attention restoration. Subsequent research has found that restoration can occur in built environments as well as natural settings (Rosenbaum, 2009b; Rosenbaum et al., 2009). Restorative experiences have four common components: being away, extent, fascination and compatibility (Bird, 2007; Kaplan, 1995; Mayfield, 2011). If an extended period of travel, such as backpacker tourism, results in DAF, the author can expect that backpackers need to find environments that provide restorative experiences. The author therefore considers each of the components in more detail.

Being Away

Being away refers to freedom ~~from~~ mental activity that requires directed attention ... to keep going.” (Kaplan, 1995, p. 173). Thus, attention restoration does not occur through merely being away physically. Being away from a task simply means parting from a task or job that needs concentration. If you are back at home after work and your neighbour is having a party, you might retreat to a nearby park or other space that is quieter so that you can get away both physically and mentally. Restoration requires that directed attention cease while being away.

Being away involves two conditions, novelty and escape. *Novelty* refers to being away physically (being in a different setting), while *escape* describes the psychological escape (away from unwanted distraction). Empirical studies have found it necessary to measure novelty and escape separately, and it has been argued that novelty and escape are, theoretically, quite separate components of the restorative experience (Bagot, 2004; Laumann, Gorling, & Stormark, 2001; Pals et al., 2009). In a recent study, Lehto (2013) also assessed both dimensions separately in measuring tourists’ restorative experience. The author defined being away as ~~mentally~~ away as free from life routines and obligations and physically away as contrasts between a vacationer’s daily living environment and the destination environment” (p.333).

Fascination

A restorative experience provides fascination. In ART, fascination refers to making environmental sense effortlessly while allowing personal reflection (Kaplan & Kaplan, 1989; Kaplan, 1995). Fascination is an essential component for restoration to take place

however _it is a necessary but not sufficient basis for recovering directed attention‘ (Kaplan, 1995, p. 173). There are two types of fascination, soft and hard. Soft fascination results from environmental characteristics that have the ability to create reflection. Examples are activities like gardening (Kaplan & Kaplan, 1990), and elements of the natural environment such as sunsets and lakes (Kaplan, 1995). Reflection minimizes the need for directed attention (Kaplan & Kaplan, 1989) and subsequently enables restorative experience. Hard fascination refers to intense and attention grabbing stimuli such as staring at a tree and or a waterfall (Herzog, Black, Fountaine, & Knotts, 1997).

Extent / Coherence

A restorative environment needs to be sufficiently extensive to permit exploration and discovery over a period of time without becoming dull: —The environment must be rich and coherent enough so that it constitutes a whole other world. It must provide enough to see, experience and think about, so that it takes up a substantial portion of available room in one’s head” (Kaplan, 1995, p. 173). Extent is defined by connectedness and scope. Connectedness refers to the relationship between the features of the environment and scope refers to the sense that there is more to explore (Hartig et al., 1991). Both connectedness and scope depend on the coherence or harmony between elements of the environment (Kaplan, 1995; Pals et al., 2009). Things follow each other in a sensible, predictable and orderly way in a coherent environment (Kaplan, 2001), and restorative experience is more likely to take place in a highly coherent environment that requires little mental effort (Pals et al., 2009). Human beings seek patterns in the environment to make sense of it thereby making it coherent. Patterns in the environment aid in creating a physical feeling of organization and a psychological feeling of connection to the larger world (Bennett, 2011,

p. 6). In line with Pals et al. (2009), definition of extent is narrowed to coherence in the present study.

Compatibility

A compatible restorative environment “must fit what one is trying to do and what one would like to do”. Compatibility is a two-way street. On the one hand, a compatible environment is one where one’s purposes fit what the environment demands. At the same time, the environment must provide the information needed to meet one’s purposes (Kaplan, 1995, p. 173). In a highly compatible environment, no directed attention is required (Kaplan, 1995), while an incompatible environment results in frustration and exhaustion (Kaplan, 1993). This implies that attention restoration needs to take place within a supportive environment which also refers to responsive environment (Kaplan, 1995).

An environment or a place which possessed the above mentioned properties allows restorative experience to take place and one will be able to recover from directed attention fatigue (DAF). Kaplan and Kaplan (1989) stated that there are four stages in experiencing restoration. Initially one will begin with clearing the head cognitive clutter (stage 1) and followed by cognitive quiet (stage 2), matters on one’s mind (stage 3) and reflection of restorative experience (stage 4). Those who are able to restore themselves will experience a physiological transformation; an individual who is stressful and in a taxing situation will be able relax and refuel (Korpela, 2003). The directed attention capacity will be replenished and one will be able to proceed with his routine without any interruption.

2.10 RESTORATIVE POTENTIAL IN NATURAL ENVIRONMENT

Most studies of attention restoration focus on the roles of natural settings as places for restorative experience (Berg et al., 2003; Berman et al., 2008; Chang et al., 2008; Hartig et al., 2003; Hartig et al., 1991; Hipp & Ogunseitan, 2011; Kaplan & Kaplan, 1989, 1990; Kaplan, 1995), especially given the fascinating effect of nature. Natural settings such as mountains, lakes, streams, forest and, etc. are an ideal place for restoration purpose. Sacks (1987) stated that less effort is required in natural environment due to its ‘calming effect’.

Hartig et al. (1991) compared alternative experience for restorations. The authors conducted two field studies using quasi experiment field study and a true experiment. The first study focuses physically fit backpackers (those who engaged in regular physical fitness regimens) who went on the wilderness vacation or urban vacation or non-vacationing control group and comparisons have been made among these three groups. Using quasi-experiment, the proof reading performance of the wilderness group indicates improvement as compared to the other two groups. Initially, the wilderness group recorded the lowest overall happiness score and after 3 weeks it was the highest. Pertaining to the second study, the respondents who were assigned to natural and urban setting were asked to drive to the field sites. This is followed by completion of figuring tasks and walking in respective setting for 40 minutes. The control group also completed the same task assigned to the other two groups and after that they spend some time reading magazines and listening to soft music. Similar to the first study, those who were assigned in natural setting recorded better in proof reading task.

Along the line, Agnes E van de Berg et al. (2003) conducted an experimental study in investigating the mediating role of restoration in environmental preferences. The participants mood was assessed before they were viewed a frightening movie. Later, their mood was re-assessed after the movie and a video of natural or built setting were shown followed by evaluation of mood. Besides, they were asked to indicate preference on the environment shown to them and test on concentration was conducted after viewing the environmental video. Exposure to natural environment resulted in improvement of mood and concentration. Besides, the respondents rated natural environment as more beautiful, compared to built environment.

Hartig et al. (2003) examined directed attention restoration in both natural and urban settings. The findings indicate that the respondents who were asked to sit in a room with tree view recorded decline in diastolic blood pressure, compared to those who were placed in viewless room. Besides, those who walked in a nature reserve show stress reduction and improvement on attentional test, compared to walking in the urban setting. The benefits of walking in a natural setting are clearly evident.

Staats et al. (2003) found that those who assume attentional fatigue indicate preferences for natural over urban environment as expectation for recovery is higher in natural environment. They also reported that social stimulation in natural environment is lower compared to the urban environment. Korpela et al. (2008) found that the use of a favourite place, personal background of nature experiences, situational factors pertaining to stress and social relations are the determinants of Restoration Outcome Scale (ROS). Besides, the length of stay in a favourite place was positively related to restorative experience. Herzog, Black, Fountaine and Knotts (1997) reported that the overall restorative effectiveness for

natural setting is higher and this followed by sports/entertainment setting and everyday urban setting. In addition, they also found that the restorative effectiveness in sports/entertainment setting is higher for the attentional-recovery than for the reflection purpose. Curtin (2009) explored the psychological benefits of wildlife tourism using Evolutionary Theory and Attention Restoration Theory (ART). The author reported that the respondents may receive health benefit through watching wild-life, as the activity is restorative.

Even though most of the studies found that natural setting is an ideal place for one to experience restoration, researchers have stressed that it is vital to look at the restorative potential of other places/environment (Hartig & Staats, 2003; Pals, 2011). By contrast, urban environments make more demands on directed attention, making them - at least on first appearances - less restorative than the natural environment (Berman et al., 2008). Yet, certain non-natural environments do provide restorative experience: sports and entertainment settings (Herzog et al., 1997), museums (Kaplan, Bardwell, & Slakter, 1993), zoos (Pals et al., 2009), monasteries (Ouellette et al., 2005), plazas (Abdulkarim & Nasar, 2014), campus (Felsten, 2009), park (Nordh, Alalouch, & Hartig, 2011) and ‘third places’ in built commercial service environments, such as games arcades and cafes (Rosenbaum, 2009b; Rosenbaum et al., 2009). However, this does not imply that natural environment can be equated with non-natural environment; nevertheless, the fact that non-natural environment do possess restorative stimuli has been acknowledged.

2.11 RESTORATIVE POTENTIAL IN NON-NATURAL ENVIRONMENT

People do experience restoration in non-natural environment as they engage with hard fascination (Herzog et al., 1997). Among the restorative potential of non-natural environment that have studied are urban retail (Scandura, 2004), urban residential streetscapes (Lindal & Hartig, 2013), urban landscape (Krosnick & Presser, 2010), urban green spaces (Berg, Jorgensen, & Wilson, 2014; Roberts et al., 1993), urban parks (Nordh et al., 2011; Nordh et al., 2009) and, etc.

Rosenbaum (2009b) extended the line of restorative study to commercial service establishments. He reported that video arcades do possess restorative properties; being away, fascination, compatibility and coherence. The teenagers spent time in video arcades as it has the ability to remedy directed attention fatigue (DAF) and relief from everyday stress. The author also found that restorative environments lead to satisfaction, customer loyalty, positive word of mouth, monthly customer expenditure and monthly visits.

Rosenbaum et al. (2009) measured restorative qualities in a café and found almost one-third of the customers who patronized the café experienced restoration. A positive relationship was recorded between restorative qualities and health status perception. Those who were classified in high restoration group expressed higher perception of their health status. This indicates that one will be able to experience restoration in third places. According to Rosenbaum (2009b) “third places are prime locales for stimulating human interest, curiosity and fascination in a manner that does not require a person’s directed attention; therefore third place stimuli are in many ways analogous to natural stimuli” (p.177).

Adding to the line of research on restorative potential in non-natural environment, Kaplan et al. (1993) confirmed that museums are settings for restoration; they aid or recovery and reflection. As a whole, visitors scored fairly in perceived restoration. The authors reported that those who feel comfortable and spend more time (3 or more hours) in the museum experience higher restoration. Experienced visitors expressed higher restorative outcomes as compared to the non-visitors; those who understood the museum floor plan were restored when they left the museum. Those who were confused and felt lost scored lower restoration. Similarly, visitors who visit the museum in a group did not experience high restoration.

Felsten (2009) examined college students' perception on the restorative potential of the campus and found that large nature murals are stimuli of restorative experience. Berg et al. (2014) measured the restoration of urban public spaces by utilizing laboratory experiment. The respondents were asked to view a stressful video and followed by exposure to simulated walk in one of the following spaces: urban street, parkland, tended woodland or wild woods. The findings acknowledged that urban green spaces have higher restorative potential than built urban spaces. In addition, they also reported that there is no significant difference among different natural settings. Nordh et al. (2011) investigated the physical environment aspects of an urban park and found that grass, trees and other people are vital compared to flowers and water components in the selection of place for relaxation.

Abdulkarim and Nasar (2014) confirmed that plazas seating, triangulation, and food elements do influence restorative experience. They reported that there is no significant difference among gender in restorative experience. The researchers concluded that the size of the plaza has positive correlation with restoration whereby the biggest plaza found to be restorative than the smaller ones. Pazhouhanfar and M.S. (2014) intended to comprehend

the four indicators of visual inclination (Coherence, Complexity, Legibility, Mystery) as attributes of urban characteristic scene on the restorativeness of environments. They reported that the indicators of visual inclination pave way for higher restorative which subsequently influence the Perceived Restorative Potentials (PRP) of urban natural landscape. The restorative components (Being away, Fascination, Coherence, and Compatibility) mediate the relationship between mystery and PRP.

Hazlett-Stevens et al. (2004) examined the effect of different natural environment settings on restoration. Participants who visited coasts experience higher restoration compared to those who went to town and urban parks. They also found that those who spent longer time alone in the setting experience higher restoration. Activities that the respondents engage in the setting do not affect the degree of restoration.

Brown et al. (1992) mentioned that the respondents in nature settings rated higher potential of restoration than those in the urban setting. However, those who prefer urban settings expressed that the restoration potential of both nature and urban is equal. The compatibility of the setting influences the perception on restoration whereby the compatible environment is perceived to be more restorative than incompatible setting.

Pals et al. (2009) developed the measure of perceived restorative characteristics and examined how these characteristics influence the preference for the attraction and pleasurable experiences at the attraction. Two studies were conducted; the perceived restoration characteristics of a butterfly garden (study 1) and baboon attraction (study 2) were assessed by the zoo visitors. The findings indicate that for both studies the perceived restorative characteristics (study 1: fascination, escape and coherence; study 2: fascination,

novelty, escape and coherence) are found to be the predictor of preference and pleasurable experience at the zoo. It has to be noted that compatibility did not emerge in either of the studies and both fascination and escape were the significant predictors.

Lehto (2013) examined the restorative elements of tourism destination and respondents consisting of students and staff from Midwestern University. The total sample was 532 and the respondents were asked to rate the restorativeness of the destination that they have visited recently. The author identified six dimensions namely compatibility, extent, mentally away, physically away, discord, and fascination. The findings are parallel with the five dimensions proposed by ART with an additional dimension termed as discord. Discord refers to distractions and confusions a destination can create to the vacationers. This implies that non-natural environments (games arcades, café, museum, zoo, tourist destinations) do have restorative qualities, thus one can spend time in these environments, to reduce their directed attention fatigue. Therefore, backpacker enclaves may mimic restorative qualities of these environments.

Based on the review of literature, the four factors of ART; fascination, being away, coherence and compatibility have been empirically verified by many researchers (Hartig, Korpela, Evans, & Gärling, 1997b; Hartig et al., 1991; Korpela & Hartig, 1996; Rosenbaum, 2009b; Scopelliti & Giuliani, 2004). As mentioned earlier, some studies proposed five dimensions as the being away factor may consist of physically and mentally away. In addition, Lehto (2013) found a six factor structure, with discord being the additional dimension. The variation in the number of factors representing restorative experience indicates the continuing possibility of observing its differences in different locations and settings.

The backpackers also need a space to restore themselves from travelling stress before reaching the destination. Backpacker enclaves may have unique restorative experience factors to be discovered. No empirical research has applied ART in assessing backpackers' experiences in their enclave. Therefore, in this paper, the potential for another type of built environment is examined- the backpacker enclave - to provide a restorative experience for backpackers.

2.12 RESTORATIVE POTENTIAL IN BACKPACKER ENCLAVES

Based on the literature review in the previous section, it entails that restorative stimuli is not only found in natural environment but also in built environment such as third places and favourite places. Nevertheless, little is known on whether restorative stimuli are present in the touristic spaces particularly in backpacker enclaves. Do the backpackers' enclaves possess restorative properties and do they provide physiological, emotional, and attentional restoration similar to natural and urban surroundings such as third places? This attempt is in line with Lehto (2013) who expressed that restorative built environments will get more vital. The argument on whether a backpacker enclave is a substitution of natural environment for restoration is not the focus of this study, however, it merely intends to acknowledge the role of backpacker enclaves as a restorative stimuli.

2.13 MEASUREMENT OF RESTORATION EXPERIENCE

There are various instruments that has been used to measure perceived restoration namely Perceived Restorativeness Scale (PRS), Restoration Scale (RS), Short Version Revised Restoration Scale (SRRS), Restorative Components Scale (RCS) and Perceived Restorative Characteristics Questionnaire (PRCQ) (refer Table 2.6).

Han (2003) developed Restoration Scale (RS) to measure the restorative quality using four dimensions; emotional, physiological, cognitive and behavioural. This scale has been revised and was termed as Short Version Revised Restoration Scale (SRRS). SRRS consists of only 8 items (each dimension is measured by 2 items), compared to RS which has 17 items. Han reported that SRRS is reliable and the validity (construct and divergent) is found to be satisfactory.

Restorative Components Scale (RCS) was developed to measure restoration in urban and natural environments (Laumann et al., 2001). This study also reported problems pertaining to extent dimension similar to Perceived Restorativeness Scale (PRS). The items did not seem to reflect the theoretical construct of the dimension.

Following up this work, Perceived Restorative Characteristics Questionnaire (PRCQ) was developed to measure restoration in zoo attractions (butterfly garden and baboon attraction) and it consists of five dimensions; fascination, novelty, escape, coherence, compatibility (Pals et al., 2009). Pals (2011) validated this scale by measuring it in four different settings; butterfly garden, shopping centre, virtual butterfly garden and virtual urban neighbourhood. The author concluded that PRCQ is a reliable and valid instrument.

Table 2.6: Instruments measuring restoration

Instrument	No of items	Dimensions	Researcher(s)
Perceived Restorativeness Scale (PRS)	16	Being away (2 items) Fascination (6 items) Extent (4 items) Compatibility (5 items)	Hartig et al. (1997b)
	22	Being away (5 items) Fascination (8 items) Extent (4 items) Compatibility (5 items)	Korpela et al. (2001), Rosenbaum (2009b), Hartig, Kaiser, and Bowler (1997a)
Restoration Scale (RS)	17	Emotional (5 items) Physiological (4 items) Cognitive (5 items) Behavioural (3 items)	Han (2003)
Short-Version Revised Perceived Restorativeness Scale (SRRS)	8	Emotional (2 items) Physiological (2 items) Cognitive (2 items) Behavioural (2 items)	Han (2003)
Restorative Components Scale (RCS)	22	Novelty (3 items) Escape (4 items) Extent (4 items) Fascination (6 items) Compatibility (5 items)	Laumann et al. (2001)
Perceived Restorative Characteristics Questionnaire (PRCQ)	24	Fascination (7 items) Novelty (3 items) Escape (4 items) Coherence (3 items) Compatibility (7 items)	Pals et al. (2009)

Perceived Restorativeness Scale (PRS) was developed to measure the four components of restorative environment; being away, extent, fascination and compatibility (Hartig et al., 1997b). This scale consists of 16 items and the statements are general and it is not context specific. It does not refer to the type of the environment being studied (natural or build environment). Issues have been raised pertaining to interpretative qualification of factor analysis results (Hartig et al., 1997b) and the items used for measuring extent dimension. It measures how complex a particular environment is instead of defining the extent

dimension (Pals, 2011). The 16 items had been revised and another 6 items have been added which made a total of 22 items (Hartig et al., 1997a). Thus, this instrument is used in measuring restorative experience in this study.

2.14 PREDICTORS OF RESTORATION EXPERIENCE

2.14.1 Physical Environment

Items in physical environment serve as explicit or implicit signals that communicate about the place to its users (Davis, 1984) (quoted from Bitner, 1992). Physical environment consists of three elements namely ambient, spatial/ function and signs and symbol. Attributes such as colour, light, noise, odour, music and temperature represent the ambient conditions (Bitner, 1992). Baker (1987) claimed that the customers will only notice the ambience factor when they are not present or unpleasant. For instance, a customer will immediately become aware of the ambience when a place is very noisy. Spatial layout is referred to arrangement of equipment and furniture and how these items facilitate performance (Bitner, 1992). The layouts of the building will affect the customers' movement; it either alleviate or confine movements (Aubert-Gamet, 1997). Lack of space will result in crowdedness and those who patronize the place will feel uncomfortable. Bitner (1992) stated that spatial layout is very essential in self-serving environments. Symbols, signs and artifacts are visual symbols which are displayed for explicit communication. They are used as labels, direction purpose and to communicate rules of behaviour (Bitner, 1992). All the three dimensions of physical environment will have an impact on how the customer responds to the environment that they are in (Aubert-Gamet, 1997).

Service is produced and consumed simultaneously; customers do present physically in the service setting unlike in manufacturing where customers are isolated. Thus, attention must be given to service facility design, for its influence on the customers' perception (Fitzsimmons & Fitzsimmons, 2011). Physical environment is found to influence customer attributions when service failure occurs; the customer attributes the service failure less within the control of the firm when service occurs in a pleasant environment compared to less pleasant environment (Leong, Ang, & Low, 1997, p. 235). In addition, Lin and Liang (2011) reported that attractive design and ambient factors of physical environment result in higher positive emotion and customer satisfaction. Besides, studies have also been conducted in work settings investigating on how physical environment in work influence managers behaviour (Davis, 1984) and home life (Aries, Veitch, & Newsham, 2010). Architects, interior design and lighting minimize employees' physical and psychological discomfort (Aries, Veitch, & Newsham, 2007; Aries et al., 2010). Likewise, these attributes may also affect customers in commercial service settings.

It is important to study the specific component of physical environment of a particular setting instead of viewing it from a broad perspective. Not all commercial service settings share the same physical attributes and the customers also have the same preferences of physical attributes in all commercial settings. An individual who patronizes a spa and a backpacker hostel may find different attractive physical stimuli in both settings. Stimuli that lead to restoration in a spa may differ from backpacker enclave. Thus, the heterogeneous nature of settings must be taken into account and this is clearly evident in the findings by both Bitner (1992) and Musa and Thirumoorthi (2011). Bitner (1992) examined the physical environment of a service organization setting and Musa and

Thirumoorthi (2011) revealed the servicescape elements of a backpacker hostel. Even though, a backpacker hostel is also classified as a service organization, there are differences in the physical dimensions' items (Table 2.7). This points out that the stimuli vary according to settings/ context specific.

Table 2.7: Physical environment dimensions

Physical environment dimensions	Bitner (1992)	Musa & Thirumoorthi (2011)
<i>Ambient conditions</i>	Temperature Air quality Noise Music Odour	Central location Cleanliness
<i>Space / function</i>	Layout Equipments Furnishing	Lounge Kitchen Toilet/shower Equipments (PC, DVDs)
<i>Sign, symbols, artefacts</i>	Signage Personal artefacts Style of decor	Maps Paintings

Source: Bitner (1992) and Musa and Thirumoorthi (2011)

Physical environment may result in cognitive, physiological and emotional reactions (Bitner, 1992). A conducive environment will create a positive perception about the service provider (cognitive), sense of comfort being in that environment (physiological) and generate certain behaviour or attitude towards the place (emotional). For example, if a backpacker visits a backpacker enclave, perception(s) will be formed based on the settings, layout, interaction among backpackers, interaction between the backpackers and the employee/ service provider, sign and symbols and artefacts. If the backpacker is comfortable and happy with the enclave's atmosphere, it will result in positive reactions.

Studies have examined the effect of physical environment on satisfaction (Bitner, 1992; Lin & Liang, 2011; Ryu & Han, 2011), service quality (Leong et al., 1997), manager's behaviour (Davis, 1984), corporate image (Nguyen & Leblanc, 2002) and customer emotion (Lin & Liang, 2011). In environmental psychology, most of the studies emphasize the influence of physical characteristics of natural environment on restorative experience (Hartig et al., 2003; Ivarssona & Hagerhallb, 2008). In natural environment, trees, bushes, fountain and flower are found to enhance one's restoration experience (Nordh et al., 2009). In addition, Ivarssona and Hagerhallb (2008) reported that gardens do possess restorative quality.

Despite the emerging research focusing on built environment, there is scarcity on the investigation of the relationship between physical characteristics and restorative experience. White and Gatersleban (2011) reported that houses with building-integrated vegetation have more restorative quality. Natural and build sites containing water are highly perceived as restorative environment (White, Smith, Humphryes, Pahl, Snelling, & Depledge, 2010). The human body responds to place consciously and subconsciously either in natural or built environment (Rapoport, 1990). It is evidently clear that the features and the restorative potentials (Berg, Hartig, & Staats, 2007) of natural and built environment vary, both do not share the same stimuli. Thus, it is vital to identify the physical environmental attributes of backpacker enclaves and to understand to what extent these attributes will affect backpackers' restorative experience. This will create awareness on how the physical setting of backpacker enclaves can facilitate restoration experience. It enables the identification of the most essential attributes of physical environment that have positive influence on restorative experience. Davis (1984) stated that physical variables can be manipulated as it

can be modified to ‘support more efficient behaviour’ unlike psychological variables. Thus, the destination planner or service provider will be able to change or manipulate the physical environment in a manner which could promote restoration.

Restorative experiences are shaped by physical environment (Hipp & Ogunseitan, 2011; Kaplan & Talbot, 1983) but also affected by social interactions within the environment (Scopelliti & Giuliani, 2004; Staats & Hartig, 2004). The early focus of ART research on physical environment means that more is known about the effect of physical environment than the role of social interaction. Although ART researchers refer to the role of social interaction in restoration, the research results are mixed. Preferences for social interaction vary with individual situation and context (Staats et al., 2010; Staats & Hartig, 2004). In the context of servicescapes, restoration is associated with social support rather than social interaction per se (Rosenbaum et al., 2009). Thus, this study also investigates the effects of social support received by the backpackers on their ability to experience restoration in the enclaves.

2.14.2 Social Support

This section begins with a discussion of the general definitions of social support, followed by discussion on effect of social support on restorative experience and measurement of social support.

Social support is widely researched in psychology and healthcare contexts (Cohen & Wills, 1985; Faulkner & Davies, 2005; Langford et al., 1997). From the healthcare view, social support is termed as interchange of resources between individuals for the improvement of one’s wellbeing (Brownell & Shumaker, 1984). According to Hupcey (1998), one receives

social support through social ties with others. Lately, studies focus on customer relationship with service personnel (Bendapuri & Berry, 1997; Bove & Johnson, 2001) in service context. Social support is referred to as verbal and nonverbal communication that facilitates a service exchange by reducing customer's uncertainty and improving a customer's self-esteem or enhancing a customer's feeling of connectedness to others (Adelman & Ahuvia, 1995; Adelman et al., 1994).

The need for social support arose as man engaged in both utilitarian and symbolic exchanges involving psychological and social aspects (Bagozzi, 1975, p. 37). Studies have examined social support in diverse context including work environment (Bowling et al., 2005), lesbian-gay (Clouse, 2007), individual and families (Cooke et al., 1988), patients (Doeglas et al., 1996; Mazzoni & Cicognani, 2011), police officers (Tong et al., 2004), information system managers (Weiss, 1983), women (Wong et al., 2010), pregnant immigrant women and healthcare (Faulkner & Davies, 2005) and marital relationship (Seval et al., 2011).

Social support is a multidimensional in nature; this is clearly evident as researchers have identified various elements of social support construct (Table 2.8). House (1981), Faulkner and Davies (2005) and Langford et al. (1997) outlined four types of social support namely emotional support, informational support, instrumental support and appraisal support. Vaux (1988) found six dimensions of social support namely emotional, advice, practical support, socialization, material support and feedback. A few researchers classified social support into three groups; companionship (provides people with partner), emotional support (able to share feelings and concerns) and instrumental support (assistance) (Helgeson, 2003; Rosenbaum et al., 2007). Suurmeijer et al. (1995) combined the first two dimensions and

name it as social-emotional support. Wong et al. (2010) found that the mean scores of the social support dimensions (tangible, informational, financial, emotional/companionship) differ across four ethnic groups of women.

Table 2.8: Social support dimensions

Social support dimensions	Researcher(s)
Companionship Emotional support Instrumental support	Helgeson (2003), Rosenbaum et al. (2007)
Social-emotional support	Suurmeijer et al. (1995)
Emotional Instrumental Informational Appraisal	Langford et al. (1997), Faulkner and Davies (2005), House (1981)
Emotional Advice Practical Support Socialization Material Support Feedback	Vaux (1988)
Tangible Informational Financial Emotional/companionship	Wong et al. (2010)
Emotional support Esteem support Network support Altruism support	Cooke et al. (1988)

It has to be noted that, emotional support is commonly included in measuring social support (Cooke et al., 1988; Faulkner & Davies, 2005; Helgeson, 2003; House, 1981; Langford et al., 1997; Rosenbaum et al., 2007; Suurmeijer et al., 1995; Vaux, 1988). An individual seeks emotional support when he/she needs to share about their problem. It revolves on subjective feelings, sympathizing, indication of caring and acceptance and make one to feel valued and loved (Cooke et al., 1988; Helgeson, 2003; Langford et al., 1997; Wills &

Shinar, 2000). Helgeson (2003) pointed out that “emotional support is helpful no matter who the source is” (p.26). The support is perceived to be helpful even if it comes from friends, family, employees in service establishment, other customers and, etc. Emotional support is found to influence life satisfaction (Wong, Yoo, & Stewart, 2007), healthy aging (Fiori, Antonucci, & Cortina, 2006), active social engagement (Seeman, Lusignolo, Albert, & Berkman, 2001) and well-being (Venkatraman, 1995; Wong et al., 2007). Helgeson (2003) added that emotional support is most valuable when the stressor is unmanageable. Women receive emotional support from various sources (Fuhrer & Stansfeld, 2002).

Instrumental support refers to tangible help offered to alleviate one’s problem (Langford et al., 1997). It involves providing assistance with transportation, lending money, paying bills, helping with household chores (Helgeson, 2003; House, 1981; Wills & Shinar, 2000). Offering tangible help is referred to as instrumental support (House, 1981) and tangible assistance (Barrera & Ainlay, 1983).

Providing necessary information which enables one to make decisions is termed as information support (Helgeson, 2003; Langford et al., 1997). The information will guide one to solve the problem and provide alternative course of actions (Langford et al., 1997; Wills & Shinar, 2000). Information support comes in the form of advice and suggestion (Clouse, 2007). It can be provided verbally and also through printed materials (leaflets) (Faulkner & Davies, 2005).

Appraisal support involves assessment of an individual’s decision and the options available (Faulkner & Davies, 2005; House, 1981; Langford et al., 1997). Those who receive appraisal support will get feedback from the source of social support and how it can be

resolved (Cooke et al., 1988). The altruism support indicates that an individual is worthwhile or is valued for what he/she has done for others (Cooke et al., 1988). Companionship support is a type of support that provides a companion to engage in leisure or social activities (Wills & Shinar, 2000). Validation support provides feedback on the appropriateness of behaviour (Wills & Shinar, 2000).

Those who receive social support have higher self-esteem (Felson & Zielinski, 1989), physical and mental functioning (Seeman & Chen, 2002) and psychological well-being (Cohen, Gottlieb, & Underwood, 2000). Social support is found to alleviate stressful event(s) encountered by an individual: it enhances one's ability to cope and lessens the stress symptoms and depression (Cohen & Wills, 1985; Folkman, Chesney, Pollack, & Coates, 1993).

Customers' reliance for social support during service encounters are acknowledged by researchers in marketing (Rosenbaum, 2006). According to Gronroos (2000), services are relational in nature, thus a market place does not only provide utilitarian support but it also offers social and psychological support (Bagozzi, 1975). Similarly, Rosenbaum (2009b) put forward that service establishments do provide space for interaction and exchange of social support. Social support is not a commodity that resides in the provider and passes to the recipient, but that it is an expression of the mutuality and affection characteristic of the relationship between the parties" (Gottlieb & Bergen, 2010, p. 512; Wills & Shinar, 2000). Various researches have investigated the role of social support in commercial service (Adelman & Ahuvia, 1995). Commercial friendships are found to facilitate service exchange and subsequently lead to satisfaction and loyalty (Price & Arnould, 1999). Adelman and Ahuvia (1995) examined the role of social support in business and found that

those who receives social support in service establishments are more likely to recommend the service to others.

Social support is found to be at its utmost when one receives multiple sources of support (Gentry & Goodwin, 1995). Wu (2007) stated that “service is often highly complex and a summation of interaction, exchange and performance between service employees and customers” (p.1518). Customers do rely on the employees (Rosenbaum, 2006) and also on other customers (Tombs & McColl-Kennedy, 2003) for social support. The relationship between employees and customers in service establishments resembles personal friendship (Bitner, 1994; Goodwin, 1996). The way both customers and employees respond to each other is influenced by the communal relationship which exists between them (Goodwin, 1996). Employees in high customer contact express sense of empathy by offering social support to the customers (Rosenbaum, 2009a). “The sense of communion that forms among customers during service encounters reflects their ability to seek support from other customers during memorable, emotional, pleasurable, boring or nerve racking shared consumption experience or their desire to be around others who share membership in marginalized ethnic or subculture groups” (Rosenbaum et al., 2007, p. 46).

Rosenbaum and Massiah (2007) pointed out the scarcity of research pertaining to the influence of supportive bonds that may form between customers in a setting. Goodwin (1996) investigated on customer-customer interaction and concluded that other customers within the service establishment act as strangers, friends or quasi family members. Other customer is referred to as a stranger when there is no relationship between them and the term friends is used when the counterpart is regarded as a companionship. When one becomes very close to other counterparts, they are termed as quasi-family members.

It is essential to promote social supportive relationship with customers, to enhance the competitive advantage of a service organization (Rosenbaum & Massiah, 2007). Besides, studies have reported that provision of social support leads to positive word of mouth (Adelman & Ahuvia, 1995; Murphy, 2001). In addition, social support is also found to influence restorative experience of a customer (Rosenbaum et al., 2009). It is interesting to note that the reliance on social support is influenced by gender (Worell, 2001). Landman-Peeters et al. (2005) found that females tend to seek more social support when they are experiencing stress, compared to their male counterparts. Helgeson (2003) and Palinkas (2003) reported that those with low social coherence expressed more depression and anxiety. In line, Adelman and Ahuvia (1995) also found that those who receive social support are able to increase their level of control, minimize uncertainty and strengthen self-acceptance. Even though these studies do not directly measure the effect of social support on restorative experience, it clearly indicates that social supports minimize uncertainty and stress to some extent. Socially integrated customers expressed higher restorative experience (Rosenbaum et al., 2009).

In the context of backpacking, social interaction is an essential part of backpacker experience (Adkins & Grant, 2007; Axup & Viller, 2006; Axup et al., 2006; Enoch & Grossman, 2010; Murphy, 2001; Peel & Steen, 2007) and the backpacker hostels' atmosphere does encourage interaction (Murphy, 2001; Musa & Thirumoorthi, 2011). Enoch and Grossman (2010) and Adkins and Grant (2007) examined backpackers interaction on online diaries and online notice board respectively. Very few have examined the social interaction within the backpacker hostels (Murphy, 2001; Musa & Thirumoorthi, 2011). Murphy (2001) pointed out that beside providing a conducive environment to foster

social interaction among backpackers, friendly and helpful staff is vital, to gain positive word of mouth. Musa and Thirumoorthi (2011) found that courtesy of staff, provision of caring and individualized attention and willingness to help customers are important staff's service elements in a backpacker hostel. The authors also reported that empathy is the second highest dimension stated by the respondents. The following are excerpts quoted from Musa and Thirumoorthi (2011):

"At one time I had my relationship broke down and I came down to Kuala Lumpur and I stayed here for two weeks and I was in a really bad way and they really listened, they looked after me like a family"

"The participant recalled the very first day of her practical training at a university hospital. She was not allowed to be in the hospital for not having a lab coat. Back in the hostel she expressed her stress and the feeling of being rejected to the owner. The owner empathized with the situation and ended up spending the whole day going around Kuala Lumpur looking for a lab coat"

"Staff know a lot about the city. They are like an information mine. I am a vegetarian and they guided me exactly to the place where I could enjoy vegetarian food"

"Staff are extremely friendly and very helpful in answering my questions. Actually most of the time I don't need to ask, I just say where I want to go and I will be given maps, bus numbers, costs and etc. ., it is like having tourist information in my hostel!"

"Some participants show the family spirit by becoming a mentor to new guests in the form of being helpful themselves or simply being friendly which contributes to the positive social servicescape of the Red Palm"

The first quotation reflects the emotional support provided by the employees in the backpacker hostel and the second extract expressed the instrumental support offered to a backpacker. The third and fourth quotes reflect the informational support. The fifth

statement expresses the interaction among backpackers. These clearly indicate that backpackers do rely on social support offered by the employees and other backpackers in the backpacker hostel.

The importance of being surrounded by like-others cannot be understated as a social support is best when it is provided and received among people in the same boat (Kelly, Pearce, & Mulhall, 2004). Haynie (2008) emphasized that supportive social environment is essential in creating a restorative environment. Organizations must encourage social integration as restorative customers are more socially integrated (Rosenbaum et al., 2009). Nevertheless, little is known on the role of the staff and fellow backpackers in creating an atmosphere which enables the backpackers to experience restoration in the enclave. For instance, if a backpacker receives social support from both employees and backpackers when he faces problems or stress, the individual will be able restore himself, compared to their counterparts who do not receive social support. Therefore, it is essential for the service providers to offer social support and facilitate interaction among backpackers to offer social support to other backpackers in the enclaves.

Social Support Measurement

Although empirical findings suggest the importance of social support in backpacking context (Murphy, 2001; Musa & Thirumoorthi, 2011), there is no study that assesses the social support received by the backpacker and in particular how does it affect the restoration in a backpacker enclave setting.

Faulkner and Davies (2005) pointed out that ~~single~~ single out one type of social support as opposed to another is sometimes difficult given the complexity of exchanges between

providers and recipients” (p.42). There are various instruments measuring social support available in health and psychology literature and the measurements are distinctive by the various dimensions. Among the instruments used are Interpersonal Support Evaluation List (ISEL) (Cohen & Hoberman, 1983; Cohen, Mermelstein, Kamarck, & Hoberman, 1985) and Social Support Rate Scale (SSRS)

Interpersonal Support Evaluation List (ISEL) is measured by four dimensions namely tangible, appraisal, self-esteem and belonging support. ISEL consists of 48 items for college version and 40 items for general population (Cohen & Hoberman, 1983; Cohen et al., 1985). Cohen and Hoberman (1983) reported that the Cronbach Alpha of the total ISEL scale is 0.77, indicating an acceptable internal consistency. It has been employed in various contexts; college student (Cohen & Hoberman, 1983; Delistamati, Samakouri, Davis, Vorvolakos, Xenitidis, & Livaditis, 2006), abused women (Crane & Constantino, 2003), HIV infected persons (Bastardo & Kimberlin, 2000).

Duke-UNC Functional Social Support was developed by Broadhead, Gehlbach, DeGruy, and Kaplan (1988) to measure an individual's perception of the amount and type of personal social support. The instrument consists of 14 items with four dimensions; quantity of support, confidant support, affective support, and instrumental support. The number of items was reduced to 11 after test-retest reliability and with factor analysis it is reduced to 8 items (Broadhead et al., 1988).

Table 2.9: Instruments measuring social support

Instrument	Dimension(s)	Reference(s)
Interpersonal Support Evaluation List (ISEL)	Tangible support Appraisal support Self-esteem support Belonging support	Cohen and Hoberman (1983), Cohen et al. (1985)
Duke-UNC Functional Social Support	Quantity of support Confidant support affective support Instrumental support	Broadhead et al. (1988)
Social Support Rating Scale (SSRS)	Family Support Informal Support Formal Support	Cauce et al. (1982)
Social Support Questionnaire (SSQ)	Number of network available (SSQ-N) Satisfaction with support (SSQ-S)	Cohen et al. (1985)
Social Support Questionnaire for Transactions (SSQT)	Daily emotional support Problem-oriented emotional support Social companionship Daily instrumental support Problem-oriented instrumental support	Doeglas et al. (1996), Suurmeijer et al. (1995)

Social Support Rating Scale (SSRS) is measured based on family support, informal support and formal support dimensions (Cauce, Felner, & Primavera, 1982). It measures to what extent the sources of support are helpful on 3 point Likert scale. This instrument has been employed in measuring social support received by Parkinson patients (Cheng, Liu, Mao, Qian, Liu, & Ke, 2008), earthquake survivors (Ke, Liu, & Li, 2010) and parents in postpartum period (Gao, Chan, & Mao, 2009).

Social Support Questionnaire (SSQ) is developed to measure both satisfaction with social resources and their availability (Cohen et al., 1985). This instrument consists of 27 items

and the respondents are requested to state the source of support and also indicate their satisfaction with the support provided by a particular source. Both the score of average number of networks available (SSQ-N) and satisfaction with support (SSQ-S) are calculated. Initially this instrument was developed for college students and was also used for assessing social support in the context of parents (Boehm, Duggan, Dinerman, & McGowan, 1995), HIV patients (Sushil, 2010) and implantable cardioverter defibrillator patients (Myers & James, 2008).

Social Support Questionnaire for Transactions (SSQT) comprises of 5 scales; daily emotional support, problem-oriented emotional support, social companionship, daily instrumental support and problem-oriented instrumental support (Suurmeijer et al., 1995). Even though, this instrument was developed to assess rheumatoid arthritis patients, Suurmeijer et al. (1995) pointed out that SSQT is not specific to disease context and it can be applicable to various context.

In addition, there are a few instruments that are designed to assess social support of specific populations such as Maternal Social Support Index (MSSI) (Farel & Hooper, 1998; Pascoe, Ialongo, Horn, Reinhart, & Perradatto, 1988), Social Support in Chronic Illness Inventory (SSCII) (Hensarling, 2009) and Social Support Inventory for Stroke Survivors (SSISS) (MaryAnn & Judith, 1989). These instruments were developed for specific groups and the researcher did not employ the general instrument in examining the social support in a particular situation.

In measuring backpacking social support, Social Support Questionnaire for Transactions (SSQT) is preferred over other instruments as it is not confined to the health context.

Besides this instrument has been employed in marketing (Rosenbaum, 2006; Rosenbaum, 2009b; Rosenbaum & Massiah, 2007) where the authors have assessed the customers' social support in service establishments. SSQT consists of 23 items and Rosenbaum (2006) has verified the dimensions using factor analysis since it is not widely used in marketing literature. The author reported two-dimensional structure and they were termed as social-emotional support and instrumental support. The Cronbach alphas for both dimensions are 0.93 and 0.90 respectively, which indicate that the instrument reliability is excellent and acceptable. In addition to that, items measuring informational support (Helgeson, 2003; Langford et al., 1997) are also included in the measurement of this study.

2.14.3 Personality

Personality is "pattern of characteristic thoughts, feelings, and behaviours that distinguishes one person from another" (Phares, 1991, p. 4). Personality of an individual is the total sum of various characteristics including more than exterior form (Ross, 1994, p. 32) and it is biologically based and learned behaviour which form the person's unique relates (relationship) to environmental stimuli (Ryckman, 1982, pp. 4-5). Trait is a "form of regularity or stable disposition in personality which is supposed to lead to consistency in some respect across situations and therefore a certain predictability in an individual's behavior" (Apter, 2006, p. 220).

According to Pervin (1989), there are two types of research pertaining to personality; total individual and individual differences. The former focuses on how an individual functions and the latter centres on how an individual is distinct from others. Researchers have examined personality in various contexts namely academic performance (Chamorro-

Premuzic & Furnham, 2003), cross-cultural comparison of students (Church, Alvarez, Mai, French, Katigbak, & Ortiz, 2011), tourism behaviour (Frew & Shaw, 1999), employees in hotel (Yıldız, Üngüren, & Polat, 2009) and nationality.

Measurement of Personality

There are numerous instruments that can be used to measure personality and among them are Myers-Briggs Type Indicator (MBTI), Sixteen Personality Factor (16 PF) Questionnaire, Eysenck Personality Questionnaire (EPQ) and Five Factor Model (FFM).

Myers-Briggs Type Indicator (MBTI) is developed to measure psychological types which are extrapolated from Carl Jung's theory. Initially there were three dimensions measured namely extroverted-introverted, sensation-intuition, thought-affect and another dimension was added which was termed as judgment-perception (Myers & McCaulley, 1985). MBTI is widely used (Carlson, 1985; Carlyn, 1977; Gardner & Martinko, 1996; Munteanu, Costea, & Palo, 2011; Pittenger, 1993; Wheeler, 2001); however it is also subject to limitations. Researchers pointed out issues pertaining to item construction (Tzeng, Outcalt, Boyer, Ware, & Landis, 1984) and interpretation of the Judging-Perceiving index (McCrae & Costa, 1989).

Sixteen Personality Factor (16 PF) Questionnaire was developed with the aim to measure personality based on sixteen source traits (Cattell, 1965). This instrument has been employed in measuring seminar behaviour (Furnham & Medhurst, 1995), married couples (Cattell & Nesselroade, 1967), homosexual and heterosexual (Evans, 1970) and collegiate wrestlers (Kroll, 1967). This instrument is subjected to criticism despite the researcher's

contribution to personality research; a few researchers fail to validate the 16 Personality Factor Model's primary level (Eysenck & Eysenck, 1969; Sells, Demaree, & WILL, 1970).

Eysenck Personality Questionnaire (EPQ) was developed based on Eysenck personality theory and it consists of three dimensions; extraversion, neuroticism and psychoticism (Eysenck & Eysenck, 1975). Numerous studies have employed this instrument (Furnham & Medhurst, 1995; Grayson, 1986; Hemert, Vijver, Poortinga, & Georgas, 2002; Munteanu et al., 2011; Rocklin & Revelle, 1981). Barrett, Petrides, Eysnck and Eysnck (1998) concluded that it is replicable in 34 countries. Nevertheless, the usefulness of extraversion in experimental research on extraversion is raised by Rocklin and Revelle (1981). In addition, concerns were raised pertaining to the dichotomous items (yes/no) in the questionnaire which is deemed to be psychometrically inferior (Schultz & Schultz, 2009).

NEO-Five Factor Inventory (NEO-FFI) is an instrument which consists of 60 items is a shorter version of Revised NEO Personality Inventory (NEO PI-R) which has 240 items. NEO-FFI consists of extraversion, neuroticism, agreeableness, conscientiousness and openness to experience dimensions (McCrae & Costa., 1985). According to NEO-FFI, there are the five core dimensions that form the basis of our personality which is also known as Five Factor Model (FFM):

- 1) Neuroticism: easily depressed, easily worried, easily become nervous
- 2) Extraversion: energetic, sociable, enthusiastic, outgoing
- 3) Openness to experience: imaginative, inventive, original
- 4) Agreeableness: cooperative, considerate, helpful, forgiving
- 5) Conscientiousness: emotionally stable, has high self-esteem, responsible

All the items measuring 5 dimensions are pertaining to typical behaviour and each of the dimensions distinguish the disparity among individual's personality characteristics (John & Srivastava, 1999). Validity and reliability of Five Factor Model (FFM) is proven and it is regarded as one of the best model in measuring personality (Digman, 1990; Garcia-Banda, Servera, Chellew, Meisel, Fornes, Cardo, Perez, Riesco, & Doctor, 2011; McCrae & Costa, 1997; McCrae & John, 1992).

Personality in the present study is explored in relation to the five-factor model, which most research on personality regards as the most comprehensive model to date (Howard & Howard, 1998). The five-factor model describes five core personality traits (Costa & McCrae, 1992) which have not previously been studied in relation to backpackers' behaviour. By finding connections between personality traits and restorative environment, the author can gain a deeper understanding of the psychological mechanisms which influence backpackers' restorative experience in backpacker enclave.

Neuroticism, extraversion, openness to experience, agreeableness and conscientiousness traits are found to be stable across a lifespan (Revelle & Loftus, 1990). These five dimensions are described as a continuation between two extreme poles. Persons with high levels of neuroticism easily become unstable, worried, temperamental and sad (Howard & Howard, 1998) as they are reactive to stimuli in their environment. Neuroticism is also referred to as negative affectivity or emotional instability (McCrae & John, 1992). Those with neuroticism are more likely encounter difficulties in emotional adjustment and their anxiety will not lead to positive experience. Neuroticism is negatively related to consumption-based emotions (Matzler, Faullant, Renzl, & Leiter, 2005).

The two extremes of the second dimension are introversion and extraversion. Those who belong to the former will be more reserved, independent, steady and like being alone as compared to the latter which will be enthusiastic, more outgoing, physically and verbally active (Howard & Howard, 1998). Extraversion is directly associated with positive consumption emotions (Matzler et al., 2005).

Those who are open to experience are perceived to have intellectual behaviours, be creative and good in their studies. Besides, they also exhibit interest in sensory and cognitive experiences. Heinstrom (2005) reported that individuals with high level of openness to experience are deemed to be open to new information. A person with low level of openness to experience trait is regarded as conventional, conservative and prefer familiarity (Howard & Howard, 1998).

The agreeableness trait on one extreme links to altruism, nurturance and caring and emotional support and on the other extreme relates to hostility, indifference, self-centeredness, spitefulness and jealousy (Howard & Howard, 1998). Those with high agreeableness trait are pro-social, engage in constructive communication and enjoy interaction (Jensen-Campbell, Gleason, Adams, & Malcolm, 2003; Letzring, 2008).

Conscientiousness is a measure of goal-directed behaviour and control over impulses (Howard & Howard, 1998). The more conscientious a person is the more competent, dutiful, orderly, responsible and thoughtful he is (Costa & McCrae, 1992, p. 49). Conscientious people are pro-social in their attitude towards others (Friedman, 2008)

Pertaining to tourism, Plog (1973) and Plog (1994) measured the influence of personality on travel behaviour. The studies investigated on why tourists choose a particular destination.

Plog (1973) proposed a typology for tourists which ranged from psychocentrics to allocentrics on a continuum. Those who belonged to psychocentrics typology are found to be nervous, not adventuresome and those who belonged to allocentric tend to be more adventurous and seek for newness. In addition, some studies examined how personality affect leisure benefits (Zhou, 2010), risky sports participation (Tok, 2011), emotional labours of service providers in tourism (Sohn & Lee, 2012), mountaineering experience (Faullant, Matzler, & Mooradian, 2011), freestyler snowboarders (Mueller & Peters, 2008) and tourism behaviour (Frew & Shaw, 1999).

Ross (1994) pointed out that there is no adequate study on personality despite the fact that it is one of the psychological concepts in tourism. From both marketing and tourism perspective, personality of consumers and tourists is investigated to understand their behaviour. “Customer personality traits play a role in the service experience since customer can affect service delivery process and outcome” (Tan, Foo, & Kwek, 2004, p. 287). Little is known on how personality influences restorative experience in everyday life and leisure (Korpela et al., 2008) particularly from the perspective of backpackers. Restorative experience is influenced by individual’s characteristics (Haynie, 2008); one may find a setting / environment restorative and another person may not share the same view. According to Holland (1985), “people find environments reinforcing and satisfying when environmental patterns resemble their personality patterns” (p.53). For instance, if A and B visit a place, A may find the place as an appropriate place to experience restoration and B might find the place less suitable for restoration. B may perceive the place more stressful as compared to A. This explains that every customer has a different persona. Persona is the

–combination of personality and personal values that are innate to the person at a given point in time” (Ward & Newby, 2004, p. 1).

Personality differences may influence backpackers’ restorative experience. Those who belong to the openness category may minimize their stress as they are more open to new experience. Besides, through the social support that one can gain, the individual may be able to restore themselves faster than the rest. Conscientious people are able to adapt themselves in stressful situation (McEwen, 1998) and extroverts are found to frequently experience positive consumption emotions (Matzler et al., 2005). Therefore, backpackers who are extrovert, conscientious, and open to experience may be able to experience restoration. Backpackers with high level of neuroticism are more prone to mental exhaustion which may lead to directed attention fatigue (DAF) and this could hinder the restoration process. This clearly indicates that personality traits may affect restorative experience.

In conclusion, restorative experience is influenced by physical environment, social support and personality. In this study, restorative experience is measured as antecedent of place attachment (Korpela & Hartig, 1996; Rosenbaum et al., 2009). In the following section, the discussion revolves on place attachment and how restorative experience leads to place attachment.

2.15 PLACE ATTACHMENT THEORY

Attachment refers to the relationship between an individual and attachment figure. From the perspective of psychology, attachment is referred to the need for safety, security and protection (Prior & Glaser, 2006). Most of the studies revolved on the infant care giver

attachment (Dozier, Stovall, Albus, & Bates, 2001; Goossens & Ijzendoorn, 1990; Vacca, 2001; Wolff & Ijzendoorn, 1997) and later it was extended to adult attachment (Collins & Read, 1990; Debra & Cindy, 1997). In leisure science, the relationship with surroundings were examined by researchers which is termed as place attachment (Bricker & Kerstetter, 2000; Kyle et al., 2005; Moore & Graefe, 1994; Williams & Vaske, 2003).

The sense of place and place attachment are two different concepts which are derived from distinct scientific approach which focuses on the connection between people and place (Stedman, 2003). Sense of place is commonly examined using qualitative research, to investigate the connection of human and place. Meaning attached to a space is a sense of place (Stedman, 2003). It also referred to as attachment towards a geographical space which grows through place knowledge, experience and memories associated towards a particular place (Tuan, 1980). Place attachment is mostly viewed from the perspective of positivism with the aim of developing a reliable measurement in examining the human attachment with place (Williams & Vaske, 2003). This study attempts to examine the human-place bonding phenomenon using place attachment.

Place attachment is the bonding of people to places (Altman & Low, 1992; Mayfield, 2011). Place attachment depends on “developing clusters of positive cognitions linked to the meaning of specific places” (Jack, 2010, p. 758). “Attachment to specific marketplaces is also synonymous with personal psychological comfort based on a feeling of space appropriation” (Debenedetti & Oppewal, 2009, p. 5). Space is more abstract than place (Tuan, 1977). The latter is formed when a meaning is attached to it.

—We have a sense of space because we can move and of time because, as biological beings, we undergo recurrent phases of tension and ease. The movement that gives us a sense of space is itself the resolution of tension. When we strand, etc. our limbs we experience space and time simultaneously—space as the sphere of freedom from physical constraint and time as duration in which tension is followed by ease” (Tuan, 1977, p. 118).

People-place relationship is a multidimensional; place attachment consists of two dimensions namely place dependence and place identity (Ashill & Jobber, 2010; Bean & Roszkowski, 1995; Budruk, 2010; Cruwys, Platow, Rieger, & Byrne, 2013; Fahlman, Mercer-Lynn, Flora, & Eastwood, 2013; Fried & Ferris, 1986; Hinkin & Schriesheim, 2008; Preston & Colman, 2000; Saxena, 2006; Smith, Siderelis, & Moore, 2010; Williams & Vaske, 2003).

Place dependence dimension is formed based on affective and cognitive process (Moore & Graefe, 1994; Smith et al., 2010). Place dependence explains on the functional meaning which is more connected with physical attributes (Moore & Graefe, 1994; Williams & Vaske, 2003) that is not transferable to another location (Stokols & Shumaker, 1981). One will value a setting which fulfils functional and psychological needs (Smith et al., 2010).

On the other hand, place identity is related to emotional meaning (Williams & Vaske, 2003). Place identity dimension is formed based on behavioural and functional process (Smith et al., 2010). Ardoin (2006) stated that place identity is more abstract and symbolic. According to Proshansky, Fabian, and Kaminoff (1983), place identity is referred to as *—combination of attitude, values, thoughts, beliefs, meaning and behaviour tendencies, reaching far beyond emotional attachment and belonging to particular places” (p. 61).*

The third dimension of place attachment was identified by Bricker and Kerstetter (2000) which termed as lifestyle. This dimension measures the sense of attachment and individuals' lifestyle. Rosenbaum et al. (2007) and Rosenbaum et al. (2009) included this dimension in measuring place attachment in third place. "Place lifestyle suggests that people are attached to a place because it enmeshed in their lives and daily routines" (Rosenbaum et al., 2007, p. 6).

Social bonding has been added in examining place attachment (Hidalgo & Hernandez, 2001; Hinkin & Schriesheim, 2008; Kyle et al., 2005; Kyle et al., 2004f). Kyle et al. (2004f) stated that "if meaningful social relationships occur and are maintained in specific settings, then it should also be likely that these settings share some of this meaning given that they provide the context for these relationships and shared experiences" (p.443).

Kyle et al. (2004f) coined the term affective attachment which is an additional dimension that measures place attachment. The authors employed Williams and Roggenbuck (1989) place attachment scale and found "affective attachment" and "identification processes" item were included in the place identity dimension. They used four items to measure affective attachment dimension: "means a lot to me", "I am very attached", "I feel a strong sense of belonging and its setting facilities" and "I have little, if any emotional attachment and setting/facilities".

Rosenbaum et al. (2007) included another dimension in measuring place attachment which is termed as place commitment. This dimension was added in measuring place attachment in a third place and it was also employed in Rosenbaum et al. (2009). Rosenbaum et al. (2007) extended the organizational commitment concept to third place; they suggested that

patrons of third place will exhibit commitments towards the service establishment similar to the employee organizational commitment.

Table 2.10: Dimensions measuring place attachment

Dimension	Researcher
Place dependence Place identity	Williams and Roggenbuck (1989), Williams and Vaske (2003), Williams, Patterson, Roggenbuck, and Watson (1992), Alexandris et al. (2006), Smith et al. (2010), Budruk (2010), (Ardoin, 2006), (Hou et al., 2005), (Chih-Yung & Yih-Chearng, 2010)
Place lifestyle	Bricker and Kerstetter (2000), Rosenbaum et al. (2009), Rosenbaum et al. (2007)
Social bonding	Kyle et al. (2005) , Hidalgo and Hernandez (2001), Kyle et al. (2004f)
Affective attachment	Kyle et al. (2004f)
Place Commitment	Rosenbaum et al. (2007) Rosenbaum et al. (2009)

Past experience is found to be the predictor of place attachment whereby visitation in the past twelve months has an association with both place dependence and place identity (Backlund & Williams, 2003; Vorkinn & Riese, 2001). Exposure to a particular place may result in variation in the degree of place identity and place dependency. However, the authors pointed out that place attachment can still be developed even though one does not physically present in a particular place. Place attachment can be formed based on stories and memories of others (Backlund & Williams, 2003). The effect of place attachment on recreation behaviour was examined by Smith et al. (2010) who discovered that visitors' place identity has an effect on intended recreation behaviour. Those who are dependent on

the functionality aspect (place dependence) of the place are less likely to visit the place in the future and this results from alternative availability of the same recreation opportunities.

Kyle et al. (2004f) measured the relationship between motivation of park visitors and their place attachment towards the setting. The findings indicate that the park provides the visitors the opportunity for exercise and relaxation and these benefits influence place dependency. This is line with Smith et al. (2010), Moore and Graefe (1994) and Williams and Vaske (2003) who stated that an individual will form place dependency based the benefits that they receive (functional and psychological). Expectations of the benefits, opportunity to enjoy nature and desire for personal reflection influence affective attachment dimension. The ability to engage in leisure activities and socialization leads to social bonding. Both place dependence and place identity are commonly used in measuring place attachment. However, Buta et al. (2014) reported high correlation between the place identity and place dependency which implies that these dimensions cannot be distinguished.

Measurement of Place Attachment

Place Attachment Scale (PAS) consists of core dimension; place dependence and place identity (Williams & Roggenbuck, 1989). The scale employs 15 statements and is measured using 5 point Likert scale. This instrument has been validated by numerous researchers (Budruk, 2010; Jorgensen & Stedman, 2001; Kyle et al., 2005; Smith et al., 2010; Williams & Vaske, 2003). Later the lifestyle (Bricker & Kerstetter, 2000; Rosenbaum et al., 2009; Rosenbaum et al., 2007), social bonding (Fried & Ferris, 1986; Hidalgo & Hernandez, 2001; Hinkin & Schriesheim, 2008; Kyle et al., 2005; Kyle et al., 2004f; Preston & Colman, 2000), place commitment (Rosenbaum et al., 2009; Rosenbaum

et al., 2007) and affective attachment (Fried & Ferris, 1986; Hinkin & Schriesheim, 2008; Kyle et al., 2004f; Preston & Colman, 2000) dimensions have been added in measuring place attachment. In total there are six dimensions measuring place attachment. Some researchers argued that place attachment is a second order construct (Ramkissoon et al., 2013; Williams & Vaske, 2003). However, this study confines to two dimensions namely place dependency and place identity utilized by Rosenbaum et al. (2007) and Rosenbaum et al. (2007) in service establishment settings.

2.16 RESTORATIVE EXPERIENCE AND PLACE ATTACHMENT

In order to obtain a holistic view of people-place relationship, an understanding of places, feelings and experience is required (Manzo, 2003). Human experience plays an essential role in determine the meaning(s) associated to a place (Altman & Low, 1992) and the bond that forms towards a place (Manzo, 2003). Fried (2000) mentioned that both positive and negative experience(s) influence the meaning held on a place. The ability to experience restoration is deemed as a positive experience which forms an emotion and thus leads to place attachment.

Kaplan and Kaplan (1989) stated that natural environment enables recovery from mental fatigue. This supports the human functioning as they are able to experience restoration. Place bonding can be formed with natural setting as they experience psychological, social and physiological benefits (Kyle et al., 2004f). It is empirically proven that non-natural environment (commercial establishment, zoo, museum, plaza) do possess restorative quality, thus if an individual can experience restoration in these setting; attachment towards these settings can emerge. Rosenbaum (2009b) found that customers who experience high

restoration in third place are more likely to display place attachment. Therefore, if a backpacker is able to reduce mental fatigue and experience restoration in the enclave, this will foster the development of place attachment.

Place attachment is a ~~very~~ rich concept that helps the understanding of the conditions under which servicescapes may be cherished without being differentiated from their competitors on a utilitarian basis” (Debenedetti & Oppewal, 2009, p. 5). This clearly indicates that it is crucial to create an atmosphere which instils emotional bonding towards the enclaves. Place attachment leads to loyalty behaviour such as repeat visitation, intention to recommend and loyalty (George & George, 2004). This study examines to what extent does the place attachment towards the backpacker enclaves result in customer voluntary behaviour.

2.17 CUSTOMER VOLUNTARY PERFORMANCE (CVP)

Customers are known for promoting an organization through word of mouth and intention to recommend (Gremler, Gwinner, & Brown, 2001) and lately their involvement in the service process have been acknowledged (Bettencourt, 1997; Rosenbaum & Massiah, 2007). The role of customers as human resource (Fitzsimmons & Fitzsimmons, 2011; Halbesleben & Buckley, 2004; Lovelock & Young, 1979) and customers being partial employees (Bowen, 1986; Bowen & Schneider, 1985; Mills & Morris, 1986) have been widely researched. Bowen and Schneider (1985) reported that customers may engage in some of the employees’ work and this is regarded as customers in role behaviour. However, it is essential for the service provider to differentiate between customer voluntary behaviours and the behaviours required to be performed by customers in the service

delivery (Bettencourt, 1997). Groth (2005) stated that customer participation and customer citizenship behaviour are two types of customer behaviour. The former **refers to** ~~expected~~ and required behaviours necessary for the successful production and delivery of the service” (p.11) and the latter is pertaining to ~~voluntary~~ and discretionary behaviours that are not required for the successful production and delivery of the service but that, in the aggregate, help the service organization overall” (p.11). For instance, entering bank account information at an ATM is part of the service delivery process that customers engage in (Groth, 2005); without the details the transactions will not take place, thus, the service will not be delivered. Examples of voluntary behaviour are recommendation of service to others, filling out customer feedback form, putting back the shopping carts in the designated areas and, etc. These voluntary behaviours are found to benefit organization **in** productivity, reducing cost and improve service experience (Groth, 2005; Keh & Teo, 2001).

The customer voluntary performance (CVP) conceptualization is based on the customer performance. Customers do play the following roles (quoted from Bettencourt, 1997):

- customers are seen as promoters of the firm (Bowers, Martin, & Luker, 1990),
- customers as human resource or co-producers; providing input and productivity (Kelley, Skinner, & Donnelly Jr, 1992)
- customers as organizational consultants (Schneider & Bowen, 1995)

Customer voluntary performance refers to ~~helpful~~, discretionary behaviours of customers that support the ability of the firm to deliver service quality” (Bettencourt, 1997, p. 384). According to Bettencourt, there are three types of voluntary behaviours namely loyalty

(positive word-of-mouth and recommendations), cooperation (cooperation and conscientiousness during the service encounter) and participation (customer suggestions for service improvement).

Loyalty – The customers as promoters of the firm

Loyalty is referred to as “behaviour of promoting the organization / firm interest beyond individual interest” (Bettencourt, 1997, p. 385). Commonly loyalty is measured by intention to repurchase, intention to return and word of mouth (Cronin Jr & Taylor, 1992; Heskett & Schlesinger, 1994; Rust, Zahorik, & Keiningham, 1995; Söderlund, 2006). Positive word of mouth and recommendation lead to positive image of the firm besides enhancing the perception of the service provided (Parasuraman, Zeithaml, & Berry, 2002). According to Heskett (2002) loyal customers exhibit commitment, apostle behaviour and ownership. The author further explained these characteristics:

“Committed customers are not only loyal but demonstrate that loyalty by telling others of their satisfaction. They also possess credibility and a certain degree of authority in the eyes of others and a small subset of those who are loyal take responsibility for the continuing success of a product or service offering. They can be considered owners” (Heskett, 2002, p. 356).

Cooperation – The customers as human resource

According to Van Dyne, Graham, and Dienesch (1994), cooperation is referred to discretionary customer behaviours indicating respect for the provision of quality service delivery (quoted from Bettencourt, 1997). Customers do take up the role of co-producer

and partial employee (Bettencourt, 1997; Bitner, 1994). –Customers may also assume a role of helping other customers (e.g. giving advice and providing directions). They take a more-or-less active role in fulfilling their co-production responsibilities” (Bettencourt, 1997, p. 386). The customers also have to obey the rules and policies of the firm and being polite (Bitner, 1994). With the presence of additional number employees (partial employees), the firms can benefit from the role of customers as human resource. Service is produced and consumed simultaneously and with the presence of customers as partial employees, they facilitate the service delivery process and besides, the firms can save the cost of getting more employees to deliver the service. Bendapudi and Leone (2003) pointed out that the service providers can encourage customers’ involvement during the service process. However they also warned on the willingness and the ability of the customer to play the role of human resource.

Participation – the customer as organizational consultant

Customers do involve as consultants in the firm by providing feedback and pointing out the poor service offered by the service provider (Plymire, 1991). According to Sanes (1993), a complaint is a form of feedback which is a vital information pertaining to the service perceived by the customers. Customer complaint behaviour is an –action of communicating” the unsatisfactory elements pertaining to the service /product patronized (Jacoby & Jaccard, 1981; Mowen, 1993). Customer complaint is perceived as a way to improve the service (Heung & Lam, 2003; Plymire, 1991).

Few researchers have examined customer voluntary performance (CVP) (Bailey, Gremler, & McCollough, 2001; Rosenbaum & Massiah, 2007; Viviani, 2006). Rosenbaum and

Massiah (2007) pointed out that customer voluntary performance (CVP) concurs with organizational citizenship paradigm which described employees helping behaviour in an organization. Similar to customer voluntary performance (CVP), organizational citizenship behaviour (OCB) consists of three dimensions namely loyalty, participation and cooperation (Organ, 1988; quoted from Rosenbaum and Massiah, 2007). Rosenbaum and Massiah (2007) stated that customers who exhibit customer voluntary performance (CVP) demonstrate OCB; thus the authors have extended OCB in service establishment. They have included all three dimensions and termed them as customer citizenship participation, customer citizenship cooperation and customer citizenship loyalty. Besides, they have also added additional two dimensions namely customer care empathy and customer care responsibility. Among the few researchers who examined customer citizenship behaviour (CCB) are Bartikowski and Walsh (2011) and Yi, Nataraajan, and Gong (2011). Bartikowski and Walsh (2011) studied the relationship between customer based corporate reputation and customer citizenship behaviour (CCB). The authors assessed CCB using two dimensions; helping other customers and helping the company (refer Table 2.11).

Table 2.11: Dimensions measuring customer voluntary performance (CVP)

Dimensions	Researcher(s)
Loyalty Participation Cooperation	Bettencourt (1997)
Customer citizenship: loyalty Customer citizenship: participation Customer citizenship: cooperation Customer care: empathy Customer care: responsibility	Rosenbaum and Massiah (2007)
Helping other customers Helping the company	Bartikowski and Walsh (2011)

Rosenbaum and Massiah (2007) included customer participation as one of the dimension measuring CCB. However Yi et al. (2011) viewed that CCB differs from customer participation. The latter expressed that CCB is a discretionary whereby the customer voluntarily performs certain behaviour and customer participation behaviour refers to 'enforceable or explicit required in-role behaviour'.

In this study, customer voluntary performance (CVP) will be examined based on Bettencourt (1997) and Rosenbaum and Massiah (2007). Therefore, customer voluntary performance (CVP) will be assessed based on three dimensions; loyalty, participation and cooperation.

2.18 PLACE ATTACHMENT AND CUSTOMER VOLUNTARY PERFORMANCE (CVP)

Kyle et al. (2004d) pointed out that it is vital to investigate the behavioural outcome of place attachment. Empirical studies have focused on the outcome/ consequence of place attachment such as satisfaction (Fried & Ferris, 1986; Hwang et al., 2005), loyalty (Alexandris et al., 2006; George & George, 2004; Kyle et al., 2003; Yuksel et al., 2010), repeat visitation (Hwang et al., 2005), intention to recommend (Lee, Kyle, & Scott, 2012; Prayag & Ryan, 2012; Yuksel et al., 2010), perceived crowding (Kyle et al., 2004d), interaction (Alexandris et al., 2006), pro-environmental behavior (Fried & Ferris, 1986; Kamtsios & Karagiannopoulou, 2013; Saxena, 2006), physical environment (Alexandris et al., 2006) and leisure participation patterns (Bricker & Kerstetter, 2000).

Brocato (2006) and George and George (2004) stated that place attachment will influence one's behaviour. The relationship between place attachment and loyalty has been

examined and Yuksel et al. (2010) stated that the higher the attachment, the more loyal they will be. Most studies centered on repeat purchase, intention to return and recommend and positive word of mouth (Chen, Lee, Chen, & Huang, 2011; Choi, Tkachenko, & Sil, 2011; Lee, Jeon, & Kim, 2011; Rust et al., 1995; Söderlund, 2006) in measuring customer loyalty and only few investigated beyond that, looking at other roles played by the customer in the service settings (Bartikowski & Walsh, 2011; Bettencourt, 1997; Rosenbaum & Massiah, 2007). Emotional value of service encounter leads customers to exhibit voluntary performance (Bailey et al., 2001). Both place attachment and customer voluntary performance (CVP) has not been studied in the backpacking context. This study aims to examine the relationship between place attachment and customer voluntary performance (CVP). It extends the line of place attachment outcome by not merely measuring loyalty. It also includes other voluntary behaviours performed by consumer such as co-producer and human resource.

2.19 CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

This study has applied Attention Restoration Theory (ART) and Place Attachment Theory (PAT) and it attempts to extend the previous works by addressing the gaps that arises from the review of previous literature particularly in tourism marketing literature and psychology.

Generally, it aims to identify factors that influence restoration experience and examine the relationships between restorative experience and place attachment and subsequently how it influences customer voluntary performance (CVP) (refer Figure 2.2).

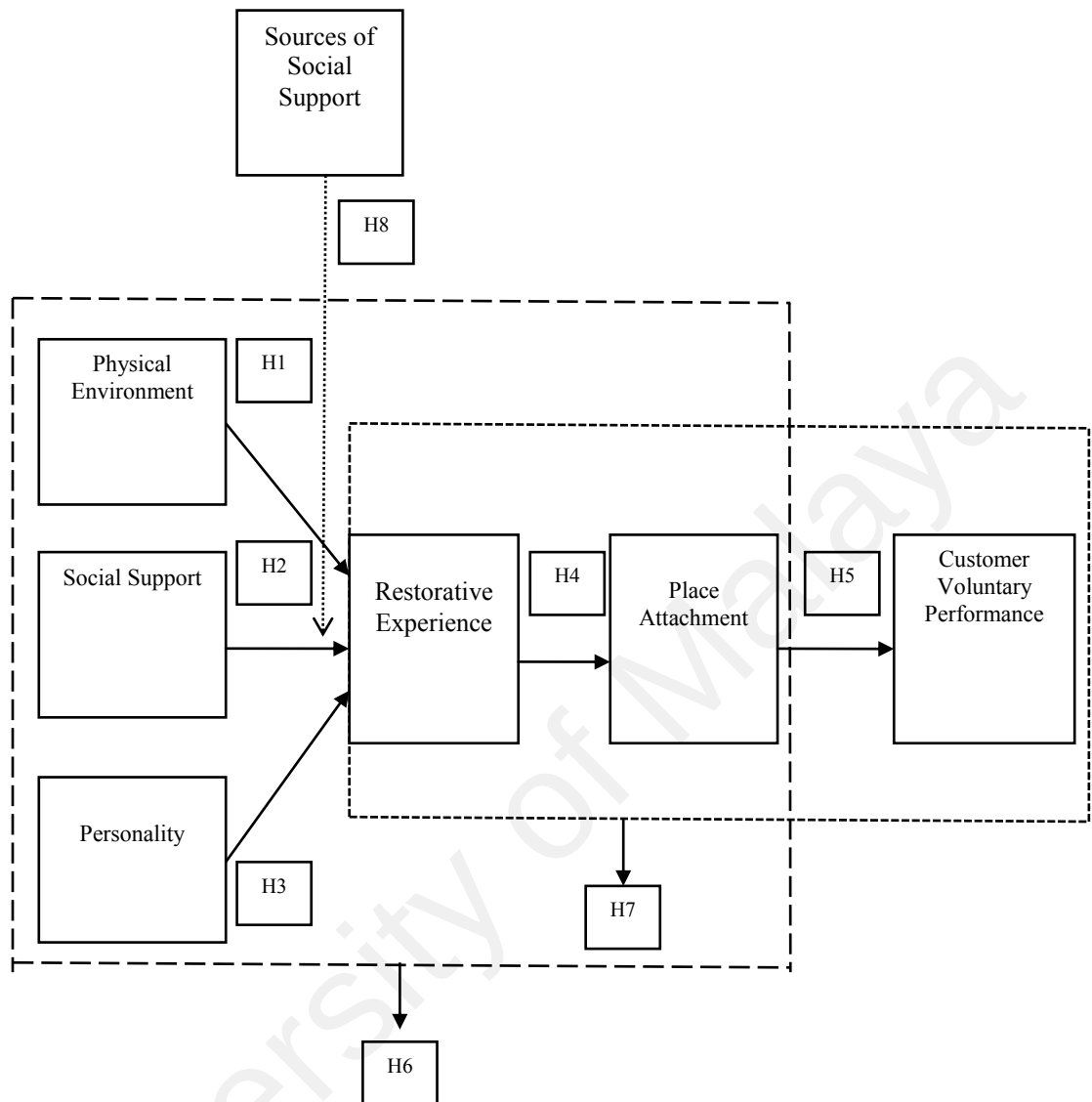


Figure 2.2: Conceptual Framework

Research Question 1

What are the predictors of restorative experience of backpackers?

Schoggen (1989) stressed that physical, social and behavioral elements of environmental experience cannot be viewed in isolation as these three factors are mutually dependent. First, the discussion revolves around physical environment of a setting. Natural environment is found to remedy mental fatigue (Bodin & Hartig, 2003; Hartig et al., 1991; Hartig & Staats, 2003; Herzog et al., 1997; Kaplan, 1995) and a few researchers pointed out that built environment possesses restorative stimuli (Herzog et al., 1997; Kaplan, 1993; Ouellette et al., 2005; Pals et al., 2009; Rosenbaum, 2009b). These researchers found that third places, museum, zoo and monastery possess restorative qualities. Thus this study extends the line of the research by examining the restorative quality of the backpacker enclaves.

Khaleej Times Online (2011) stated that service provider needs to understand the physical elements preferred by the customers as they aid service pleasure and customer emotions. Physical environment in the service establishment can be manipulated (Khaleej Times Online, 2011; Pals, 2011) to influence ‘customer emotions and perception’ as it is within the control of the management. Since service is produced and consumed simultaneously, service establishments must pay attention to the physical environment as it will influence customers’ perception (Fitzsimmons & Fitzsimmons, 2011) and how they respond in a particular environment (Aubert-Gamet, 1997). According to Pals (2011), physical characteristics of a setting will influence restorative experience as restoration occurs based on the interaction between an individual and the setting.

In natural environment, the presence of trees, flower and fountain (Nordh et al., 2009) enables one to experience restoration as they possess fascination effect unlike in the non-natural environment. In build environment, the physical environment consists of ambient, spatial/layout and sign and symbols (Bitner, 1992). Musa and Thirumoorthi (2011) examined the physical environment of a backpacker hostel and noted that the physical characteristic differs according to settings. It indicates that the restorative stimuli of natural and non-natural environment are not similar. Pals (2011) pointed out that it is difficult to identify which environmental characteristic will influence restoration and the author proposed that future study must focus on how physical characteristics can be manipulated to affect restorative experience. Most of the studies examined the relationship between the physical characteristic of natural environment and restorative experience, however little attention has been given to physical aspects of the restorative settings or environments (Bundick, 2010). Despite the emerging research focusing on built environment, there is scarcity in the investigation of the relationship between physical characteristics and restorative experience particularly in the backpacker enclave setting.

After embarking on a demanding journey, backpackers use the enclaves as a space to restore and refuel themselves. The attributes of the environment play vital roles in minimizing the mental and physical strains. The interaction with the settings enables backpackers to experience restoration. Thus, the following hypothesis is formulated.

H1: There is a [positive] relationship between physical environment and restorative experience

Apart from physical environment of a setting, social factors do play a role in influencing restoration. Staats and Hartig (2004) articulated that Attention Restoration Theory (ART) focuses mainly on the influence of physical environment on restoration and remains silent on whether the presence of others in a particular setting affects restoration. Staats et al. (2010) reported that those who are mentally fatigued prefer not to be accompanied by others and this contradicts with Staats and Hartig (2004) who found that company would be preferred by those who face directed attention fatigue and who are concerned with the safety issues in the environment. This study does not intend to examine whether company is preferred. Instead it aims to investigate the extent to which social support influences restoration in backpacker enclaves. Musa and Thirumoorthi (2011) acknowledged that backpackers receive social support in the form of socio-emotional and instrumental supports. However, there is no empirical evidence whether social support received by backpackers will influence their restorative experience. Rosenbaum (2009b) reported that social support influences restorative experience in third place. Those who receive social support regularly are normally highly restored.

The social elements within the settings (enclaves) affect backpackers' ability to recover from stress. The ability to recover is influenced by the types of social support received from others in the enclaves such other backpackers, employees in the service establishments and the local people. Certain people may be more supportive than others and they may facilitate the restoration process. Based on this relationship the hypothesis is proposed as:

H2: There is a [positive] relationship between social support received by backpackers and restorative experience

Korpela et al. (2008) suggested that future study should examine the relationship between personality and restorative experience as none had investigated this issue. Based on the argument put forward by Haynie (2008) which indicates that individual's characteristics do play a role in determining restorative experience; this study extends the line of restorative experience research by exploring the effect of personality.

A person's ability to experience restoration depends on his/her personal traits. One may find an environment reinforces the restorative stimuli while others may find the same setting as space that diminishes their ability to restore themselves. The influence of space settings on individual's personality indicates their association in regards with the ability to achieve restorative experience. On the basis of limited literature available in relation to personality and restorative experience, the direction of the association is not known. If a researcher suspects that a relationship exists, but has no basis for predicting the direction of the relationship, he or she cannot make a directional hypothesis (Wallen & Fraenkel, 2001, p.45). Thus, H3 is a non-directional hypothesis:

H3: There is a relationship between backpacker's personality and restorative experience

Research Question 2

Are backpackers who experience restoration likely to exhibit place attachment?

Place attachment has been widely examined by researchers (Budruk, 2010; Hidalgo & Hernandez, 2001; Kyle et al., 2005; Rosenbaum, 2009b; Rosenbaum & Massiah, 2007; Smith et al., 2010; Snyder, Williams, & Peterson, 2003). Altman and Low (1992) stressed that place attachment is influenced by human experience. This is in tandem with Fried

(2000) who stated that the meaning of attachment to a place is very likely determined by positive and negative experience. In the context of third place, Rosenbaum (2009b) reported that emotional bonding exhibited by patronisers of third place is likely the result of its ability to provide restorative experience. Extending this to the backpacking context, backpackers will display place attachment towards the enclave if they are able restore themselves.

The restorative stimuli in the backpacker's enclaves enhances the restoration process among backpackers. The refueling experience can be involving and create sense of belonging towards the place. Pleasant experience will lead to positive outcomes, thus the backpackers are more likely to develop place attachment, if they experience restoration. The following hypothesis is proposed:

H4: There is a [positive] relationship between restorative experience and place attachment

Research Question 3

Does place attachment lead to customer voluntary performance (CVP)?

Place attachment is found to affect one's behaviour (Brocato, 2006; George & George, 2004) and in line to that, numerous studies have examined the outcome of place attachment particularly on loyalty (Alexandris et al., 2006; George & George, 2004; Kyle et al., 2003). According to Bove, Pervan, Beatty, and Shiu (2009), customers exhibit altruistic behaviour to help the employees. Batson and Shaw (1991) added that this is driven by "feeling of attachment". This can be extended to explain as to why the customers display voluntary

behaviour when they develop attachment towards service establishments instead of the service workers. When emotional bonding towards a place is high, the customers tend to be more loyal (Yuksel et al., 2010).

Emotional bonding towards a place is usually indicative of increased concern. Backpackers who formed attachment towards the enclave would engage in activities that benefit the sustainability of the place. They are more likely to recommend the enclave to others, provide positive feedback and actively engage in behavior for the betterment of the place. In line with this argument the following hypothesis is formulated:

H5: There is a [positive] relationship between place attachment and customer voluntary performance (CVP)

Research Question 4

Does restorative experience mediate the relationship between physical environment, social support, personality and place attachment?

Physical environment (Sugihara & Evans, 2000) and social support (Rosenbaum & Massiah, 2007) are found to influence place attachment. Rosenbaum (2009b) further discovered that social support is antecedent of restorative experience. The author also established the link between restorative experience and place attachment (Rosenbaum, 2009b).

This indicates that the direct relationships between predictors of restorative experience (PE and SS) and place attachment are empirically proven. Besides that, the relationship between restorative experience and place attachment is also established. This study proposes

restorative experience as a mediator between these constructs, which investigates the following relationships – personality and place attachment (direct relationship), physical environment and restorative experience, personality and restorative experience (indirect relationship).

There are empirical evidence on the predictors and outcomes of restorative experience and place attachment. Both physical environment and social support influence restorative experience and place attachment respectively. The relationship between restorative experience and place attachment has been established in previous studies. The direct relationships between the constructs were studied in isolation. This study intends to examine the mediating effect of restorative experience between the independent variables and place attachment. Accordingly, H6 is established:

H6: Restorative experience (RE) mediates the relationship between physical environment (PE), social support (SS), personality (P) and place attachment (PA)

H6a. Restorative experience (RE) mediates the relationship between physical environment (PE) and place attachment (PA)

H6b. Restorative experience (RE) mediates the relationship between social support (SS) and place attachment (PA)

H6c. Restorative experience (RE) mediates the relationship between personality (P) and place attachment (PA)

Research Question 5

Does place attachment mediate the relationship between restoration experience and customer voluntary performance (CVP)?

Researchers have addressed the association between restorative experience and place attachment (Bodin & Hartig, 2003; Korpela et al., 2001; Rosenbaum, 2009b). The relationship between restoration and customer voluntary performance was established by Rosenbaum (2009b) and Bettencourt (1997). In addition, place attachment leads to loyalty behavioural (Alexandris et al., 2006; George & George, 2004; Kyle et al., 2003; Prayag & Ryan, 2012). This reflects that all the direct and indirect relationships have been empirically proven. However the role of place attachment as a mediator has not been examined.

Previous studies examined restorative experience as the predictor and CVP as the outcome of place attachment in isolation. Therefore, this study proposes the following hypothesis:

H7: Place attachment (PA) mediates the relationship between restorative experience (RE) and customer voluntary performance (CVP)

Research Question 6

Do the sources of social support moderate the relationship between social support and restorative experience?

As mentioned earlier, social support does influence restorative experience of customers (Rosenbaum, 2006; Rosenbaum, 2009b). Employees and other customers are the sources of social support in service establishments (Rosenbaum, 2006; Tombs & McColl-Kennedy,

2003). Nevertheless, little is known how these sources of social support affect the aforementioned relationship.

To what extent the groups of people (other backpackers, employees and local people) that provide social support enhances the restorative experience among backpackers is not known. Thus, the following hypothesis is proposed:

H8: The sources of social support moderate the relationships between social support (SS) and restorative experience (RE)

SUMMARY

Based on literature review discussed in this chapter which is based on Attention Restoration Theory (ART) and Place Attachment Theory (PAT), there is evidence that demonstrates the aforementioned relationships. According to Attention Restoration Theory (ART), one is able to experience restoration in an environment that does not require directed attention. This study aims to provide both theoretical and empirical analysis to explain factors that determine the antecedents of restorative experience in the backpacking enclaves' context. Place Attachment Theory (PA) is used as the theoretical basis to explore the emotional bonding towards the enclave. Besides, this study also investigates the relationship between restorative experience and place attachment and explores customer voluntary performance (CVP) as the outcome of place attachment. This is a pioneer study in the sense that it links these relationships in the backpacker enclaves' context.

CHAPTER 3

METHODOLOGY

3.1 PHILOSOPHICAL AND METHODOLOGICAL CONSIDERATIONS

The philosophical position is vital regardless whether it is natural or social science research. The researchers normally provide justification on the orientation of the enquiry as there are numerous theories in every discipline. Most of the studies in tourism take a positivist stand; however, very few researchers provide philosophical foundations of their research. The researchers apply the natural science method to social science and this tenet is used as the justification of the positivist paradigm.

There are numerous paradigms debated by scholars; positivist, neo-positivist, critical theory, critical realism, conventionalism and postmodernism (Johnson & Duberley, 2000) (Refer Figure 3.1). According to Netto (2009), paradigms are defined as “the theoretical and value concepts accepted by a scientific community that uses these concepts and values in its researches. Paradigms define the rules that are universally recognized in a subject and that validate the advance of the science” (p.46). Burrell and Morgan (1979) pointed out that “to be located in a particular paradigm is to view the world in a particular way” (p.24). This implies that each paradigm is based on “different meta-theoretical assumptions”. Ontology and epistemology leads to the mode of research enquiry or methodology of a study. In total,

there are four quadrants in Figure 3.1, however only the north-west quadrant will be discussed as it is relevant to this study and there are two approaches in north-west quadrant namely positivist and neo-positivist.

Researchers need to design methodologies which are appropriate to the (ontological) nature of the social reality/realities to be studied, and since the research should be value free, the researcher will focus on the object and subject dualism, whereby the researcher will report what is observed. Positivism involves a commitment to the adoption of the methodologies used in the natural science to explain the social world. Positivists will normally give priority to quantitative research which appears to be objective provides empirical results, qualitative research emphasizes on subjectivity (Johnson & Duberley, 2000).

It has to be noted that there are arguments on whether tourism is a discipline or merely a concept or a subject within an existing discipline (Babu, 2008; Echtner & Jamal, 1997) and this results in philosophical inconsistency as the same issue(s) can be approached from various perspectives (Netto, 2009). Consequently, researchers employ various methodological approaches (quantitative, qualitative or triangulation) in conducting their research without philosophical rationalization. The application of research philosophies in tourism research is unavoidable; Davies (2003) expressed the significance of these paradigms in tourism discipline. By and large, tourism researches are inclined towards quantitative approach (Dann, Nash, & Pearce, 1998; Zahra & Ryan, 2005) which, usually, takes the positivist stand.

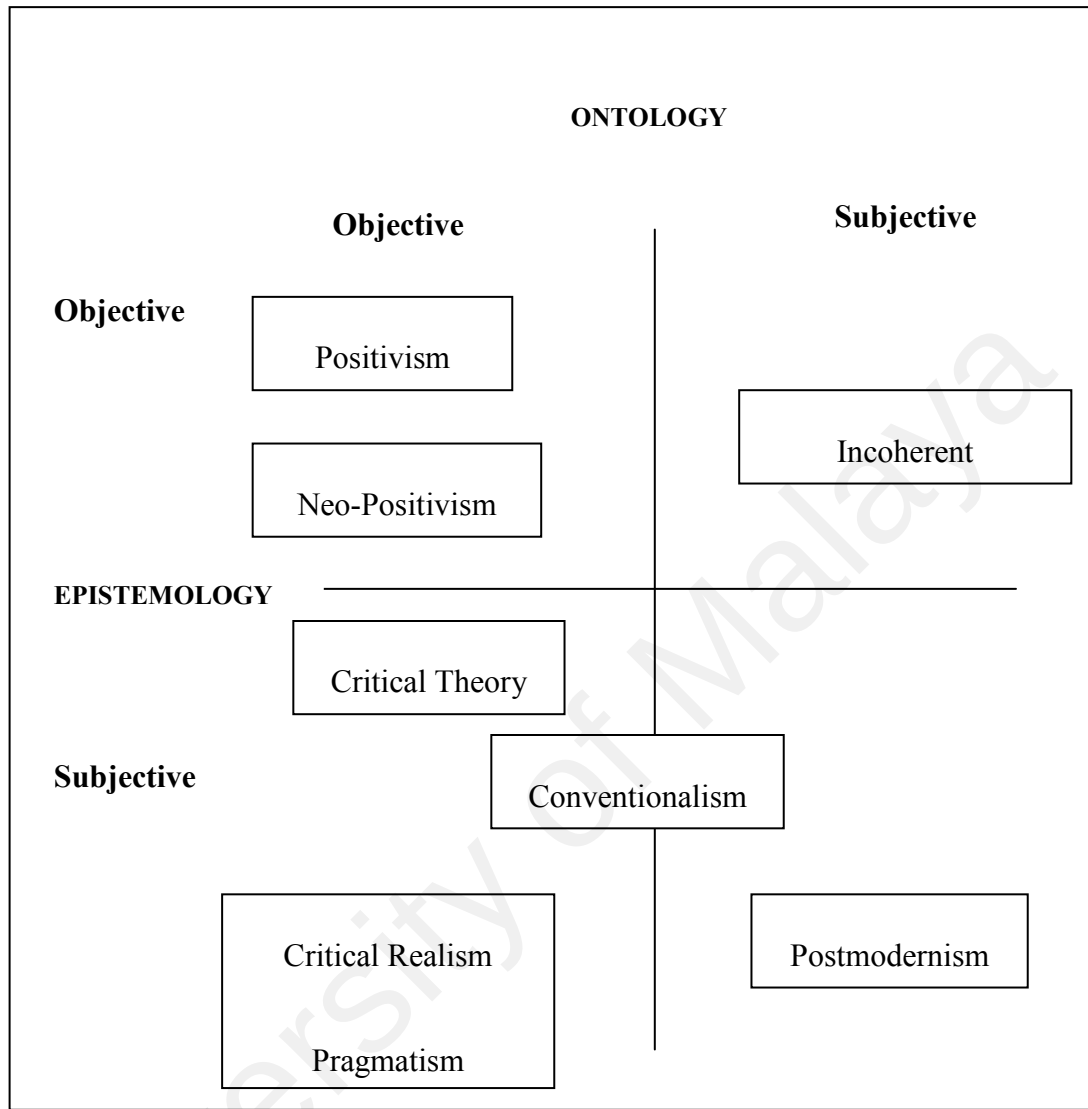


Figure 3.1: Research approaches based on ontology and epistemology

Source: Johnson and Duberley (2000, p. 180), Reflexivity and management

Ironically, this phenomenon is not evident in backpacking tourism research. A total of 105 articles on backpacking have been reviewed **for** this study. The analysis of these articles demonstrates methods employed by the backpacking tourism research community are

mostly qualitative followed by mixed method and quantitative. Out of 105 articles, 63 employed qualitative method (Bushell & Anderson, 2010; Musa & Thirumoorthi, 2011; Rogerson, 2010; Westerhausen & Macbeth, 2003).

There are 21 studies which used mixed method and quantitative research method respectively. For mixed method, a combination of qualitative and quantitative method have been employed (Hecht & Martin, 2006). Studies that are based on quantitative method (e.g. Chitty, et al., 2007; Paris, 2010; Stewart & Cole, 2002; Ian & Musa, 2008; Niggel & Benson, 2008; Jeff Jarvis & Peel, 2010) commonly used survey questionnaires. This clearly indicates that researchers prefer to explore the phenomenon in backpacking tourism instead of studying from the perspective of positivism (quantitative) which centers more on identifying causal relationship and verifying theories.

The philosophical endeavor of this study centered on Neo-positivist paradigm, with both objective ontology and epistemology to some extent, requires interpretation and value judgment due to the realism aspect. As this study is humanist - in this case it is backpackers - there is no escape from the metaphysical influence of epistemology. This study adapts the Attention Restoration Theory (ART) and Place Attachment Theory (PAT) from psychology and sociology into the tourism context. It extends the restorative experience in touristic enclaves while some previous research had looked at restorative experience found in natural environment (Berman et al., 2008; Hartig & Staats, 2003; Laumann et al., 2001; Staats et al., 2010). In addition, physical environment and social support (Scopelliti & Giuliani, 2004; Staats et al., 2010) are found to influence restorative experience. The attribute of physical environment, the types and sources of social support received,

restorative experience and emotional attachment in the backpacking context particularly in the enclave may differ from other contexts. Thus, adaptation of scales used in previous studies is less relevant. Therefore a new instrument is developed for the aforementioned constructs. Research design is developed based on the research paradigm; thus in an effort to add greater clarity to these areas of inquiry, a mixed method research design will be employed.

3.2 RESEARCH DESIGN

Research design provides a framework for the collection and analysis of data. The choice of research design reflects the decisions about the priority being given to a range of dimensions of the research process” (Bryman & Bell, 2007, p. 40). In other words, the type of data required, method of data collection and analysis depends on the research design. This study employs both exploratory and conclusive research designs with the former in the first (qualitative) phase and the latter employed in the second (quantitative) phase of the study. The present study characterizes descriptive research as it intends to study the relationship of the observed variables. The exploratory research is employed to gain better understanding of a problem(s) or an issue(s) (Miller & Swaddling, 2002; Zikmund, 2003) and ~~it~~ is conducted with an expectation that subsequent research will be required to provide conclusive evidence” (Zikmund, 2003, p. 55). Hypotheses can be formulated using exploratory research and tested with conclusive research (Leinhardt & Leinhardt, 1980; Zikmund, 2003) and the latter normally verifies the findings derived from the exploratory research. Conclusive research is an approach of ~~collecting~~ collecting primary data, analyzing data, making recommendations, and implementing findings” (Sandhusen, 2000, p. 188).

This study employed cross-sectional design as the data is collected only once and backpackers are chosen as representative of the population which indicates one sample of respondents. The combination of both exploratory and conclusive research designs can be termed as a mixed methods design which is known as “multi-strategy research” (Bryman, 2001). As the name implies, it is a combination of qualitative and quantitative methods in a single study.

“A mixed methods study involves the collection or analysis of both quantitative and/or qualitative data in a single study in which the data are collected concurrently or sequentially, are given a priority, and involve the integration of the data at one or more stages in the process of research” (Creswell, Clark, Gutmann, & Hanson, 2003, p. 165). Mixed method is not merely about collecting both qualitative and quantitative data as it involves philosophical rationalization on the use of both approaches. There are arguments on the incompatibility of qualitative and quantitative methods (Bryman & Bell, 2007; Datta, 1994) which implies that one should opt for a single method only. However, there is an agreement from the mixed methods perspective that “a research method from one strategy is viewed as capable of being presented into the service of another” (Bryman, 2001, p. 644). In addition, Maxcy (2003) stated that it is “perfectly logical for researchers to select and use differing methods, mixing them as they see the need, applying their findings to a reality that is at once plural and unknown” (p.59). The rationale of using mixed method is to understand the phenomenon rather than employing qualitative or quantitative method alone (Creswell & Clark, 2007).

3.3 SEQUENTIAL EXPLORATORY MIXED METHODS DESIGN

The research design of this study is demonstrated in Figure 3.2. This study employs sequential exploratory mixed methods design with equivalent priority given to both methods (QUAL → QUAN). Qualitative data was collected at the first phase followed by quantitative (second phase) in order to generalize the research findings. Concerns have been raised about the integration of quantitative and qualitative data analyses and it is suggested that merging the analyses of both method can be done based on the justification of employing the mixed method in the first place (Bryman & Bell, 2007). In this study, the integration of the analyses will be presented in the discussion stage as proposed by Creswell et al. (2003) and Hossler and Vesper (1993).

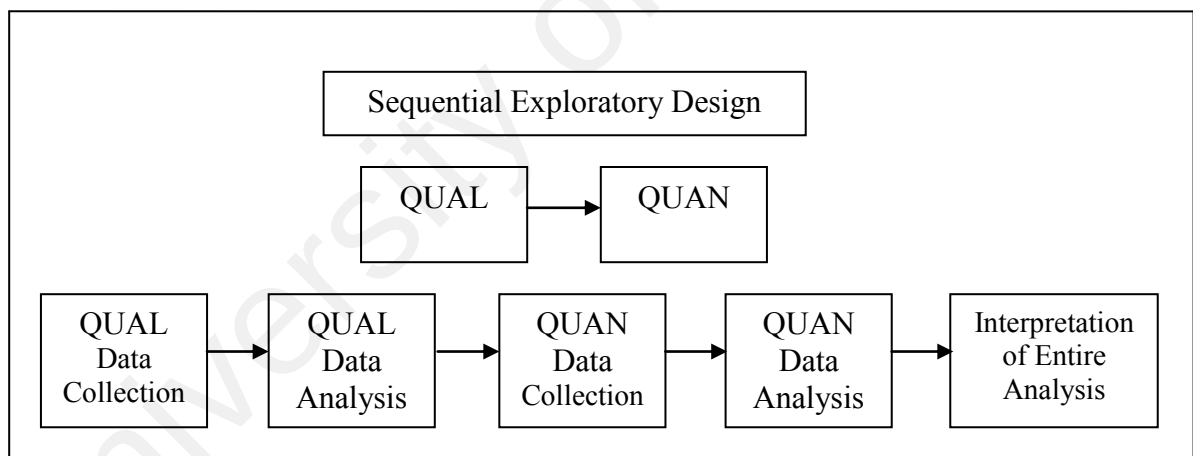


Figure 3.2: Sequential exploratory design

The main rationale of the sequential exploratory design is to generalize the qualitative findings to a larger population (quantitative). The qualitative data collection leads the sequence with the aim to develop the quantitative method (Greene, Caracelli, & Graham,

1989). This design is used for discovering the unknown variables, refining a theory, developing instruments and generalization of the findings (Creswell et al., 2003; Hanson, Creswell, Clark, Petska, & Creswell, 2005). There are numerous advantages and limitations of using sequential explanatory mixed methods design. The strengths of this design lies in the easy implementation by a single researcher and the ability of exploring the quantitative results in detail. Among the weaknesses are the amount of time needed to complete and the ability to collect and analyze both qualitative and quantitative data (Creswell, 2002; Creswell, Goodchild, & Turner, 1996). According to Hinkin (1995), both inductive and deductive approach is utilized in developing scale. The former requires the researcher to classify the themes based on the respondents and less reliance on the theory while the latter relies on prior classification which requires the researchers to either confirm or reject the theory.

The qualitative data collection is also meant to be used as a basis for developing a new construct. In this study, the qualitative method is employed at the early phase to identify the multi indicators (items) for the variables (physical environment, social support, restorative experience and place attachment) and also to contextualize the unknown phenomenon in the backpacking context (function of enclaves and backpacking stress). Most of the study utilized the adapted scale in measuring the aforementioned constructs and there are no known scales to measure each of the constructs from the context of backpacker enclave. Merely adapting the existing scale will inhibit the in-depth understanding of the phenomenon, thus it is vital to develop scales. Once the scales were developed, this study then used these scales in a survey questionnaire. This allows the study to quantitatively measure the relationship between these new constructs with existing constructs in a

conceptual framework. This study used Hinkin (1995)'s scale development process to ensure that the newly developed scale is reliable and valid.

3.4 SCALE DEVELOPMENT RESEARCH DESIGN

Hinkin (1995) recommended a three-phased scale development process. The scale development process is briefly discussed in this chapter. There are three phases in the scale development process namely item generation (Phase 1), scale development (Phase 2), and scale evaluation (Phase 3) as demonstrated in Figure 3.3 (Hinkin, 1995).

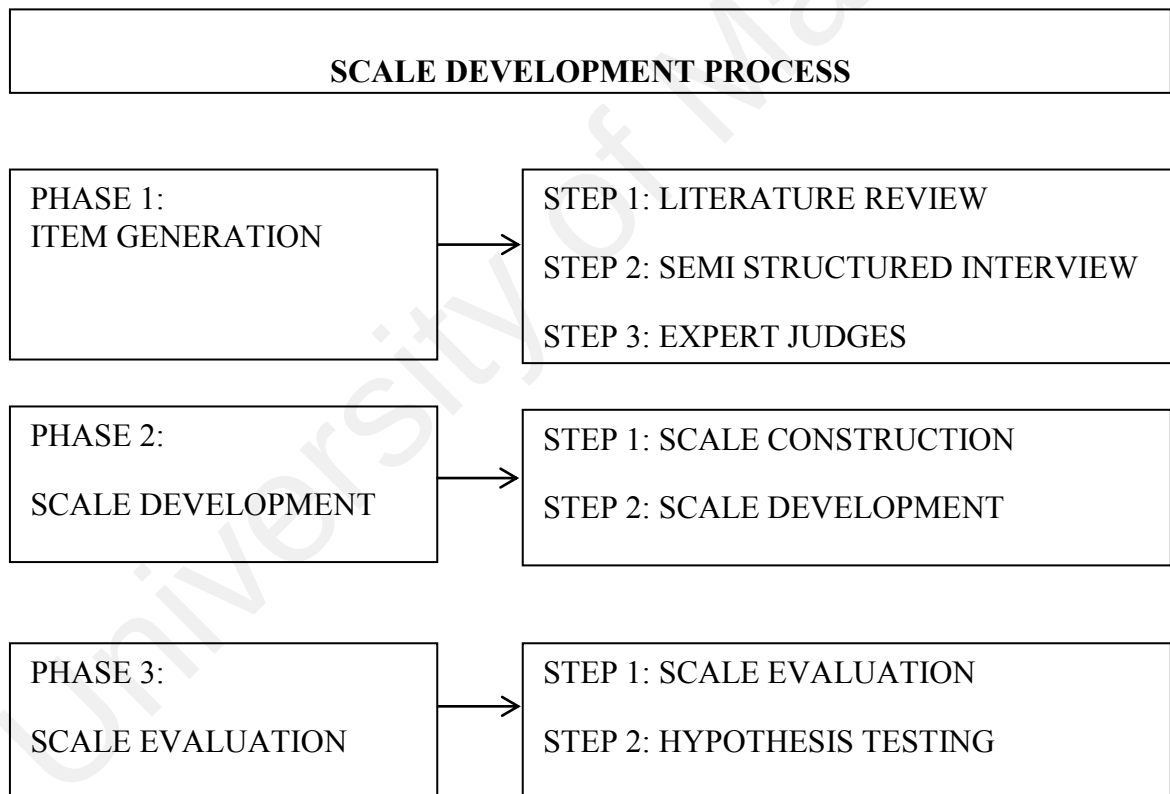


Figure 3.3: Scale development process

Source: Hinkin (1995)

The first phase is item generation phase. The main purpose of this phase is to uncover themes that represent a particular construct. The qualitative data collection leads the sequence with the aim to develop the quantitative method (Greene et al., 1989). This design is used for discovering the unknown variables, refining a theory, developing instruments and generalization of the findings (Creswell et al., 2003; Hanson et al., 2005). In the second phase, the item constructed from the item generation phase will be tested for exploratory factor analysis and this enables the researcher to identify whether the items selected represent the constructs. This is followed by assessing the reliability of the factor solutions. In the final phase, second EFA will be performed before proceeding to CFA and hypothesis testing.

3.5 PHASE 1: ITEM GENERATION

The main purpose of item generation phase is to understand the phenomenon of backpackers in the enclaves. Even though, research has been conducted in relation to backpackers' restorative experience in the wilderness and non-wilderness environments, however little is known whether they are able to restore themselves in the enclaves. In addition, no one has examined the physical environment of enclaves, social support and place attachment among backpackers. Most of the studies focus on general tourists, this study intends to explore from the backpackers' perspective and this explains the exploratory nature of this study. Furthermore, the findings from qualitative approach will serve as the basis to develop items to measure the aforementioned constructs.

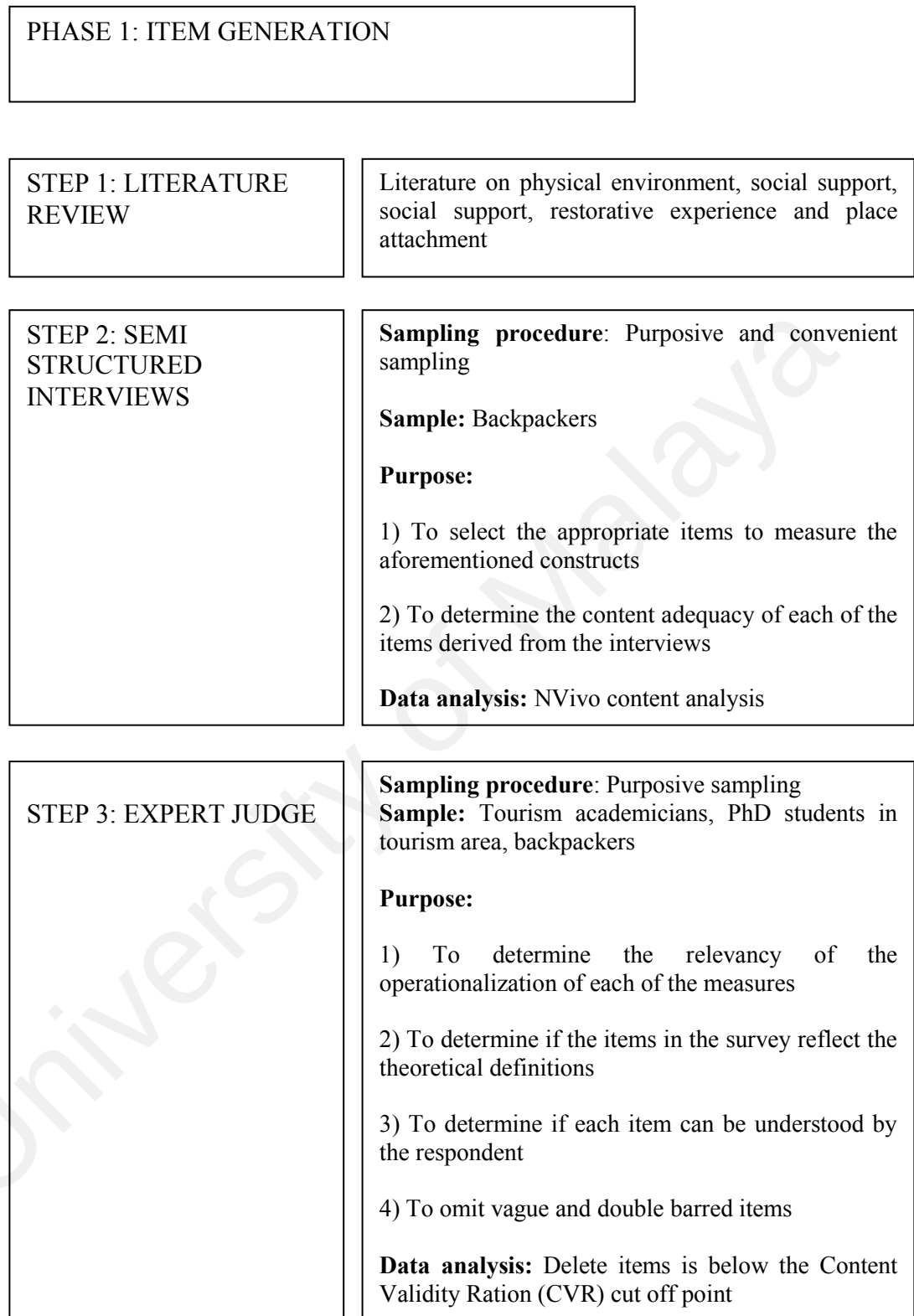


Figure 3.4: Phase 1-Item generation

Researchers acknowledge that item generation is a vital stage in developing a scale (Hinkin, 1995). This phase is divided into three steps namely literature review, semi structured interview and expert judge (refer Figure 3.4).

3.5.1 Phase 1 (Item Generation): Step 1 - Literature Review

Detailed discussion on the literature review of each construct is presented in Chapter 2 (Literature Review). The literature review can be used to evaluate the content and it also provide insights on the complications of the existing measure (Clark & Watson, 1995). Researchers will be able to identify how a construct is conceptualized and the different approaches taken to do so.

3.5.2 Phase 1 (Item Generation): Step 2 – Semi Structured Interview

Hinkin (1995) recommended the use of qualitative work in the item generation phase. Qualitative research strategy is appropriate to address these issues. Qualitative method distinguishes itself from quantitative based on the degree of depth and breadth. According to Miles and Huberman (1994), qualitative studies ultimately aim to “describe and explain (at some level) a pattern of relationships which can be done only with a set of conceptually specified analytic categories. Starting with them (deductively) or getting to them (inductively) are both legitimate and useful paths” (p.431). This definition is used as the basis for this research.

3.5.2.1 Research Method– Semi-structured in-depth interview

There are various types of research method employed in backpacking research such as interviews (Murphy, 2001; Hellum, 2010; Laythorpe, 2010; Butler, 2010; Welk, 2010), focus group discussion (Shulman, et al., 2006; Myers & Hannam, 2008; Bushell & Anderson, 2010), observation (Sorensen, 2003; Teo & Leong, 2006; Welk, 2010), textual analysis (Myers & Hannam, 2008), field notes (Maoz & Bekerman, 2010), online diaries (Maoz & Bekerman, 2010; Enoch & Grossman, 2010; Axup, et al., 2006), content analysis of print media (Peel & Steen, 2007) and, etc.

Given the exploratory nature of this stage of the research, semi structured in-depth interviews have been employed as –it is most useful in giving insight into how individuals or groups think about their world, how they construct the ‘reality’ of that world” (Clark et al., 1998, p. 132). Researchers in backpacking tourism (Murphy, 2001; Teo & Leong, 2006; Elsrud, 2001; Uriely, et al., 2002; Noy, 2004; Myers, 2010; Musa & Thirumoorthi, 2011) have used in-depth interviewing as a method of collecting qualitative data. Semi-structured in-depth interview is utilized to gain preliminary insights on the research areas (physical environment, social support, restorative experience and place attachment) as well as to generate items that will be subsequently used in the scale development process. The findings from the qualitative phase and the operational definition of each construct are presented in chapter four.

According to Johnson (2001), researchers used in-depth interview to obtain deep information from the respondents, this method provides more information than surveys, focus group or informal interviewing. The semi- structured format was used in this study as

it permitted the researcher to probe based on the backpackers' responses and it is more flexible than structured interview. The researcher followed the respondents' responses by asking additional questions and the questions were modified based on the explanation given by the respondents. This is parallel with Fielding (1993) who stated that in in-depth semi-structured interview "the interviewer asks certain, major questions the same way each time, but is free to alter the sequence and to probe for more information" (p.136). In addition, the one-to-one interview also enabled the backpackers to share their experiences and the interviewees were more open in exchanging their views on the context of study. They were not influenced by peer respondents which are more likely to occur in focus group discussion. Besides, the respondents also openly expressed their disagreement without any fear which resulted in high potential of disclosure. The informal setting (e.g. café, backpacker hostel) enabled the respondents to freely express themselves.

3.5.2.2 Sample Size/Sampling Techniques

The backpacker enclaves chosen in this study were Changkat Bukit Bintang and Petaling Street / Chinatown both located in Kuala Lumpur. Hamzah and Hampton (2010) stated that these two areas are the top backpacker enclaves in Malaysia. The sample was therefore purposive in selection of the enclave and within the enclaves, the respondents were selected based on convenience sampling.

Questions have been raised on how many interviews are needed. Unlike in quantitative studies, the sample size for qualitative research is smaller as the latter centers on exploring the meaning and obtaining rich and deep information pertaining to a particular phenomenon which is in contrast to the former which is concerned with generalizing the findings. There

are few studies that shed light on the sample size determination in qualitative data. Guest, Bunce, and Johnson (2006) pointed to a few factors that influence the sample size for qualitative research; sample homogeneity, degree of association between variables and number of groups involved in the analysis of the data. In their study, Guest et al. found that sample size of twelve is adequate if the researcher intends to explore the shared perception among homogeneous respondents.

Bertaux (1981) stated that fifteen is the minimum sample size while Kuzel (1992) stressed that the acceptable sample size depends on the characteristic of the sample whereby six to eight interviews are required for a homogeneous sample. It has to be noted that both Guest et al. (2006) and Kuzel (1992) differ in the sample size even though they use the same justification. Morse (1994) and Creswell (1998) proposed at least six and five to twenty-five interviews respectively for phenomenological studies.

Instead of labeling all the guests in the hostel as backpackers, the respondents were asked whether they identify themselves as backpackers. In this study, the participants were homogeneous in that they were backpackers who shared common characteristics travelling in Malaysia. The researcher did not predetermine the number of interviews required based on previous studies. Therefore, in the present study the common operationalization definition of theoretical saturation by Glaser and Strauss (1967) is applied. Theoretical saturation is ~~no~~ additional data are being found whereby the (researcher can develop properties of the category. As he sees similar instances over and over again, the researcher becomes empirically confident that a category is saturated . . . when one category is saturated, nothing remains but to go on to new groups for data on other categories, and

attempt to saturate these categories also” (Glaser & Strauss, 1967, p. 65). In other words, saturated data is a point where the interviewer reached the peak learning curve whereby all the respondents are providing the same scheme answers to the questions asked. After 28 interviews, no new findings were discovered. In total, 30 backpackers were interviewed to ensure all possible information is already shared. The researcher obtained the informants’ permission before recording each interview. The interviewees were not given any incentives/rewards to participate in the study.

3.5.2.3 Instrumentation

The in-depth interview questions were drafted based on the research questions and with the purpose of reflecting four constructs namely physical environment, social support, restorative experience and place attachment. Detailed questions were asked pertaining to all the aforementioned constructs as they are relatively new in the context of backpacking enclave setting. Once the questions were prepared, they were given to expert panels to review and provide feedback on the content. The questions were revised based on their feedback particularly on the usage of jargon which was adapted from environmental psychology research; the technical terms were changed to laymen’s terms. The sequencing and the flow of the questions were revised, to ease the data inquiry process.

3.5.2.4 Interview Procedures

The owners/managers of the backpacker hostels were approached and informed about this study and granted permission to interview the backpackers. There were some constraints in getting the backpackers to participate as some of the owner/managers of backpacker hostels did not permit the researchers to enter their premises. They expressed their concerns on the

privacy of the backpackers who stay in their guesthouses and some were reluctant, fearing confidentiality issues. The researcher then showed the authorization letter from the university and clearly explained the objectives of the research. Some of the owners/managers of the backpacker hostels read through the list of questions before granting permission. The researcher also stressed that no questions will be asked pertaining to the hostel or guesthouse. Even though the researcher made efforts to address the privacy issues, some of them were still reluctant and did not allow the researcher to proceed with the interview.

An important criterion for participation was that the interview should take place within the restorative environment. For this reason the author conducted interviews in the hostels where the backpackers were staying or cafes in the enclaves. Hostel managers who agreed to collaborate in the study introduced to researchers the guests who (a) consider themselves as backpackers, and (b) stay at least two nights. Even though there is a consensus that restoration occurs in a short span (from 4 minutes to a few hours) (Berto, 2005; Hartig, Böök, Garvill, Olsson, & Gärling, 1996; Ulrich, Simons, Losito, Fiorito, Miles, & Zelson, 1991), especially in natural settings, the author chose participants who stayed in the backpacker enclaves at least two nights. The time taken for restoration in natural settings is normally shorter than non-natural settings, perhaps due to its “healing effect” (Sacks, 1987). As stated by Berto (2005), the restorative qualities of an environment affects the duration needed for the backpackers to recover themselves. Given the location of the enclave in a bustling city, the backpackers may need more time to restore themselves. Thus, the author decided the duration should at least be two nights.

The interviewees were briefed about the purpose of the study and interview questions. The interviewees were also informed about the approximate time needed for the interview. According to Johnson (2001), the ultimate objective of conducting a qualitative research is to “capture the words and perception of informants” (p. 111). Therefore the interviews were audio recorded as it is an ideal way of capturing the information provided by the respondents.

The interviews were based on semi-structured questions and the interviewees were probed based on the answers given (refer Appendix A). Additional questions were asked to obtain further information or for clarification purposes. Identical questions were asked to all the 30 respondents and the researcher went with the “flow”. When a respondent mentioned a new dimension /theme, the researcher verified the new information through other interviews. For instance, a respondent mentioned that he needs to be in a quiet environment, to restore himself. The researcher asked about the new dimension (quiet environment) in the following interviews for verification purposes. In addition, the researcher would review the notes and the recording of the previous interviews to identify the pattern of the questioning and probing as recommended by Johnson (2001). The later interviews would be based on what had been discovered from the previous interviews.

All the respondents were interviewed in English. Face to face interviews were conducted and only one respondent was interviewed at a time. Each interview lasted about 35-45 minutes. Detailed notes were also taken during each interview. The interviews were carried out individually, recorded and later transcribed into MS-word.

3.5.2.5 The Role of the Researcher

The researcher of the present study played a participatory role during the in-depth interviews, constantly maintaining interaction with the interviewees. This is in line with Cresswell (2003) who pointed out that the interviewer undergoes “sustained and extensive experience with participants” (p. 184). The researcher was involved with the research topic during the interviews as it affects the responses from the interviewees. Inquiries from the interviewees were addressed by probing relevant explanation, to enhance the understanding of the interviewees pertaining to the questions asked during the interviews. Besides, the interviewees also shared some of their personal experiences and related them with the questions asked. The researcher developed a supportive role with the participants and avoided expressing personal opinions related to research phenomena in order to minimize potential bias.

3.5.2.6 Data Management and Coding

The researcher imported all 30 interview transcripts to Qualitative Software and Research (QSR) NVivo 8, software used to analyze qualitative data. This study employed the five steps qualitative data analysis process proposed by Creswell (2002). First, the researcher explored the content of the interview transcripts and noted important points. Second, the data were coded by labeling the text and this was followed by developing appropriate themes based on the similar codes developed previously. Fourth, the themes were connected and finally detailed narration was created based on the themes. In NVivo, each respondent was treated as a single case, and the transcribed interviews were content analyzed.

There are various methods of analyzing qualitative data namely content analysis, ethnography, phenomenology and grounded theory (Hsieh & Shannon, 2005). Content analysis is summarizing text data into categories (Krippendorff, 1980). Hsieh and Shannon (2005) defined qualitative content analysis as “research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (p. 1278). According to Hsieh and Shannon (2005), there are three approaches of qualitative content analysis namely conventional, directed and summative. The theoretical and research problems determine the type of content analysis (Weber, 1990).

This study employed the directed approach which is used to validate or extend the Attention Restoration Theory (ART) and Place Attachment Theory (PAT) in the context of backpacking tourism. Directed approach is utilized to validate or extend a theory. The existing theory enables the researcher to preconceive themes or categories (Hsieh & Shannon, 2005) which is known as the deductive method (Mayring, 2000). New themes were created if the text could not be categorized with the predetermined themes which were developed based on the theory. “Descriptive evidence” is provided to explain the emerged themes and frequency is used to make comparison in line with Curtis, Wenrich, Carline, Shannon, Ambrozy, and Ramsey (2001). The advantage of using this approach is that researchers will be able to support, reject or extend an existing theory that is used as a basis of a research. The drawback of this approach lies in the emphasis given to the underpinning theory which may restrain the researchers from fully understanding the context of the study (Hsieh & Shannon, 2005).

The initial coding is guided by the theory and new code is given if the responses do not fit the initial coding (Hsieh & Shannon, 2005; Potter & Levine - Donnerstein, 1999). During the data analysis, the researcher ensured that the description of each theme is related to its context. For example, the interviewees were asked about the most frequently received source of social support and they mentioned about other backpackers, employees and locals. The researcher coded the descriptions by the interviewees according to the sources. The descriptions and the themes must be matched accordingly as stated by Creswell and Maietta (2002).

Initially based on the theory, a set of themes was developed and later the total number of codings were increased. This process is termed as an a priori code whereby the coding scheme is developed before examining the current data. The coding process was aligned to the research questions and tree nodes were created for each question which represent the focal theme and sub-tree nodes as secondary themes. Free nodes were created when there was a link between responses emerging related to constructs. The responses were coded into the relevant tree nodes. Additional themes were created to accommodate the new information obtained from the in-depth interview. For example, there are only five factors of restorative experience proposed by the Attention Restoration Theory and 8 factors emerged from the interviews. The additional three factors were termed as Safety, Comfort and Quietness based on the responses.

Double coding method was utilized in line with Gibbs (2007). First, the researcher explored the interview transcript's content, noted important points and coded the content by labeling

the text. Another researcher was asked to cross-checked the coding. This approach minimizes bias and enhances the reliability and trustworthiness of the coding process.

3.5.3 Phase 1 (Item Generation): Step 3 – Expert Judge

Researchers expressed the importance of content validity in the item generation stage (DeVellis, 2012; Hinkin, 1995). The items used to measure the variables were adapted from previous literatures and generated from in-depth interview findings. There are two phases of expert judge namely face and content validity. Face validity assesses the questionnaire based on the following criteria; wordings, the clarity of a sentence, the order / flow of statements, adequacy of instruction, level of understanding and length of the survey (DeVon, Block, Moyle-Wright, Ernst, Hayden, Lazzara, Savoy, & Kostas-Polston, 2007). The items were revised based on the feedbacks and later were content validated by expert judges. Content validity refers to a “subjective but systematic evaluation of how well the content of a scale represents the measurement task at hand” (Malhotra, 2004, p. 269).

3.5.3.1 Face validity

To establish the face validity of the instrument, an evaluation form is developed to evaluate the aforementioned measures. Academicians (2), PhD candidates (2) who are knowledgeable in tourism management and marketing area and respondents (2) who were drawn from the population under investigation participated in the face validity.

Some mentioned that the questionnaire was too long however all the items were retained as DeVellis (2012, p. 15) stated that “choosing a questionnaire that is too brief to be reliable is a bad idea no matter how much respondents prefer its brevity. A reliable questionnaire that

is completed by half of the respondents yields more information than unreliable questionnaire completed by all the respondents. A long questionnaire is ok as long you retain what is important” (p.15).

The usage of enclave and restorative experience terms were indicated as jargon. Four of them expressed the need to define the terms as some respondents may not know what these terms referred to and different people may interpret them differently from others (Scandura & Ford, 2005). Therefore, the definition of enclave is included in the cover letter; ~~a~~ backpacker enclave is an area where backpackers can find cheap accommodation, collect travel information and make travel arrangements. An enclave facilitates interaction with other backpackers and local people and also serves as a base for activities”. In addition, the definition of each construct was included in each section for the reference of the respondents. The experts also mentioned that there was no description of each section and it would be difficult for the respondents to answer the questionnaire. Therefore, a brief description was added in each section (e.g. this section enquires the physical environment of the backpacker enclave such as space, atmosphere, sign and symbols, infrastructure and facilities and, etc.).

3.5.3.2 Content Validity

Lawshe (1975) proposed the quantification of content validity. In this study, Content Validity Ratio (CVR) by Lawshe (1975) is utilized to measure the agreement among Subject Matter Expert (SME) on items representing the constructs. The experts were asked to rate the items whether it is essential,” “useful, but not essential,” or ~~not~~ necessary”.

CVR is developed based on the following assumptions; (1) any item, performance on which is perceived to be "essential" by more than half of the panelists, has some degree of content validity, (2) the more panelists (beyond 50%) who perceive the item as "essential", the greater the extent or degree of its content validity (Lawshe, 1975, p. 567).

CVR takes on values between -1.00 to +1.00. The minimum CVR is determined by the number of SMEs participating. In the present study a total of 11 experts (6 academicians, 3 PhD candidates and 2 backpackers) made up the panel, thus CVR values of items which were less than 0.59 were omitted as these items are not essential enough (Refer Table 3.1).

Table 3.1: Minimum values of CVR

No of panelists	Min value
5	0.99
6	0.99
7	0.99
8	0.75
9	0.78
10	0.62
11	0.59
12	0.56
13	0.54
14	0.51
15	0.49
20	0.42
25	0.37
30	0.33
35	0.31
40	0.29

Minimum Values of CVR and CVR_t
 One Tailed Test, p = .05
 Source: Lawshe (1975)

CVR was calculated for each newly developed construct in this study. The CVR score of the physical environment, social support, restorative experience and place attachment constructs are presented in the following chapter.

SUMMARY

In the first stage, the potential pool of items of each construct was identified based on the literature review and in-depth interview. Later, the face validity were assessed and followed by content validity. Each item was assessed using CVR and irrelevant items were dropped before proceeding to further analysis in the second stage of the scale development process. All the items were refined by expert judges, and their feedback contributes to acceptable content validity (DeVellis, 2003, 2012). The finalized questionnaire is presented in Appendix B. The codes representing the items (Appendix B: section B to G) were only included for reporting and analysis purposes. These codes were not printed on the questionnaires distributed to the respondents.

3.6 PHASE 2: SCALE DEVELOPMENT

Design of developmental study and scale construction are the two steps in the second phase. In the first step, explanation on sample, sampling techniques and division of sample are provided. The exploratory factor analysis (EFA) and reliability is presented in in Step 2 (Scale Construction) (See Figure 3.5).

PHASE 2: SCALE DEVELOPMENT	
STEP 1: DESIGN OF DEVELOPMENTAL STUDY	Description of sample, sampling technique, response rate, questionnaire administration and division of sample
STEP 2: SCALE CONSTRUCTION	Sampling procedure: Purposive & convenient Sample: Backpackers 1st Sample Purpose: 1) Item refinement and reduction 2) To examine the degree to which the operationalization of each measure is similar to other measures that are theoretically similar or dissimilar Data analysis: EFA and Reliability (CA)

Figure 3.5: Phase 2 - Scale development

3.6.1 Phase 2 (Scale Development): Step 1 - Design of Developmental Study

The questionnaire was designed after the item generation stage. The questionnaire was used to collect data. A well-designed questionnaire enables the researcher to obtain valid responses. In this phase of scale development process, a researcher will first discuss the sample chosen and description of the sample followed by the sampling technique, response rates, and details on how the questionnaire is administered.

3.6.1.1 Sample

Backpackers at enclaves in Malaysia were chosen as the sample for scale development. The four constructs that are developed in this study were backpacker centric, thus the chosen sample was appropriate as they represent the population. This allows generalizability of the findings to the whole population, which could be replicated in the future studies. For purpose of testing hypothesis 8, (whether the sources of social support moderate the relationships between social support and restorative experience), the samples are later divided into three. The sample comprises other backpackers, employees and local people.

3.6.1.2 Sampling design

According to Bureau of Tourism Research (2004) and Ian and Musa (2008), 10% of the total tourists are backpackers. However, Ian and Musa (2008) excluded tourists from neighbouring countries of Malaysia such as Singapore, Thailand, Indonesia and Brunei. Based on tourist arrivals in 2011 (Tourism Malaysia, 2012), an estimated population of 582,902 backpackers visited Malaysia (refer Table 3.2). There is no record on the total number of backpackers' arrivals in the aforementioned enclaves; therefore it is not practical

to assign probability to the population. Proportionate/stratified sampling is also not applicable as there is no information or statistics (Bryman & Bell, 2007) pertaining to the number backpackers visiting the enclaves. This implies that sampling based on each enclave (strata) is not possible. Therefore, this study is based on the combination of purposive and convenient samplings.

Table 3.2: 2011 tourist arrivals

Total Tourist Arrivals (2011)		24,714,324
Singapore	13,372,647	
Thailand	1,442,048	
Indonesia	2,134,381	
Brunei	1,239,404	
Philippines	362,101	
Vietnam	173,783	
Cambodia	49,472	
Laos	29,520	
Myanmar	81,946	
Total		18,885,302
Balance		5,829,022
Backpacker Arrivals (5,829,022 * 10%)		582,902

According to TPRG (2006) (quoted from Tourism Malaysia, 2008), the top 20 backpacker enclaves in Malaysia are Kuala Lumpur, Perhentian Island, Kota Bharu, Cameron Highlands, Melaka, Kota Kinabalu, Penang, Tioman Island, Kuching, Sandakan, Taman Negara, Semporna, Kinabalu Park, Cherating, Miri, Johor Bahru, Mulu National Park, Marang, Langkawi and Kuantan. The purposive sampling was used to select the eight backpackers' enclaves in Malaysia from Central Region (Kuala Lumpur), Northern Region (Penang), Southern Region (Melaka), East Coast Region (Cameron Highlands and

Perhentian Island) and East Malaysia (Kota Kinabalu, Sandakan and Kuching) (Tourism Malaysia, 2008). Only the eight enclaves were selected for this study due to time and cost constraint.

Both the hostels and respondents were selected on a convenience basis within the backpacker enclaves. Not all the budget hostels are registered and there was no response from the Malaysia Budget Hotel Association (Mybha) when the list of registered accommodation was requested. Some hostel owners rejected the researcher's request to distribute questionnaires in their premises, thus convenience sampling was utilized. It is acceptable to use a convenience sample and it represents too good opportunity to miss" (Bryman & Bell, 2007, p. 198).

A total of 144 hostels were selected based on the list of Hostelworld.com (2012) (Table 3.3). The list of the hostels is presented in Appendix C. The researcher approached the backpackers in the enclaves on convenience basis. Permission from the owners was sought before approaching the backpackers in the hostel. Some of the hostel owners allowed the researcher to distribute the questionnaires to the backpackers and they were asked to return the forms at the reception. While others prefer the researcher to wait at the premises until the backpackers complete filling up the questionnaires. In some cases, the employees in the hostels went an extra mile to help distribute the questionnaires to their guests. Some of the hostel owners did not allow the researcher to distribute the questionnaires in their premises due to privacy concern. Thus, the researcher also approached the backpackers in the restaurants and cafés located in the enclaves in order to increase the sample size.

Table 3.3: Number of hostels in the enclaves

Region	Enclave	No of hostels
Central	Kuala Lumpur	19
Southern	Melaka	27
East Coast	Cameron Highlands	10
East Coast	Perhentian Island	8
Northern	Penang	25
East Malaysia	Kuching	28
East Malaysia	Kota Kinabalu	20
East Malaysia	Sandakan	7
	Total	144

3.6.1.3 Negatively worded item

In this study, negatively worded items were avoided as researchers pointed out numerous drawbacks such as measurement error (Hazlett-Stevens et al., 2004) and load on a separate factor rather than to the construct which measures the item (Brown et al., 1992; Roberts et al., 1993).

3.6.1.4 Number of items

Both new and existing scales were represented by 85 and 32 items respectively. As mentioned earlier, the expert judges commented on the length of the questionnaire. Nevertheless, the all the items were maintained due to content and construct validity as recommended by DeVellis (2012, p. 15).

3.6.1.5 Scaling of item

The Likert Scale was developed by Rensis Likert and it is the most common scaling method used by researchers (Ashill & Jobber, 2010; Cruwys et al., 2013; Fahlman et al., 2013; Hinkin, 1995). The respondents can indicate his/her agreement, importance, frequency, likelihood and, etc. with a statement.

Odd number scale is used in this study, to provide neutral option for the respondents. A scale without a midpoint forces the respondent to choose from the options offered (Krosnick & Presser, 2010) and this does not reflect the actual response. Based on DeVellis (2003)'s recommendation, all the items measuring the constructs are worded in same direction, to avoid confusion (e.g. strongly disagree = 1- the lowest and strongly agree = 7 - the highest).

This study utilized 7 point Likert Scale for the items that measure physical environment, personality, restorative experience, place attachment and customer voluntary performance constructs. A 5 point response category was used to measure the social support items. This is in line with common practice of using either five or seven point scale by researchers (Ashill & Jobber, 2010; Fahlman et al., 2013; Hinkin & Schriesheim, 2008).

3.6.1.6 Preliminary Data Analysis

The data were tested for outliers and missing values. Twenty six cases were deleted for being the outliers and the remaining 840 cases met all the multivariate assumptions (normality, linearity, homoscedasticity, multicollinearity) as proposed by Hair, Black,

Babin, Anderson, and Tatham (2010). Further explorations of the analyses are discussed in Chapter 5.

3.6.1.7 Sampling division

Researchers used split samples whereby two different sample sets were used for scale development and scale evaluation stage (Ashill & Jobber, 2010; Bundick, 2010; DeVellis, 2003; Kamtsios & Karagiannopoulou, 2013; Worthington & Whittaker, 2006). Some researchers divided the total sample into two equal subsamples (Bundick, 2010; Kamtsios & Karagiannopoulou, 2013; Worthington & Whittaker, 2006). Fahlman et al. (2013) used one-third of the sample for Exploratory Factor Analysis and the remaining two-third is used for Confirmatory Factor Analysis, however there is no justification provided on the division of the samples.

The total sample of this study (N=840) was randomly split into two subsamples for both scale development (N=340) and evaluation (N=500). In this study, the same sample is used for the development of four constructs as recommended by two scholars (T R Hinkin, personal communication, April 2, 2013; DeVellis, personal communication, March 23, 2013).

A total of 85 items measured the four constructs and 17 items were deleted after content validity (details in Chapter 4). Therefore, only 68 items were used for further analysis (Refer Table 3.4). 1: 5 item-to-response ratios was used based on Gorsuch (1983) recommendation; 340 samples (68 items X 5) were drawn randomly from the total sample for scale development phase (EFA) and the remaining 500 samples were used in scale evaluation phase (CFA). This reflect that the sample is adequate as it is above the 300

samples which is sufficient for Exploratory Factor Analysis (Tabachnick & Fidell, 2007; Worthington & Whittaker, 2006). In addition it also met the minimum requirement of 1:3 item-to-response ratios (Reise, Waller, & Comrey, 2000; Thompson, 2004; Velicer & Fava, 1998).

Table 3.4: Number of item for scale development

Construct	Items	CVR < 0.59	Items
Physical environment	20	7	13
Social support	16	3	13
Restorative experience	35	4	31
Place attachment	14	3	11
Total	85	17	68

3.6.2 Phase 2 (Scale Development): Step 2 - Scale Construction

3.6.3 Factor Analysis

Factor analysis is an interdependence technique and it is employed (1) to identify underlying dimensions that explain the correlation among a set of variables, (2) to identify a new, smaller set of uncorrelated variables to replace the original set of correlated variables in subsequent multivariate analysis, and (3) to identify a smaller set of salient variables from a larger set for use in subsequent multivariate analysis” (Malhotra, 2007, pp. 590-591).

In scale development, factor analysis is used to refine the new instrument (Hinkin, 1998). There are two types of factor analysis namely Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) (Kahn, 2006; Kline, 2013). In EFA, there is no prior

specification made in the number of factors and factor loading; however, in CFA scholars need to identify these two aspects in advance (Brown, 2006).

In scale development, EFA is first used and followed by CFA (Armenakis, Bernerth, Pitts, & Walker, 2007; Ashill & Jobber, 2010; Cabrera-Nguyen, 2010; Fahlman et al., 2013; Gerbing & Anderson, 1988; Hinkin, 1995, 1998; Kamtsios & Karagiannopoulou, 2013). This is in line with Gerbing and Hamilton (1996) who stated that EFA can be used to discover the underlying measurement model which subsequently can be assessed with CFA. Likewise, Kelloway (1995) also echoed that EFA is more applicable in the early stage of scale development as it indicates how well the items load on the factors measured. Therefore, this sequence is utilized in this study; EFA is used in Phase 2 to uncover the underlying factors of the observed variable while CFA is employed to verify the factors observed (Phase 3).

3.6.4 Exploratory Factor Analysis (EFA)

Identification of items that represent a construct and data reduction can be achieved by performing EFA in the scale development (Conway & Huffcutt, 2003). In this study, EFA was performed on each construct. It provides an opportunity to explore how the factors within each construct discriminate against one another and also allows the researcher to refine the scales (Gerbing & Anderson, 1988). In addition, Gerbing and Hamilton (1996) stated that EFA can be used to specify the model before it is tested using CFA. Scholars provide numerous guidelines in using EFA (Conway & Huffcutt, 2003; Costello & Osborne, 2005; Fabrigar, Wegener, MacCallum, & Strahan, 1999; Preacher, Zhang, Kim, & Mels, 2013; Worthington & Whittaker, 2006) which are discussed below.

3.6.4.1 Factor Extraction Method

There are various types of extraction method namely Principal Component Analysis (PCA), Principal Axis Factoring (PAF), Maximum Likelihood (ML), Image Factoring and Alpha Factoring (Brown, 2006; Tabachnick & Fidell, 2007; Thompson, 2004). The extraction method is utilized based on the aim of the research.

The ultimate objective of PCA is data reduction (Brown, 2006; Costello & Osborne, 2005; Fabrigar et al., 1999), and it does not describe the correlation among the observed variables. PCA does not differentiate between distributed and unique variance (Brown, 2006; Gorsuch, 1997) as it only intend to account the variance of the measured variables. PAF is normally used when the researcher intends to explore the latent constructs and it demonstrates the inter-correlations among variables. Variance of items that shared in relation to other items is examined which explains the reason why the communalities do not exceed 1.0 (Brown, 2006). PAF is reported to be better than PCA solution as the former does not take into account errors in measurement. Maximum Likelihood allows “statistical assessment on how closely do the correlations among the indicators predicted by the factor analysis parameters approximate the relationship seen in the input correlation matrix” (Brown, 2006, p. 22).

Factor Analysis (FA) is preferred to Principal Component Analysis (PCA) for scale development purpose (Worthington & Whittaker, 2006). Both Principal Axis Factoring (PAF) and Maximum Likelihood (ML) were performed on the first set of samples to investigate the differences between different extraction methods in tandem with Thompson (2004) and Winter and Dodou (2012)’s suggestion on the application of multiple estimation

method. The decision on the estimation method was made based on solutions extracted from EFA. The researcher compared communalities and factor loading between the extraction methods.

Maximum Likelihood extraction method is utilized since the data did not violate the multivariate normality assumptions (Brown, 2006). Moreover, the researcher did not encounter improper solution such as producing communality more than 1.0 which is known as Heywood Case. Thus, Maximum Likelihood is a better extraction method compared to PAF as it generates numerous fit indices (Brown, 2006).

3.6.4.2 Criteria for determining rotation method

Various factors can be taken into consideration before deciding on the rotation method. Some researchers rely on subscale intercorrelations, theory or both on whether to employ orthogonal (varimax, quartmax, equamax) or oblique rotation (direct oblimin, direct quartimin, promax).

In this study, first the oblique rotation is employed and type of rotation is determined based on the correlation. Oblique rotation was utilized if the factors are found to be correlated if otherwise the researcher will opt for orthogonal rotation. This is in parallel with Worthington and Whittaker (2006) who suggest that decision on the rotation method must be based on the data-based approach instead of relying on the theory. For instance, if the theory indicates that factors are correlated while the data shows factors are uncorrelated, one should use orthogonal rotation.

3.6.4.3 Criteria used to assess factorability of correlation matrix

The factorability of correlation matrix can be determined by Barlett's Test of Sphericity, Kaiser-Meyer-Olkin test of overall sample adequacy (KMO) and individual measures of sampling adequacy (MSA).

Barlett's Test of Sphericity

Barlett's Test of Sphericity indicates whether the correlation matrix is an identity matrix (Pett, Lackey, & Sullivan, 2003). All the constructs correlate with themselves when the Bartlett's Test of Sphericity is significant ($p < .05$). Kaiser-Meyer-Olkin test of overall sample adequacy (KMO) and individual measures of sampling adequacy (MSA) also can be reported to justify the factorability of correlation matrix.

Kaiser-Meyer-Olkin test of overall sample adequacy (KMO)

The KMO index ranges from 0 to 1, Worthington and Whittaker (2006) stated that KMO must be more than 0.60. Bundick (2010) classified $KMO > 0.60$ as adequate while 0.80 as high. KMO will be closer to 1.0 if the variables measured share common factors.

Measures of Sampling Adequacy (MSA)

The anti-image correlation matrix reports the MSA of each item measured. MSA indicates the correlation between the items in the matrix and the cutoff point of 0.60 used based on Pett et al. (2003) and Hair, Anderson, Tatham, and Black (1998). According to Hair et al. (1998), MSA value below 0.50 is unacceptable.

3.6.4.4 Criteria for factor retention

Various approaches such as eigenvalues, scree plot, minimum proportion of variance accounted for by factor, number of items per factor and conceptual interpretability have been used to determine the number of factors.

Eigenvalues

EFA rely on eigenvalues and their corresponding eigenvectors because they summarize variance in a given correlation or variance/ covariance matrix. It is useful to view eigenvalues as representing the variance in the indicators explained by the successive factors (Brown, 2006, p. 25). Therefore, eigenvalue > 1 is used as a basis in deciding the number of factors (Abell, Springer, & Kamata, 2009; Nunnally, 1978; Tabachnick & Fidell, 2007). The second approach for determining the number of factor involves scree plot.

Scree plot

Even though interpreting scree plot is subjective, it is still used for determining number of factors (Abell et al., 2009; Fabrigar et al., 1999; Tabachnick & Fidell, 2007). The eigenvalues are presented in descending order and linked with a line. Afterwards, the graph is examined to determine the point at which the last significant drop or break takes place—in other words, where the line levels off (Ledesma & Valero-Mora, 2007, p. 3). Factor(s) that emerge after the break reflect that it is trivial (Hatcher, 1994), therefore it will not be counted as a factor.

Parallel analysis (PA)

Parallel analysis (PA) by Horn (1965) is also used to determine the number of factors (Crawford, Green, Levy, Lo, Scott, Svetina, & Thompson, 2012; Ledesma & Valero-Mora, 2007). Parallel analysis refers to the fact that random set(s) should parallel aspects of the actual research data. The rationale of parallel analysis is that the factor should account for more variance than is expected (Brown, 2006, p. 28).

3.6.4.5 Decision on factor retention

In this study, researcher used both eigenvalues and scree test to determine the number of factors. According to DeVellis (personal communication, March 23, 2013), Maximum Likelihood (ML) estimation allows its own significance test for the degree to which models with successive factors fit the data better than those with fewer. Thus, Parallel Analysis (PA) is not employed in this study as the determinant of the number of factors. This explains the utilization of Parallel Analysis utilization for PCA or PAF extraction method (Crawford et al., 2012; Ledesma & Valero-Mora, 2007).

3.6.4.6 Minimum proportion of variance accounted for by factor

The minimum proportion of total variance accounted varies according to disciplines; in natural sciences, the proportion recommended is 95% (Hair, Anderson, Tatham, & Black, 1995). In humanities, Pett et al. (2003) proposed that 50-60% which is similar to Diekhoff (1992) who stated that the total variance accounted must be more than 50%. Parallel to these researchers, the cut-off point of 50% will be utilized in this study.

3.6.4.7 Number of items per factor

Researchers agreed that each factor must be represented by more than 3 items (Costello & Osborne, 2005; Hair, Black, Babin, Anderson, & Tatham, 2006; Hatcher, 1994). Costello and Osborne (2005) stated that a factor is well represented if it consist of five or more items (Costello & Osborne, 2005; Hatcher, 1994) with minimum of 0.50 factor loading. It is common that the researchers included many items as the number will eventually decrease. The reliability of the scale will be higher with higher number of items. If a factor is assessed based on two indicators (items), it may result in technical problems during analysis (Kline, 2013). However, Hatcher (1994) indicated that a minimum of 3 items will be accepted in relation to practical concerns such as long questionnaire.

3.6.4.8 Criteria for item deletion or retention

Various gauges have been utilized on the item deletion or retention decision which includes factor loading, cross-loading, communalities and item analysis. Each of these criteria will be discussed below.

Factor Loadings

There is no agreement on the cut-off point of the factor loading; the recommendation range from 0.70 to 0.40. This study used designated limit of 0.50 as some researchers assert that factor loading above 0.5 is good (Hair et al., 2006, 2010) even though 0.40 is deemed to be sufficient for scale development purposes (Nunnally, 1978).

Cross-loadings

The factor loading of each item must be above 0.32 and it should not be cross loaded onto other factors derived from the EFA. Items that loaded on two different factors with loading above 0.32 were removed from further analysis. In addition, the researcher ensured that both loading factors were separated by 0.15 (Bundick, 2010; Tabachnick & Fidell, 2007; Worthington & Whittaker, 2006)

Communalities

Communality is the amount of variance accounted for by the factor solution for each construct. Only items with communalities above 0.40 were retained as anything below the cut-off point reflects low correlation among factors (Worthington & Whittaker, 2006).

Item analysis

The items can be removed based on the item-to-total correlations and inter-item (Hair et al., 2010). Corrected item-to-total correlations greater than 0.5 (Hair et al., 2010) and inter-item correlations above 0.30 demonstrate an acceptable loading according to Kline (1993), therefore this is used as the cut-off point in this study.

3.6.4.9 Reliability

Reliability is described as a measure of, the degree to which a set of indicators of a latent construct is internally consistent in their measure (Hair et al., 2006, p. 710). Threshold of 0.60 was used following the suggestion of Hair et al. (1998), the researchers stated that the values which range from 0.6-0.70 are found to be acceptable.

Item(s) were removed based on Cronbach's Alpha if Item Deleted and this was followed by recounting the alpha values using the items left after deletion as recommended by Chu and Murrmann (2006). Later, both corrected item-to-total correlations and item's inter-item correlations were reassessed. This process continued until acceptable Cronbach's Alpha is achieved.

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3.7 PHASE 3: SCALE EVALUATION

The EFA was performed on the second set of data before proceeding to CFA. This is parallel with DeVellis (personal communication, March 23, 2013) suggestion on running second EFA on the remaining data. Recreating the factor structure with no a priori "suggestion" of how the items should group themselves is actually even stronger confirmatory evidence at the initial stages of scale development. The outcome of the EFA will be further tested using CFA and this followed by hypothesis testing (Refer Figure 3.6).

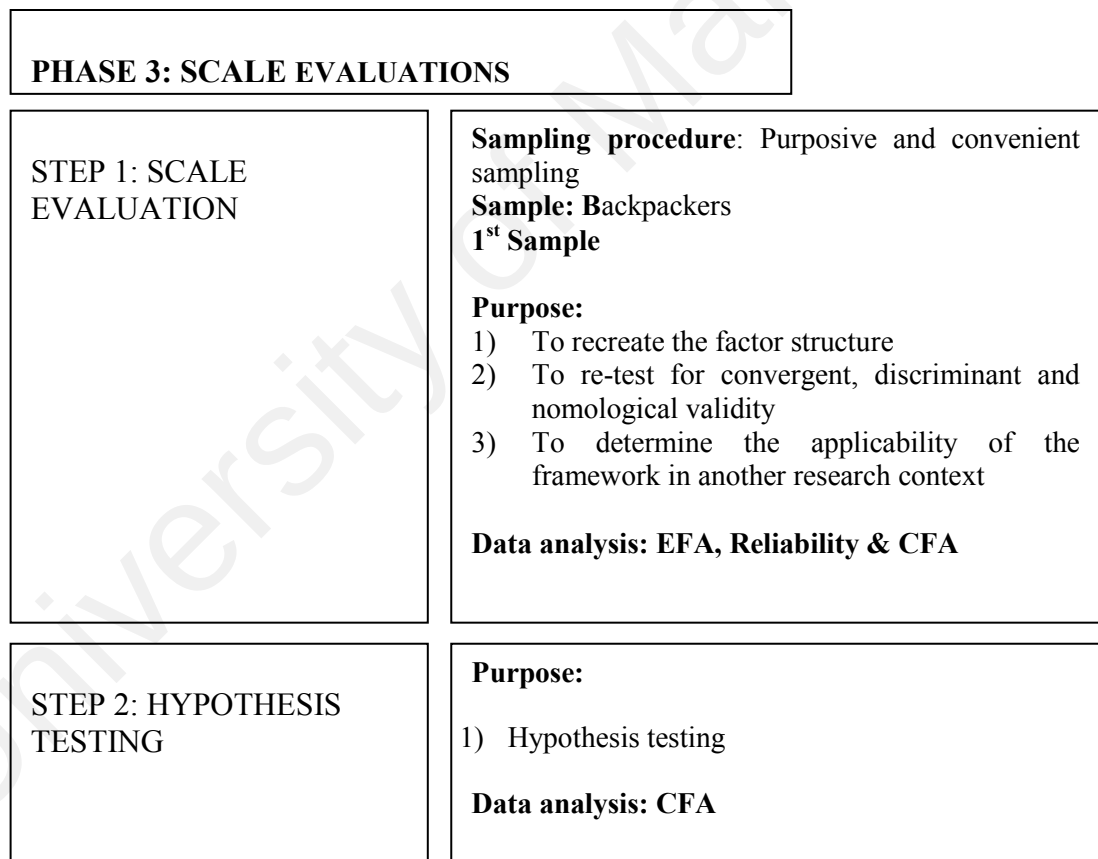


Figure 3.6: Phase 3 - Scale evaluation

3.7.1 Phase 3 (Scale Evaluation): Step 1 - Scale Evaluation

3.7.2 Confirmatory Factor Analysis (CFA)

CFA statistics demonstrate how well the specification of factors matches the actual data (Hair et al., 2006, p. 774). CFA is also known as item response theory (IRT) analysis (Fox, 2010). Unlike EFA, the models in CFA must be specified based on theory (Anderson & Gerbing, 1988; Brown, 2006; Kline, 2013). The inclusion of sampling error in CFA is better than in EFA as it is more likely to produce precise number of factors (Conway & Huffcutt, 2003). Descriptive fit statistics will be utilized for the assessment of the CFA model (Brown, 2006; Kline, 2013). In addition, CFA is also used to examine the convergent and discriminant validity (Ashill & Jobber, 2010). Worthington and Whittaker (2006) recommended best practice of CFA in scale development with respect to using SEM versus alternative methods as a confirmatory approach, sample-size criteria, fit indexes, fit-index criteria, cross-validation indexes and model-modification issues (p.809).

3.7.3 Structural Equation Modelling (SEM) versus Factor Analysis (FA) as a confirmatory approach

FA and SEM are the two approaches to confirmatory analysis. In the current practice, the use of FA (Gerbing & Hamilton, 1996) is somewhat less and SEM is widely used to describe the theoretical model (Martens & Hasse, 2006; Worthington & Whittaker, 2006) derived from EFA. SEM can be used to “describe multiple and interrelated dependence relationships, ability to represent unobserved concepts in these relationships and correct for measurement error in the estimation process and defining a model to explain the entire set of relationships” (Hair et al., 2006, p. 711). In addition, in SEM, a construct which is

examined as an independent can simultaneously act as a dependent variable in a different relationship. For instance, in service quality – satisfaction – loyalty relationship, satisfaction construct can be an independent variable in explaining the loyalty (dependent) and at the same time it also can be a dependent variable to service quality (independent). With that, SEM will be used as a confirmatory approach in this study.

There are two parts in SEM namely measurement and structural model (Gerbing & Anderson, 1988; Hair et al., 2006, 2010). The convergent validity and discriminant validity can be examined in measurement model (Campbell & Fiske, 1959) and the nomological validity can be assessed in structural model (Campbell, 1960).

3.7.3.1 Typical SEM approaches

Hair et al. (2006) pointed out three strategies in SEM; confirmatory modeling strategy (single model), competing model strategy (alternative model) and model development strategy (respecification model). SEM is used to assess the single-model approach in line with Hair et al. (2006). The factor solution of EFA was tested in CFA using SEM and the fit of the model was assessed which reflects the reliability and validity of the scale.

3.7.3.2 Sample-size criteria (SEM only)

Participants per parameter

Researchers have proposed the minimum number of sample of 100 – 200 (Kline, 2005) and 400 - 500 (Anderson & Gerbing, 1988) for SEM. In addition, some have proposed that 1:5 ratio (each parameter is represented by five respondents) (Bentler & Chou, 1987). In this study, the total number of items is 71 (adapted scales = 32 + new scales = 39) and a

minimum of 355 is required based on the 1:5 ratio. The allocation 500 samples for the scale evaluation stage (Phase 3) reflect that the sample is clearly above the threshold size. In line with Anderson and Gerbing (1988), large samples are preferable as it allows the analysis to achieve proper solution.

3.7.3.3 Fit indices

Overall model fit

There are three types of indices used to assess the model fit namely absolute, incremental, and parsimony indices. Chi-Squared test, Root Mean Square Error of Approximation (RMSEA), Goodness-of-Fit statistic (GFI), Adjusted Goodness-of-Fit (AGFI), the Root Mean Square Residual (RMR) and Standardised Root Mean Square Residual (SRMR) are types of absolute fit indices (Hooper, Coughlan, & Mullen, 2008). The overall fit of model is determined based on chi-square test and along with this statistic it is recommended to report the degrees of freedom and p value (Kline, 2005). Chi-square statistic should not be used as the only indicator as it is affected by the number sample size (Byrne, 2006; Hu & Bentler, 1999).

Incremental fit indices can be determined based on Normed-fit index (NFI) and Comparative fit index (CFI). Among the parsimony indices are PRATIO, PCFI, PNFI. There is no consensus on the indices that need to be reported. Hu and Bentler (1999) suggested the inclusion of SRMR, NNFI, TLI, RMSEA or CFI while Kline (2005) recommended the reporting of Chi-Square test, RMSEA, CFI and SRMR indices. Hinkin (1995) expressed that fit indices > 0.85 are acceptable (Refer Table 3.5).

Table 3.5: Goodness of fit indices

Fit Measure	Fit Measure Fit Measures' Indicators	Threshold
Chi-Square (χ^2)	A P value greater than 0.05 indicates an acceptable fit	$P > 0.05$
CMIN/DF (χ^2/df)	A value close to one and not exceeding 3 indicates a good fit	$CMIN/DF < 3$
GFI	A value always less than or equal to 1, and 1 indicates a perfect fit	$GFI > 0.95$
AGFI	A value is bounded above by 1 and is not bounded by 0 and 1 indicated perfect fit	$AGFI > 0.80$
RMSEA	A value about 0.05 or less indicates a close fit of the model	$RMSEA < 0.05$
NFI	A value between 0 and 1, 1 indicates a perfect fit	$NFI > 0.95$
CFI	A value between 0 and 1, a value close to 1 indicate very good fit	$CFI > 0.90$
TLI	A value between 0 to 1. A value close to 1.00 indicating a very good fit	$TLI > 0.95$
P Close	A value above 0.05	$P \text{ Close} > 0.05$
HOELTER	A value above 200	$HOELTER > 200$

The unidimensionality, construct reliability and construct validity of a model can be tested in measurement model (Garver & Mentzer, 1999).

3.7.3.4 Unidimensionality

Unidimensionality refers to the extent the items measured are related with each other and it also implies that the items represent one factor (Hattie, 1985). Goodness-of-fit (GOF) (Garver & Mentzer, 1999) and direction of path and the significant level of each variable (Byrne, 2001; Garver & Mentzer, 1999) were used to assess unidimensionality.

3.7.3.5 Goodness-of-Fit (GOF)

In this study, at least one index of absolute (Chi-Square statistic, degrees of freedom (df), p value, GFI, RMSEA), incremental (NFI, CFI, TLI) and parsimony (PRATIO, PCFI, PNFI) was reported. In addition, Hoelter's critical N was included as it is used to determine

whether the sample size is adequate (Hoelter's $N > 200$). Hoelter's $N < 75$ is deemed to be unacceptable (Hair et al., 2006; Hu & Bentler, 1999; Kline, 2005).

3.7.3.6 Direction of Path and the Significant Level

Items with positive directions and statistically significant were reported as both reflect unidimensionality (Byrne, 2001).

3.7.3.7 Construct reliability

According to Peter (1979), construct reliability measure the extent to which the items represent a factor and it can be determined based on item reliability (squared multiple correlation - R^2), composite reliability (CR) and average variance extracted (AVE).

3.7.3.8 Squared multiple correlation

The squared multiple correlation (R^2) refers to the variance accounted for in the latent variable (Lu, Lai, & Cheng, 2007), in other word it indicates to what extent the dependent variable is explained. The threshold of 50% ($R^2 \geq 0.5$) (Bollen, 1989) and $R^2 > 0.30$ (Carr & Pearson, 1999) are acceptable. The cut-off point of 30% was used for R^2 .

3.7.3.9 Composite reliability

Composite reliability denotes the consistency of the items (indicators) within the same construct or latent variable (Lu et al., 2007). The threshold of 0.60 was utilized as the threshold of composite reliability value 0.60 is acceptable (Lawson-Body & Limayem, 2004; Nunnally, 1978). Others pointed out that $CR > 0.50$ is also acceptable (Johnson & Stevens, 2001; Sridharan, Deng, Kirk, & Corbitt, 2010).

3.7.3.10 Average Variance Extracted (AVE)

On the other hand, average variance extracted (AVE) refers to the amount of variance that represents the construct in relation to the variance caused by measurement error (Taylor & Hunter, 2003). It is important to achieve at least 50% of variance ($AVE > 0.50$) of the construct is explained by the items or indicators (Fornell & Larcker, 1981), however, this study used 0.4 as the threshold (Bourgeois, Prater, & Slinkman, 2011; Kim & Li, 2009). The AVE is calculated using the following formula.

$$VE = \frac{\sum_{i=1}^n \lambda_i^2}{n}$$

λ = standardized factor loading
 i = number of items

3.7.3.11 Construct Validity

Construct validity can be assessed by examining the convergent and discriminant validity. The former refers the extent to which the items are measuring the construct while discriminant validity refers to how distinct a construct is in relation to other constructs (Garver & Mentzer, 1999).

3.7.3.12 Convergent validity

Convergent validity is the degree to which multiple methods of a construct, yield the same results (Ahire & Devaraj, 2001, p. 321). There are two ways to achieve convergent validity; (1) standardized regression weights (factor loadings) must be significant ($p < 0.001$) and (2)

it must be above 0.70 (Byrne, 2001; Hair et al., 2006). A lower standardized regression weight > 0.50 (Hair et al., 2006) was used to determine the convergent validity.

3.7.3.13 Discriminant Validity

Discriminant validity refers to extent to which a construct is truly distinct from other constructs (Hair et al., 2006, p. 778). Two step procedures were followed in order to determine discriminant validity; first the average variance extracted (AVE) of each construct was calculated and secondly it was compared with squared inter-construct correlation estimates (squared correlation). Discriminant validity is achieved when the square root of AVE score is higher than the correlations (Fornell & Larcker, 1981).

3.7.4 Phase 3 (Scale Evaluation): Step 2 - Hypothesis Testing

The hypotheses of the proposed relationships (the direct relationship, mediating and moderating effect) will be tested in structural model.

3.8 INSTRUMENTATION OF ADAPTED SCALE

This section is based on the data collection procedure section. An eleven-page questionnaire was developed for data collection. The front page is a cover letter which consists of title of the research, brief information regarding the purpose and the implications of the research project. Respondents were invited to participate in the survey and their anonymity was assured. Furthermore, it stated only those who stayed at least two nights in the backpacker area were eligible to participate in this study. In addition, the definition of backpacker enclave is also included in the cover letter.

3.8.1 Research Instrument Validation - Face Validity

The wordings, the clarity of a sentence, the order / flow of statements, adequacy of instruction, level of understanding and length of the survey is assessed in the face validity phase (DeVon et al., 2007). A total of 6 expert judges (2 academicians, 2 PhD candidates and 2 backpackers) were involved in the face validity process; the academicians and the PhD candidates were knowledgeable in tourism management and the marketing area. The questionnaire was refined based on their feedback.

Ambiguity, leading questions, double-barreled, reverse coding, negative wording, jargon, colloquialism and social desirability bias were avoided as poor items will cause threats to construct validity (Scandura, 2004; Scandura & Ford, 2005). The questions were designed to be simple and understandable so that the respondents will be able comprehend the content.

3.8.2 Research Instrument

The following paragraphs discuss each section of the questionnaire. It consists of seven sections; demographic profile (Section A), physical environment (Section B), social support (Section C), personality (Section D), restorative experience (Section E), place attachment (Section F) and customer voluntary performance (CVP) (Section G). The development of questions for Section B, C, E and F is discussed in chapter four. Thus, only Section A, D and G will be discussed in this chapter.

Section A measures the demographic and backpacking profile of the respondents. Personal details such as gender, age, nationality, education level, employment status were asked. The

backpacking profile consists of backpacking duration, backpacker enclave visit or planning to visit and duration of stay, sources of information were included. In addition, information on the entry and exit point, sources of information, usage of technology gadgets, self-description and reasons of stress were asked in this section.

3.8.2.1 Personality

Section D measures the personality of the backpackers. As mentioned in the literature review, personality of backpackers will be measured using NEO-Five Factor Inventory (NEO-FFI) instrument. It consists of five dimensions namely extraversion, neuroticism, agreeableness, conscientiousness and openness to experience. The original scale consists of 60 items in total, however, this study will only include 20 items due to time constraint and each of the dimensions will be measured by four items. The items will be measured by a 7 point Likert scale (Refer Table 3.6).

Table 3.6: Personality construct instrumentation

	Items	Source(s)
	Please indicate if you agree or disagree with the following statements. 1=Strongly disagree, 2=Disagree, 3= Disagree Somewhat, 4= Undecided, 5 = Agree Somewhat, 6=Agree, 7=Strongly agree.	Costa and McCrae (1992)
	I see myself as someone who...	
E1	...is talkative	
E2	...is full of energy	
E3	...generates a lot of enthusiasm	
E4	...is outgoing, sociable	
N1	...is depressed	
N2	...can be tense	
N3	...worries a lot	
N4	...gets nervous easily	
OE1	...is original, comes up with new ideas	
OE2	...has an active imagination	
OE3	...is inventive	
OE4	...likes to reflect, plays with ideas	
A1	...is helpful and unselfish	
A2	...has a forgiving nature	
A3	...is considerate and kind	
A4	...likes to cooperate	
C1	...does a thorough job	
C2	...is emotionally stable	
C3	...does things effectively	
C4	...has high self-esteem	

3.8.2.2 Customer Voluntary performance (CVP)

Section GG measures the customer voluntary performance (CVP). The items for this construct is adapted from Bettencourt (1997) and Rosenbaum and Massiah (2007). This construct will be measured by using three dimensions; loyalty (3 items); cooperation (5 items) and participation (4 items) on 7 point Likert scale. Bettencourt (1997) and Rosenbaum and Massiah (2007) had measured customer voluntary performance (CVP) using 17 and 11 items respectively. This study only examines 12 items as a few items

investigated by both researchers have been eliminated being inapplicable in the backpacking context (Refer Table 3.7).

Table 3.7: CVP construct instrumentation

	Items	Source(s)
	Please indicate if you agree or disagree with the following statements. 1=Strongly disagree, 2=Disagree, 3= Disagree Somewhat, 4= Undecided, 5 = Agree Somewhat, 6=Agree, 7=Strongly agree.	Rosenbaum and Massiah (2007), (Bettencourt, 1997)
L1	I encourage my friends and relatives to stay in this enclave	
L2	I say positive things about this enclave to others	
L3	I make effort to visit this enclave when I am in Malaysia	
C1	I try to help keep the service establishment(s) clean	
C2	The employees in the service establishment(s) will get my full cooperation	
C3	I carefully observe the rules and regulations of service establishment(s) in this enclave	
C4	I go out of my way to treat this enclave's service establishment(s) personnel with kindness and respect	
C5	I do things to make the employee's job easier	
P1	I make constructive suggestions to the service establishment(s) on how to improve the service	
P2	I inform the employee of the service establishment(s) if I experience any problem(s)	
P3	If I notice a problem, I inform the staff of the service establishment(s) even if it does not affect me	
P4	If an employee at the service establishment(s) gives me good service, I let them know about it	

SUMMARY

This study addresses the determinants of restorative experience, place attachment and customer voluntary performance (CVP) of backpackers in their enclaves. The purpose of this exploratory sequential design is to develop instruments for four constructs namely physical environment, social support, restorative experience and place attachment. First, the qualitative exploration of the aforementioned constructs was done by interviewing (semi-structured in-depth interview) the backpackers from backpackers at Petaling Street and Bukit Bintang enclave located in Kuala Lumpur, Malaysia. The quantitative phase followed up on the qualitative for verification of the scales developed.

CHAPTER 4

QUALITATIVE RESEARCH FINDINGS

4.1 INTRODUCTION

This chapter presents the semi structured in-depth interview findings. The questions asked during the interview cover the newly developed constructs as this study is exploratory in nature which explains the reason to understand the phenomenon of backpackers in their enclaves. In addition, the respondents were asked about the function of the enclave and whether backpacking is stressful before proceeding to the restorative experience construct. Those who found backpacking stressful were asked to elaborate on the reason(s). However, the findings are used to explore respondents' backpacking trip in the first section of the questionnaire. Section 4.3 includes the findings based on the four newly developed constructs examined in this study (physical environment, social support, restorative experience and place attachment). The comparison from the literature and in-depth interview findings is made for the aforementioned constructs. This is followed by item generation and content validity.

Item generation phase is divided into three steps; 1) semi-structured interview, 2) item generation, and 3) expert judge. The purpose of step 1 is to identify the item generated from the in-depth interview. In step 2, this study will compare the findings from the semi-structured interview with the existing literature. This is to ensure that this study did not miss out important discussions in the literature relating to existing constructs and to

uncover new dimensions that are relevant to the research context. Once consolidated, this study would then generate a list of items for each of the constructs. The dimensions found would serve as a basis for developing items for each of the constructs. In step 3, all the items were checked for face and content validity by expert judges consisting of academicians, PhD candidates and backpackers.

4.2 SEMI STRUCTURED IN-DEPTH INTERVIEW

A total of 30 respondents were interviewed for this study. Table 4.1 shows the abbreviations used to describe the participants by nationality, age and gender. They came from 16 different countries; the most represented nationality was British (7 participants, 23%), followed by Dutch (5, 17%), with only one or two backpackers from the other 14 countries. The youngest participant was a 19 year old Dutch female while the oldest participant was a 45 year old German female. The average age was 27.5 years, and 60% of the participants were female while 40% were male. The majority of the respondents (73.3%) have been backpacking less than 2 years. Those who have been backpacking for more than 6 years represent 14.3% and this followed by those who have 2-5 years of backpacking experience (13.3%) (Refer Table 4.2).

Table 4.1: In-depth interview participants by nationality, age and gender

Abbreviation	Gender	Age (years)	Nationality
Respondent 1	Female	31	Taiwan
Respondent 2	Male	35	Australia
Respondent 3	Female	29	Indonesia
Respondent 4	Female	23	France
Respondent 5	Male	25	Iran
Respondent 6	Female	19	Dutch
Respondent 7	Male	21	Sweden
Respondent 8	Male	35	USA
Respondent 9	Female	27	Philippine
Respondent 10	Male	22	Sweden
Respondent 11	Female	30	Russia
Respondent 12	Male	25	Finland
Respondent 13	Female	35	Switzerland
Respondent 14	Female	22	Sweden
Respondent 15	Male	27	England
Respondent 16	Male	27	France
Respondent 17	Female	19	Sweden
Respondent 18	Female	19	Sweden
Respondent 19	Female	25	British
Respondent 20	Female	45	German
Respondent 21	Female	25	German
Respondent 22	Male	21	British
Respondent 23	Female	28	Indonesia
Respondent 24	Male	31	Australia
Respondent 25	Male	26	British
Respondent 26	Female	23	British
Respondent 27	Female	23	British
Respondent 28	Female	20	USA
Respondent 29	Male	42	British
Respondent 30	Female	44	British

Table 4.2: Demographic profile of backpackers

Demographic profile	Frequency	Percentage (%)
Gender		
Female	18	60.0
Male	12	40.0
Age		
21-30	18	60.0
31-40	5	16.7
1-20	4	13.3
41-50	3	10.0
<i>Mean</i>	<i>27.5</i>	
Country		
Europe	20	66.7
Asia	4	13.3
Australia	2	6.7
USA	2	6.7
Others	2	6.7
Years of backpacking		
<2 years	22	73.3
2-5 years	4	13.3
6-10 years	3	10.0
>11 years	1	3.3

4.3 FUNCTION OF BACKPACKER ENCLAVE

The respondents were asked on the functions of a backpacker enclave. An enclave is used for both utilitarian and hedonistic purposes by the backpackers. The respondents said that they get to meet and socialize with other backpackers in the enclave. An enclave also provides accommodation, caters for the needs of backpackers, enables the backpackers learn about local culture and meet local people.

Dimension 1: Meeting other backpackers

Respondent 6, 9, 19, 25 and 29 acknowledged that they get to meet other backpackers and it is more convenient to find a travel buddy in an enclave as it is the main spot for backpackers.

You find likeminded people who also backpacking... so it is going to be easy to meet these people compared to when you are back home, people are with their own social groups and less likely want to say hi to new people
(Respondent 25)

Respondent 9 and 29 expressed the impact of the Internet on the communication among backpackers. The former stated that the interaction with other backpackers has been extended from physical space (backpacker enclave) to virtual communication via social networking and the latter discussed the adverse impact of the Internet.

We meet other backpackers in the enclave to swap ideas, but communication is lesser these days because of the Internet. Previously

(about 10 to 15 years back), there is no Internet...so backpackers communicate more with each other (Respondent 29)

On the other hand, Respondent 4 said that she dislikes the “backpacker bubble” phenomenon as it merely reflects “physical shift” from origin destination, and she is surrounded by fellow backpackers from the same region / country.

Dimension 2: Provide accommodation

An enclave primarily provides accommodation to the backpackers at an affordable rate.

Provides accommodation with some minimum level of basic needs satisfied like the Internet, hygiene standard and providing normal level of quality for a stay which is affordable and inexpensive (Respondent 5)

Dimension 3: Cater the needs of backpackers

An enclave also caters for backpackers' needs; it is also known as one-stop centre by these budget travellers. The enclave has all the necessary facilities such as accommodation, restaurants, entertainment outlets, laundry, information centre, Internet centre and, etc. This clearly indicates that an enclave offers a wide range of facilities and services which serve the basic needs of the backpackers.

I think it provides a lot of services that backpackers need in one space.

There are lots of hostels, cheap food, Internet cafes and I get to meet other backpackers and get advice from them (Respondent 27)

Dimension 4: Learn about local culture

The backpackers stated that they get to learn about the local culture during their stay in the backpacker enclave. Respondents 20 expressed that she is making effort to learn about local culture:

In Chinatown, I meet the local Malays...I try to learn about local culture but sometimes the language is difficult and this is my first time in Muslim country so I am trying to learn (Respondent 20)

It is interesting to note that the destination (rural vs. urban enclave) influence the degree to which a backpacker will be able experience and learn about local culture. The issue on language barrier has been pointed out by Respondent 25; the process of understanding local culture is hindered by their inability to understand local people.

I have done few tourist things on my own like visiting KL tower but I haven't learnt the local culture. People's lifestyle in the village is different from those in the city. In rural enclave you will be less likely to find people who can speak your language. You are only going to visualize what you think is their culture and you will not be able to interact with people so much due to language barrier (Respondent 25)

Dimension 5: Meet local people

The backpackers also get to meet local people in the enclave; however to what extent they are motivated to meet and interact with these people is not known.

We also get to see local people when we are in this enclave (Respondent 23)

Dimension 6: Provide information

Information is essential for backpackers especially when they are in new surroundings. An enclave also serves as an information platform for the backpackers. Respondent 2 stated that they are able to obtain information about the city in the enclave as it is not far from an information centre (Respondent 7). R30, F, 44, British added that she can get information on movement of the backpackers.

Dimension 7: Place for relaxation

An enclave is also used by backpackers as a place for relaxation (Respondent 4 and 28). The sense of familiarity in the enclave allows the backpackers to relax themselves.

Your brain is always occupied because you always see something new and different...so you can never sort of fully relax because everything that you are looking at is something that you haven't seen before. It would be nice to be in the backpacker enclave because everything is familiar and that enables you to relax when you are in the enclave (Respondent 24)

Dimension 8: Convenient access to attractions

The enclave is strategically located as it has convenient access and is close by to the attractions (Respondent 8 and 14).

This area is located at where all the tourist attractions are or what we want to see
(Respondent 14)

Dimension 9: Entertainment

The various options for nightlife enable backpackers to party with their new friends (other backpackers).

There are lots of entertainments such as pubs, clubs bars and discos in this place
(Respondent 2)

Dislike backpacker enclave

When asked about the enclave function, Respondent 4 and 6 voiced that they do not like backpacker enclave. The former felt that backpackers are in their comfort zone when they are in the enclave, which offers wide range of facilities. The latter was of the opinion that the enclave obstructs the backpacker's cultural experiences.

I think it is a typical example of a backpacker enclave because they have all what you need from food, laundry, internet cafe and, etc. There are too many things and you do not have to go out...that is what I dislike about the enclaves (Respondent 4)

Personally, I do not really like backpacker enclaves because there are too many people from Europe. The needs of the backpackers are really very well respected by the local people therefore the enclave became very touristic. When you are in the enclaves in the big cities, it is like a backpacker paradise and it is not all about the local culture anymore (Respondent 6)

4.4 NEW SCALE INTERVIEW ANALYSIS

PHASE 1(ITEM GENERATION) - STEP 1: SEMI-STRUCTURED INTERVIEW

4.4.1 Construct 1: Physical Environment

Some of the respondents mentioned about infrastructure and facilities, level of crowd, shops and street vendors, characteristics of the enclave, range and number of guesthouses and the culture observed in the enclave when they were asked to describe the physical environment of the enclave.

Dimension 1: Infrastructure and facilities of enclave

Some of the respondents mentioned about the infrastructure and facilities that are available in the enclave such as restaurants, transportation, convenience stores, information centre, accommodation, ATM, bars/pub, internet café and laundry. Some expressed that there is lack of information centre in the enclave:

It is very important to have information centre in this enclave as backpackers will seek for information pertaining to the city and also for

directions. The KL map is not available and it is quite difficult to find some place. It will be very helpful if there is an information centre (Respondent 1)

Both Respondent 7 and 5 mentioned about the need for internet cafe. The need for laundry service was expressed by Respondents 15 and 4. However, some of the respondents said that there are sufficient facilities in the enclave.

Dimension 2: Level of crowd

Some of the backpackers mentioned that the enclave is not crowded while others found that it is crowded.

It is not very crowded and I definitely feel comfortable with the level of crowd (Respondent 12)

On the other hand, Respondent 3, 4, 9, 11, 13, 22, 29, 30 stated that the enclave is crowded.

Dimension 3: Shops and street vendors

Backpackers mentioned that there are lots of options of shops and street vendors in the enclave and only a few feel that there are fewer options.

Plenty of shops and food, you can just buy anything. You can just walk 10 yards down the road you can get anything from handbag to perfumes to fruits, vegetables (Respondent 15)

Respondent 19 compared the availability of choices in the enclave to other backpacker destination

The choices are less, not as much compared to Bangkok (Respondent 19)

Dimension 4: Size of the enclave

Some of the respondents mentioned that the size of the enclave is small while few stated that the enclave is moderate and big.

I've been to places designed to backpackers in Europe and they seem a lot bigger. This enclave is quite intense (Respondent 26)

One respondent expressed that he cared less about the size of the enclave.

You just need a bed and a room for backpacking, it doesn't matter if the enclave is big or small (Respondent 16).

Dimension 5: Range and numbers of guesthouse

The backpackers pointed out that there are lots of guesthouses in the enclave and some stated that there were only a few options available.

There is very good range of guesthouses around here actually. It's a bit strange the fact that you can find both low and high end accommodation in the same area (Respondent 27)

Dimension 6: Culture

In terms of the culture, backpacker stated that the enclave is home to many ethnics and there is a mix of backpackers and local people. Besides, the enclave reflects both contemporary and traditional culture.

There are different ethnicities here in Malaysia and I find it very interesting.

You can see people praying and eating with their hands...that is pretty weird but I like it (Respondent 10)

I enjoy the culture... I like the mixture of both modern and traditional (Respondent 20)

Assimilation of culture in the backpacker enclave

Pertaining to the assimilation of the culture, some backpackers stated that the local culture should be maintained.

They should stay like they are now...we are not coming here to eat hamburgers all day. We have to try things out to know if it's good or bad (Respondent 10)

Few backpackers expressed that there is an integration of foreign culture in the enclave.

You have already assimilated with other cultures in Malaysia. It begins with native and after that you have European and American influence. This is evident as you can find local essence (Malaysian food) and foreign culture (pubs and bars). Interestingly, both can be found in the same area (Respondent 16)

Backpackers feel that the local culture should assimilate with foreign culture. Following is the one of the respondent's comment:

The local people should assimilate with foreign cultures...it is good to have opportunity for the locals to make the foreigner feel at home. I do not know whether it is morally ethical, but people still go to McDonald to eat burgers and drink in a pub as it makes them feel at home and I think it is just the nature of people who prefer familiarity (Respondent 25).

Recommendations to improve the enclave

The backpackers were asked on what can be improved in the enclave and they stated the enclave has everything and there is nothing to be improved.

The enclave has everything...I do not think we need anything more, it is just perfect (Respondent 15)

A few of the backpackers expressed the need for an information centre in enclave as they face difficulties in obtaining information.

If you ask the local people about the direction you will ended up getting different answers. It would be great if there is an information centre in the enclave as you can ask about local transportation such bus and monorail services (Respondent 2)

Among the recommendations made by the backpackers are to increase the number of restaurants. Few of the respondents mentioned the pubs, signage and transportation. The

backpackers also mentioned on the lack of signage on the street and it is interesting to note that a backpacker from Indonesia emphasized the need for Halal signage in the restaurants.

They should also have sign boards in this enclave...maybe people think it is easy to find direction over here but it is difficult especially for the first timers. They should at least state where is the railway station, monorail, public transportation, public places, police station and, etc. It will be very convenient for us and we can save our time (Respondent 3)

Malaysia is a Muslim country and I think they need to have the halal signage in the restaurants so that it will be easier for the Muslim travelers (Respondent 23)

Respondent 22 and 10 shared the same concern pertaining to the need for more public buses. The backpacker also expressed that the local identity must be maintained, providing more waste bins and pedestrian walkways. Respondent Respondent 29 and 30 stated that the local identity must be maintained as the enclave is losing its authenticity and identity. Respondent 17 and 18 said that it is really difficult to find garbage bins and they suggested increasing the quantity of waste bins in the enclave.

In relation to the pedestrian walkways, Respondent 11 stated that walkways are too slippery especially when it rains and it is very dangerous for the pedestrians. Respondent 24 commented that there should be more selections ATMs in the enclave as there is only one at the corner of the street. The high price of beer was expressed by Respondent 25. Among other concerns raised by the backpackers are related to cleanliness (Respondent 11), drugs

problem (Respondent 9), variety of shops (Respondent 19), prostitution (Respondent 10), security (Respondent 10) and expensive taxi fare (Respondent 9).

SUMMARY

Physical environment of an enclave refers to the size, crowd, range of guesthouses and street vendors, atmosphere, culture and infrastructure (Table 4.3). Some of the respondents make comparison with other enclaves that they have visited in the aforementioned aspects.

Table 4.3: Description of physical environment dimensions

Construct	Code	Descriptions
Physical environment	Size	The respondents describe the size of the enclave. Some stated it is small, big, and moderate.
	Crowd	Crowded Not crowded
	Range and numbers of guesthouse and vendors	Lots of options Less options
	Culture	Melting pot, mix of backpackers and locals and
	Atmosphere	Cleanliness, vibrant, touristic
	Infrastructure and facilities	Infrastructure and facilities tha are available in the enclave such as restaurants, transportation, convenience stores, information centre, accommodation, ATM, bars/pub, internet café and laundry.

4.4.2 Construct 2: Social Support

Source(s) and type(s) of social support received by backpackers

Backpackers receive social support from other backpackers, employees and locals. They receive social support more frequently from other backpackers in the enclave (86.7%) and this is followed by employees of the service establishments (80.0%). Slightly more than half of the respondents (63.3%) receive social support from local people in the enclave (Refer Table 4.4). Pertaining to the employee, backpackers stated that they receive social support particularly from those who work in the backpacker hostel.

Backpackers obtained information, social-emotional and instrumental social support from the aforementioned sources during their stay in the enclave (Refer Table 4.5). Backpackers receive information support the most, followed by social emotional and instrumental from all three sources.

Table 4.4: Sources of social support received by backpackers

Social support sources	Frequency	Percentage (%)
Other backpackers	26	86.7
Employees	24	80.0
Local people	19	63.3

Table 4.5: Types of social support received by backpackers

Types of social support	Sources of social support							
	Other backpackers		Employees		Locals		Social support provided to other backpackers	
	F	%	F	%	F	%	F	%
Information	23	76.7	22	73.7	15	50	12	40
Social emotional	8	26.7	7	23.3	6	20	2	6.7
Instrumental	4	13.3	5	16.7	1	3.3	3	10

Dimension 1: Informational support received by backpackers

Informational support from other backpackers

The backpackers expressed that they receive information from other backpackers mostly pertaining to places to visit and how to get there.

I met a German guy and he told me about the cave and he asked me whether I want visit the cave and I said why not since I have never been there. I think it is great and I am really happy that we went. The backpackers share information and that is beneficial for every one (Respondent 8)

Respondent 24 regarded backpackers as “wealth of knowledge” and Respondent 11 stated that he receives direction from other backpackers.

When I first arrived here I was lost and looking for direction and a backpacker helped me. Obtaining information from the backpacker is very useful especially when you are in an unfamiliar place (Respondent 11)

Respondent 29 mentioned that he did not rely on other backpackers to get information as he did his own research on Internet.

I did not ask anyone for information as I normally get it from the Internet. I just have to Google for information and everything is there. You can find out about transportation mode, places of attractions, local culture and language (Respondent 29)

Informational support from employees

The employees of the service establishment also offer social support to the backpackers. They provide information about the city, places of attractions and local culture to the backpackers. Besides, they also give advice on travel planning.

The employee introduced me to other guests in the hostel, provided information on the facilities available in the hostel such as the Internet access, bathroom and also some information about this area, the places that I can visit in the city and how to get there. It was very useful to make my travel plan with information given by the staff (Respondent 1)

The employees provided information like how and where to take a bus, where to eat. Sometimes they share about the culture and again it depends on the place that you are staying. People are here to make business and it is their job. At times they are friendly and more like family (Respondent 4).

Informational support from local people

When backpackers lost their way they tended to seek help from the locals in the enclave. The locals guided the backpackers by providing direction.

The locals have been very helpful, very friendly and giving us advice on anything we can think of. They are really good, so we ask people quite often as they are really helpful especially in giving direction (Respondent 27).

Some respondents conveyed that they prefer to ask the locals for direction as compared to other backpackers.

If I am lost I usually ask the locals for direction. Some of the backpackers may not be able to help you as they have just arrived and it is wise to ask the locals (Respondent 10)

Nevertheless some of the backpackers revealed that the locals do not admit if they do not know the way and this causes inconvenience to the backpackers who rely on the information provided by them. This clearly expressed by the following excerpts:

I ask for information from the locals but sometimes you have to be careful because in Asia they do not admit that they do not know. They normally give wrong direction (Respondent 12)

Dimension 2: Instrumental support received by backpackers

Instrumental support from other backpackers

Backpackers receive tangible help from other backpackers in terms of money, exchanging and sharing things.

I received help from other backpackers, for instance when I was short of money a backpacker was kind enough to lend me some money (Respondent 7)

When you are travelling, you tend to meet people from different parts of world. You barely know them however we tend help each other. Some gave me books and shoes, cooked for me and shared clothes (Respondent 16)

Instrumental support from employees

The backpackers said the employees in the service establishments offer beyond commercial friendship. Respondent 2 stated that one of the employees was kind enough to let him use his phone to make an international phone call, the employee actually went beyond than what was necessary. Similarly, Respondent 1 also mentioned about tangible support provided by one of the employees in the service establishment that she had patronized.

I had a problem with my phone so one of the employees lent his phone and I really appreciate that as it is not necessarily for him to do so...it was beyond the business interest. I offered him money for letting me to use his phone but he didn't want to accept it (Respondent 1)

I wanted to leave something for my friend that I knew he will be arriving here and they are more than willing to do that for me and I was quite comfortable leaving it in their hands as well (Respondent 24)

The employees successfully manage to convey trust to the backpacker to the extent that he feels that his things will be in a safe hand. This points out that the commercial friendship is not at a superficial level as the employees went out of their way to provide tangible help to the backpackers.

Instrumental support from local people

Only one backpacker received instrumental support from the locals.

I have met some fabulous people. I am travelling on a tight budget and I can't afford to take organized tour because it is expensive. I met a guide who offered trekking for free of charge and it was so great. In the evening he invited me to his sister's house and we had dinner together...it was really great (Respondent 4)

Dimension 3: Social emotional support received by backpackers

Social emotional support from other backpackers

The in-depth interviews reveal that backpackers receive social emotional support from other backpackers. They provide social companionship and emotional support. In the following excerpt, Respondent 11 and 7 mentioned that social emotional support that they receive from other backpackers while travelling actually keeps her going.

I had some problems with my family and I was very down. A friend of mine actually consoled and encouraged me. Initially I just stayed in my room for two days and I did not want to go out...then she came and talked to me. Sometimes, it is nice to have someone to talk to when you are away from home (Respondent 11)

Backpackers do share personal matters with other backpackers and it helps them remedy their negative emotions. Apart from that, they also obtain companionship support.

I do receive psychological help from other backpackers especially when I am tired and sad. When you are travelling alone you get to meet backpackers ... you can book a room for two and you can tag along with them. Sometimes eating alone is horrible so it is better to have company (Respondent 4)

Respondent 24 stated that he receives social emotional support from backpackers who share similar culture. It is interesting to note that the sense of familiarity makes him feel at ease.

Sometimes you can connect to somebody on a familiarity basis particularly those who are from the same culture... it is nice to see familiar faces and that makes you to sustain for little longer (Respondent 24)

Social emotional support from employees

The employees also provide companionship to the backpackers and clearly expressed by Respondent 24.

I guess you will emotionally connect to the employees if you come across friendly people. I feel the connection with these guys (referring to employees in the guesthouse) because they are very helpful and friendly. They remember my name and things like that... more of personalized attention. They listen to me sincerely and I feel that they are genuinely interested (Respondent 24)

A few of the backpackers described that employee are very concerned and that makes them feel being at home

The employees are very helpful and caring, that makes you feel like you are back at home. You can just wake up and have someone making breakfast for you (Respondent 18)

The backpackers also receive social support from the local people in the enclave. Similar to above mentioned sources of social support, the backpackers receive more information support from the locals.

Social emotional support from local people

The following excerpts indicate that backpackers receive social emotional support from the locals.

I met a very kind local woman when I was travelling. My stomach was upset and she cooked rice for me, it was very kind of her (Respondent 13)

The local people are usually interested in backpackers....some approached me maybe because of my look (being a foreigner). They will start the conversation by saying “hello friend”. I also get invited to dinner and that is nice. Most of the time they are really caring and I usually ask help from them (Respondent 7).

Dimension 4: Social support provided to other backpackers

The backpackers also provide information, instrumental and social-emotional support to other backpackers. Some expressed the intention to help other backpackers.

If they ask me, I would probably help them depending on what it is
(Respondent 10)

Information support provided to other backpackers

Most of the backpackers provide information to other backpackers on direction and some also recommend places of attractions.

I shared some information with a backpacker and I took her around since she was not familiar with this place and I recommended to her some attractions like Petronas Twin Tower and KL tower (Respondent 21)

Sometimes if I see backpackers on the street with a map or guide book and look confused...I will ask them if they need any help (Respondent 11)

Instrumental support provided to other backpackers

Backpackers offer financial support to those who in dire need of help.

I met a backpacker...his passport and wallet was stolen so I supported him financially. I paid for the accommodation and food (Respondent 24)

In the hostel, some of the backpackers ask for charger and I will let them to use mine and at times I also lend my laptop to them (Respondent 9)

Social emotional support provided to other backpackers

Backpackers also offer social emotional support to fellow backpackers.

One of the backpackers belongings were stolen. We supported him the whole time and trying to keep him positive. In fact, we do not want him to be alone and we have done our best to cheer him up. Other backpackers also tried helping him out and we went out of the way to make sure that he felt like he was accompanied (Respondent 24)

SUMMARY

Social support refers to the emotional, tangible and informational support received from others (Table 4.6).

Table 4.6: Description of social support dimensions

Social support	Code	Description
Types of social support	Social emotional support	Social companionship, encouragement, care
	Instrumental support	Tangible help - money exchanging and sharing things
	Information support	Information on places to visit, direction, map
Sources of social support	Backpackers	<i>Social-emotional</i> Console, provide company, share life experiences <i>Instrumental</i> Money, shared clothes, books <i>Informational support</i> Share information on attractions, transportation mode
	Employees	<i>Social-emotional</i> Friendly employees, personalized attention, genuinely interested, helpful and caring <i>Instrumental</i> Offer to use phone and other help <i>Informational support</i> Information about the city, places of attractions and local culture, provide map
	Locals	<i>Social-emotional</i> Helpful, friendly <i>Instrumental</i> Tour guide offer free service <i>Informational support</i> Provide direction
	Social support provided to other backpackers	<i>Social-emotional</i> Provide companionship <i>Instrumental</i> Offer financial support <i>Informational support</i> Exchange information, recommend places to visit

4.4.3 Backpacking Stress

Before proceeding to the questions on backpacker's restorative experience, the respondents were asked whether backpacking is stressful. The majority of the backpackers pointed out that backpacking is stressful and only few of them had contrary opinion. Following are the reasons expressed by the backpackers.

Dimension 1: Too many things to absorb

The respondents were asked to explain the factors that cause stress while backpacking. Some pointed out that absorbing too many things can be stressful and time factor influence the degree of stress. One participant said:

Sometimes you force yourself to see more things with the time that you have and that can be really stressful because it is too much to see and almost everything that you see is something new (Respondent 11)

Your mind is attached to the previous destination and when you are in a new place being a total stranger...it is just too much to handle. It is a bit difficult to get hold of everything that is happening in front of your eyes. It depends on the time, if you have plenty of time then you can move at a slower pace but if you are just stopping by for few days, you have to make the most of it as you have to move to another place and that can be really stressful (Respondent 16)

Dimension 2: Language barriers

Several of those interviewed expressed that language barrier can be taxing as they face obstacles in communicating.

Language can also be a problem especially when we speak two different languages. It is difficult to communicate especially when you need to get some information (Respondent 14)

Dimension 3: New environment

Being in a new environment also contributes to stress as the backpackers encounter uncertainty, new language and culture.

It is scary...you do not know how it is going to be in a new place. At times you do not know what to expect in a new destination...now you can get information from the Internet however you still need to adapt to the new place (Respondent 12)

Once you reach a destination, you have to figure where to go and how to get there. It takes a while to get use to the new place and in addition to that, new language and culture can be quite stressful (Respondent 16)

Dimension 4: Culture

According to the backpackers, the culture of a particular destination which is dissimilar to theirs can cause stress as.

The culture over here is slightly different and it is not out of the world but it is not the same everywhere...sometimes you can get culture shock when you get to experience something which you are not familiar with
(Respondent 11)

Dimension 5: Travelling alone

Few backpackers mentioned that travelling alone can be stressful and it is interesting to note that all of them consisted of female respondents. Respondent 14 is concern about trust issue and Respondent 13 expressed that she feels safe being surrounded by backpackers.

It is better to travel with a companion as you will feel safer...when you travel alone, you will be in fear thinking of who will take advantage of you.
It takes some time to bond with other backpackers and when you are in a group you do not feel insecure (Respondent 13)

Dimension 6: Unsatisfactory backpacker hostel

Unsatisfactory services and poor facilities of a backpacker hostel can cause stress as it does not meet the expectations of the backpackers.

After a long and tiring journey, I really would like to rest in a nice place. At times, it drives me crazy when I come across of hostels which are really in a

poor condition. I know that I should not expect much for the money that I am paying but at least the basic facilities should be there (Respondent 3)

Dimension 7: Harassing vendors

Harassment by the vendors cause stress to backpackers. The vendors keeping asking the backpackers to buy their products and services; the constant noise elevates the level of stress.

It is not necessarily relaxing when you walk past the street...you have nothing but hawkers, massage spa, stalls along the street, and they ask you to come in and buy...actually that is quite stressful (Respondent 2)

Dimension 8: Moving from one point to another

Travelling from one destination to another is somewhat a stressful experience for the backpackers.

For this time around, I am travelling for the last 8 months. I have visited so many different places in few countries and it is quite stressful because you have to adapt very fast (Respondent 20)

Dimension 9: Safety concern

Backpackers are also worried on the safety aspect while backpacking particularly the female respondents and this is clearly expressed by Respondent 19:

Being a female in a foreign country, I am very concerned about my safety

Dimension 10: Away from home

Backpackers do feel stressful when they miss their friends and family particularly when are away from home for a long period of time.

We are away from home for a long time and we start to miss our family and friends and that might cause a little stress...like missing your own bed at home (Respondent 30)

Dimension 11: Immigration department hassle

Backpackers stated that dealing with the immigration department is a hassle

We had to deal with immigration; we travel by bus so we had to do the running around from Singapore Woodlands to Johor Bahru. It is really tiring going around different checkpoints (Respondent 23)

Dimension 12: Unreliable information

Backpackers do face problems in obtaining reliable information specifically from the locals as they tend to provide wrong information. Respondent 2 stated that the ‘_save face’ phenomenon is common among Asians.

It is difficult to get reliable information in Asian countries because the locals tend to lie to save face. They will just give a direction even though they do not know...it is really frustrating because you waste your time (Respondent 2)

Dimension 13: Tolerance level reach saturation point

The backpackers reach maximum tolerance level when they are backpacking for a long period of time. They no longer could put up with things that they have been tolerating all the while.

Basically the tolerance level goes down after some time as the time factor influences the level of stress. You can no longer tolerate the things that you can take in earlier such as the timing, noise, pollution and, etc. ...it happens when you reach the limit (Respondent 2)

Dimension 14: Unplanned travel

Backpackers normally do not travel with itinerary as they do not limit themselves within a particular schedule. However, the respondents mentioned that unplanned travel causes stress.

It is quite stressful when thing are unplanned...you will be in a mess as you do not know where to start. It is good to plan ahead so that once you reach a destination at least you know where to go. With some preparation, you can save time and when things do not really turn out as how you have planned you can still follow the backup plan (Respondent 3)

4.4.4 Construct 3: Restorative Experience

The first section presents the importance of restorative experience for backpackers and followed by the ability of backpackers to experience restoration in the enclave.

Importance of restoration for backpackers

Before reporting on backpackers' restorative experience by theme, the scene can be set by confirming the importance of restoration to backpackers. Participants described how it is important for them to restore and recuperate from the stresses of backpacking. They need to reenergize themselves before continuing the journey.

Sometimes you will be travelling for a long period and there is so much for you to take in... it is important for the backpacker to stop for a while before they continue if not they will be very tired and exhausted. They can revitalize themselves if they have enough rest. The whole point of backpacking is to experience new things and if you are too tired, you will miss lot of things that you should be enjoying. Your level of stress will increase if you push yourself too much (Respondent 11)

You just burn out ... you cannot be doing it every day especially if you are travelling for a long period. You cannot be rushing around travelling from one place to another, as you will stop enjoying yourself. Sometimes you need to stop for a while and spend a day or two just watching TV or lying down because you can't do stuff like that every day (Respondent 15)

Restorative experience dimensions

This section discusses the findings on the reasons as to why backpackers are able to restore themselves while being in the enclave. In all, 26 (86.7%) of the participants said that they were able to relax in backpacker enclaves. Table 4.7 presents the restorative experience dimensions identified in the interviews. All the five dimensions from ART were expressed by the participants: Novelty (one aspect of being away), Compatibility Coherence, Escape and Fascination. Three additional dimensions of restorative experience emerged from the interviews namely Safety, Quietness and Social Acceptance. Each of these seven dimensions of restorative experience in backpacker enclaves in Kuala Lumpur is illustrated below.

Table 4.7: The restorative experience dimensions expressed by backpackers

Dimensions	Frequency	Percentage (%)
<i>Dimensions proposed by theory (ART)</i>		
Novelty	25	83.3
Compatibility	25	83.3
Coherence	22	73.3
Fascination	20	66.7
Escape	14	46.7
<i>Additional dimensions</i>		
Safety and security	11	36.7
Quietness	9	30.0
Comfort	5	16.7

Dimension 1: Novelty

Backpackers are able to restore themselves because they are physically away from their daily routine (novelty). The distance from the usual environment enables them to experience restoration.

Back at home, I work in property development with my father...he carries on while I am away. I am free from my daily routine... no one can find me here. No one knows where I am (Respondent 25)

With no obligations and disengaged from home environment, backpackers are able to relax with a sense of freedom.

You are on a holiday because you are backpacking, it is a long holiday...so, just enjoy yourself and make the most out of it. There is no responsibility and very relaxing. I do not have my friends around when I am backpacking; I do not have that many people to call even though I have a mobile phone. I am detached from my world (Respondent 28)

Dimension 2: Compatibility

Compatibility refers to the capability of the enclave to support what the backpackers intend to do. This is clearly expressed by respondent 26:

This enclave is completely compatible because it has everything that I need. I can get out of here easily if I want to explore another part of the city because it has easy access to public transportation such as buses and trains. I also can opt to stay in the enclave because it has everything that is sufficient to entertain me (Respondent 26)

Dimension 3: Coherence

The coherence is the second most expressed dimension. Coherence describes the integration of the aspects within the surroundings. Both Respondent 8 and 1 explained that all the elements in the enclave are connected.

There are lots of Irish clubs and other foreign theme restaurants and local restaurants as well. You can find Western, Vietnamese, Thai and Malaysian food on the same street. Besides, there are a few convenience stores and guesthouses. Everything is mixed together and it is seamless (Respondent 8)

Dimension 4: Fascination

Fascination depicts the ability to absorb and comprehend the environment without directed attention. Backpackers patronize the enclave effortlessly. They do not rely on directed attention to make sense of the elements in the enclave. The degree of familiarity and the duration of time influences to what extent backpackers require directed attention. This clearly expressed by Respondent 27:

Every day I notice things that I did not notice before...you become aware of things for different reasons. This could be because it is too much to absorb on the first day and as the time passed, you will continue to discover different aspects of the place

Destination also affects the requirement of directed attention. One participant referred to the difference between being in an urban rather than a rural enclave. The former is similar to his home environment, so he can easily absorb the elements in it.

The enclave in Kuala Lumpur has many western shops and people wear western attire, so it feels like being at home. If I go to rural areas, I will be able to experience something different, for instance watching villagers slaughtering the chickens. That would be too much for me to take in as compared to being in Kuala Lumpur (Respondent 12)

Dimension 5: Escape

Escape refers to being away psychologically. Backpackers who had quit their jobs or taken a break from their studies were less stressed than those who work or study. They were free from their daily thoughts and not tied up with their usual routines.

I am not studying now and I quit my job back at home. There is nothing that I need to think about... so it is peaceful (Respondent 7)

Backpackers are away from unwanted distractions because they are in a different environment than usual.

You tend to change when you are travelling. I do not think you remember the details of everyday life when you start travelling. I am free from my daily thoughts because I am in a different environment (Respondent 14)

I guess I learned to disassociate holiday and work. My working thought does not really bother me because I am backpacking at the moment. I have to go back to Taiwan tomorrow, but honestly, I really do not think about it very much (Respondent 8)

Dimension 6: Safety

Safety, the most frequently mentioned new dimension of the restorative experience to emerge in this study is the state of being free from any perception of danger or threat.

I feel safe being here, I can even walk around at night and there are so many people out there. The restaurants are open 24 hours and I feel very secure. I can really relax myself over here because I feel safe (Respondent 11)

The sense of safety is very important...I do not feel scared being around in this enclave because I feel secure. I mean there is no riot like in Bangkok and you know it is politically stable. That makes me feel very safe to walk on the street. Even at night, this place is so lively and there are so many people on the street so it is OK to walk alone at night. I definitely can relax myself if I feel safe being in this place (Respondent 3)

Dimension 7: Quiet

A quiet environment refers to calm surroundings with minimal noise. Backpackers indicated they need a quiet environment to relax themselves. Surroundings that are not noisy require less directed attention. This helps backpackers to recover from mental fatigue.

I prefer green or natural environment. However, this enclave is rather calm and quiet... I like a quiet environment to relax myself (Respondent 16)

It has to be quiet in order for me to relax (Respondent 19 and 9)

Dimension 8: Social Acceptance

The social Acceptance dimension mentioned by the respondents reflects a pleasant and welcoming environment. Backpackers are more likely to restore themselves in a comfortable environment.

I expect the people in the enclave not to look at you like as a stranger just because you are from Europe. They just have to realize that we are here to learn and experience their culture. The level of comfortableness is very important (Respondent 21)

I can relax myself when I am here because I feel very comfortable (Respondent 11)

Additional information on restorative experience

It is interesting to note that restorative experience is influenced by destination and level of stress.

Restorative experience and destination

It is very difficult to relax in a big city. It was very quiet and calm when I was in Malacca...there is a river behind the guesthouse and it is so relaxing to watch the movement of the water with a can of beer in hand. It is different over here...very hectic and full of cars and people (Respondent 13)

Backpacking experience and level of stress

I have been travelling since I was nineteen. I suppose I have some level of expectations and normally I do not get stressed. For instance, this is my first visit to Kuala Lumpur and when I arrived at the airport I just find transportation to downtown. I was not worried about anything...I guess it is pretty much backed up by my experience (Respondent 8)

SUMMARY

Restorative experience defines one's ability to restore or relax due to the characteristics of an environment such as fascination, coherence, compatibility, safety, comfort and quietness. Besides, one should be away physically and mentally from their routine or daily surroundings (Table 4.8).

Table 4.8: Description of restorative experience dimensions

Construct	Code	Description
Restorative experience	Fascination	Ability to absorb and comprehend the environment effortlessly
	Novelty	Physically away / distance from daily routine
	Escape	Free from their daily thoughts
	Coherence	Integration of the aspects within the surroundings
	Compatibility	Support what the backpackers intend to do, meet the needs
	Safety	State of being free from any perception of danger or threat
	Quietness	Calm surroundings with minimal noise
	Social Acceptance	Pleasant and welcoming environment

4.4.5 Construct 4: Place Attachment

Place attachment refers to sense of belongingness towards a place. Some of the respondents mentioned about the bond towards the place while few stated that they are not attached towards the backpacker enclave.

Attachment towards the enclave

The backpackers expressed emotional connection towards the enclave. 10 aspects emerged to explain why backpackers form emotional attachment towards the enclave: 1) atmosphere, 2) convenient, 3) attraction, 4) comfortable, 5) familiarity, 6) feel at home, 7) friendly people, 8) food, 9) infrastructure and 10) vibrant city. Each of these aspects is now explored in further detail.

Dimension 1: Atmosphere

According to Respondent 22, the atmosphere of the enclave does influence the place bonding.

I love this enclave mainly because of the atmosphere... I feel connected with the places that I like. I guess it is like being in a relationship; if you really like someone, you will be attached to the person (Respondent 22).

Dimension 2: Convenient

Some felt connected emotionally towards the enclave because they find it very convenient.

This is my 6th visit to Malaysia and I will stay in this enclave during each visit. I decided to stay here for a week before I went to Cambodia and I came back here after my visit to Thailand because I really like this place very much. It is close to my heart because it is convenient, easy to get around and it is big and exciting (Respondent 15).

Dimension 3: Comfortable

Comfort aspect does play a role in influencing backpacker's place attachment

I feel very comfortable when I am here... it just makes me feel good. There is something that actually connects me to this place but I just can't describe it (Respondent 11)

I definitely would like to come back to this place. Initially I was intimidated by the culture but now I really like this place. I feel very comfortable with this place because I can associate with the carefree nature of this enclave (Respondent 26)

Dimension 4: Places of interest / Attractions

Affections towards a place can be formed based on the places of interest or attractions. As one participant described it:

I am amazed with the cultural attractions over here. Just to name a few...Batu Caves and National Mosque (Respondent 15)

Dimension 5: Familiarity

Two of the backpackers provide brief description with reference to familiarity and how it affects her bonding towards the enclave.

I came to KL more than 5 times and I really know this place very well. I feel close to this enclave as I am very familiar with it...I know all the streets and shops in this enclave (Respondent 15)

Dimension 6: Feel at home

Backpackers feel connected as they feel at home.

I feel like I am at home and I really like this place. I feel like this is my little area and it's where I come back to everyday when I am here (Respondent 27)

The respondents were further probed on the reasons that make them feel being at home. They mentioned that caring employees, comfort level and ability to relax play a role in making them feel at home.

The owner of the backpacker hostel was very kind. She always tells me to be careful when I am out and she cares for me...she is like a mother
(Respondent 13)

I feel very comfortable and it just makes me feel good as if I am at home
(Respondent 11)

This has been my home now for a week and I feel very relaxed being here
(Respondent 14)

Dimension 7: Friendly locals

Respondent 15 and 28 expressed that they feel attached due to characteristics of the local people. Both mentioned that the locals are very friendly.

Dimension 8: Food

Among the aspects that affect emotional attachment towards the enclave is food.

I really like Asian food...here I can find the best of Chinese, Malay and Indian food. That is one of the reasons why I always come back to KL
(Respondent 22)

Dimension 9: Infrastructure

The utilitarian aspect of the enclave also influence place attachment.

I have been here couple of times and it is nice to be back because it is quite different from other parts of Asia. There is some sort of attachment

especially when it comes down to infrastructure, ease of access and cleanliness. If you compare to other cities, KL is way better and it is nice to come back (Respondent 2)

Dimension 10: Vibrant city

The respondents feel connected to the city due its vibrant nature.

I really like KL... it is a vibrant cosmopolitan city (Respondent 15)

SUMMARY

Place attachment refers to the sense of belongings towards a place due to its tangible and intangible aspects (See Table 4.9). The former refers to the physical attributes and the latter refers to the subjective or abstract features.

Table 4.9: Description of place attachment dimensions

Construct	Code	Description
Place attachment	Place dependence	Describes the physical aspects of the enclave: Atmosphere Attractions Convenient Food Infrastructure Make new contact Shopping Vibrant
	Place identity	Refers to the emotional aspects: Comfortable Familiarity Feel at home Feel relax People are friendly

CONCLUSION

The findings derived from the in-depth interview were used to select the appropriate items to measure the four new constructs namely physical environment, social support, restorative experience and place attachment. In the next section, the findings are compared with the literature review and followed by item construction.

4.5 PHASE 1 (ITEM GENERATION) - STEP 2: ITEM GENERATION COMPARISON BETWEEN IN-DEPTH INTERVIEW FINDINGS AND LITERATURE

The purpose of this step is to generate items for the four constructs. Detailed explanation on the adapted items from the literature review and items constructed from in-depth interview findings is discussed.

4.5.1 Construct 1: Physical Environment

Literature review

According to Bitner (1992), physical surroundings consist of ambience, space/function and signs, symbols and artifacts. Aspects such as temperature, lighting, noise, music and scent describe the ambience. Space and function refers to the arrangement, size, equipment and shape while signs, symbols and artifacts denote the function of labels and direction. It is also commonly used to express rules and regulation (Bitner, 1992). These elements were used as a guideline for the interview.

Semi-structured interview

The respondents were asked to describe the characteristics of the physical environment of this enclave. Table 4.10 exhibits the results of the in-depth interview contrasted with the literature review. Size, crowd and range and numbers of guesthouse and vendors refer to the space. The atmosphere dimension consists of culture, cleanliness, vibrant, touristic aspects while infrastructure and facilities dimension consist of items that reflect the amenities available in the enclave. The signs and symbols items were adapted from Bitner (1992).

Table 4.10: Physical environment literature vs. in-depth interview

Construct	Literature	In depth interview findings
Physical environment	Space, function, sign and symbol (Bitner, 1992)	Size Crowd Range and numbers of guesthouse and vendors Culture Atmosphere Infrastructure and facilities

Item construction

Based on the coding, a total of 20 items were developed for this construct. Space consists of five items and atmosphere is represented by six items. Both signs & symbols and infrastructure & facilities comprise four and five items respectively. These items were measured using 7 point Likert scale (Refer Table 4.11).

Table 4.11: PE item classification

Classification	No of items	Items	Description
Space	5	PES1	The size of this enclave is big
		PES2	It is full of other backpackers and locals
		PES3	There are lots of options of guesthouses and hostels
		PES4	There many different types of shops and street vendors
		PES5	It is centrally located
Atmosphere	6	PEA1	It is clean
		PEA2	It is vibrant
		PEA3	The culture is interesting
		PEA4	There is a balance between backpackers and locals
		PEA5	There is a mixture of traditional and contemporary elements (e.g. buildings, culture and, etc.)
		PEA6	This enclave is touristic
Signs & symbols	4	PESG1	There is proper signage
		PESG2	The signs are clearly visible
		PESG3	The building(s) are easy to be identified based on the sign(s)
		PESG4	There are signboards placed at the entrance of the streets
Infrastructure & facilities	5	PEIF1	The infrastructure and facilities are good
		PEIF2	It is easy to get information
		PEIF3	There are sufficient facilities e.g. Internet café, ATM, laundry service, convenience store
		PEIF4	It is easy to move round with local transportation
		PEIF5	There are entertainment facilities such as bar and pub
Total items	20		

4.5.2 Construct 2: Social Support

Literature review

Social support is assessed by items which were adapted from Social Support Questionnaire for Transactions (SSQT) by Rosenbaum (2006). Each of these items requires backpackers to state the frequency to which a backpacker receives social-emotional support and instrumental support (Rosenbaum, 2006; Rosenbaum & Massiah, 2007; Rosenbaum et al., 2009) from both employees and customers. In addition, items measuring informational support (Faulkner & Davies, 2005; House, 1981; Langford et al., 1997; Wong et al., 2010) were also included.

Rosenbaum (2006) had measured social support received by the customers in third place, however he had included both customer and employee as the source of social support in each item without examining them in isolation. For instance, the first item of social emotional dimension is “How often do customers and employees in the restaurant reassure you about things?” Thus, the frequency of social support received from these two sources cannot be distinguished as it combines both. In both Rosenbaum and Massiah (2007) and Rosenbaum et al. (2009) studies, they have only measured social support provided by other customers.

Semi-structured interview

The respondents were asked to on the types and sources of social support that they receive in the backpacker enclave. The backpackers expressed that they receive social emotional, instrumental and information support. The sources of the social support come from other

backpackers, employees in the service establishments and the locals. In addition, the backpackers also provide social support to other backpackers, this depicts a reciprocal relationship.

The social emotional support received by the backpackers refers to social companionship, encouragement, personalized attention, genuinely interested, helpful and care. The instrumental support can be defined as tangible benefits such as monetary aid, sharing valuable items (hand phone, laptop) and exchanging things among themselves. The informational support denotes the exchange of information on the places to visit, direction, transportation mode, travelling experiences and, etc. Similar types of social support are also offered to other backpackers. The types of social support received by backpackers in the enclave are similar to the literature. However, the locals are recorded as an additional source of social support which is not found in the previous studies as most academicians centered on the customers and employees perspective (Refer Table 4.12).

Table 4.12: Social support literature vs. in-depth interview

Construct	Literature	In depth interview findings
Social support	<i>Types of social support:</i> Social emotional support Instrumental support Information support (Faulkner & Davies, 2005; House, 1981; Langford et al., 1997; Rosenbaum, 2006; Rosenbaum & Massiah, 2007; Rosenbaum et al., 2009; Wong et al., 2010) <i>Source of social support:</i> Customer Employee (Rosenbaum & Massiah, 2007; Rosenbaum et al., 2009)	<i>Types of social support:</i> Social emotional support Instrumental support Information support <i>Source of social support:</i> Backpackers Employees Locals Social support provided to other backpackers

Item construction

Initially, this study intends to measure sources of social support received from backpackers, employees and locals in isolation. However, this idea is discarded as there will be redundancy in adjusting the items with different sources such as presented in Table 4.13. There will be a multicollinearity issue and besides that the number of items will be tripled as same items will be used to measure the social support received by the three groups. Therefore the researcher decided to generalize the statement and asked the respondents to select the source of social support that they receive the most in the backpacker enclaves. They were only allowed to select one option (backpackers, employees, locals) and indicate the frequency of social support that they receive from the group that they have selected.

Table 4.13: Frequency of social support received items

Social support received in this backpacker enclave	Never	Rarely	Sometimes	Often	Always
The backpackers cheer me up	1	2	3	4	5
The employees cheer me up	1	2	3	4	5
The locals cheer me up	1	2	3	4	5

A 5 point Likert scale was used ranging from never (1) to always (5). The social-emotional support, instrumental support and informational will be measured by 7, 4 and 5 items respectively; therefore, in total there is 16 items. The table below depicts the items that was adapted from literature review (Faulkner & Davies, 2005; House, 1981; Rosenbaum, 2006; Rosenbaum & Massiah, 2007; Rosenbaum et al., 2009; Wong et al., 2010) and in-depth interview findings (Table 4.14).

Table 4.14: Social support item classification

Classification	No of items	Items	Description
Social emotional support	7	SSSE1	They cheer me up
		SSSE2	They lend me a friendly ear / listen to me when I need someone to talk to
		SSSE3	They are friendly to me
		SSSE4	They help me when I need help
		SSSE5	I confide in or talk to about myself or my problems to the them
		SSSE6	They make me feel better when I am sad or lonely
		SSSE7	They go out and do things with me
Instrumental support	4	SSIST1	They lend me some money
		SSIST2	They go the extra mile
		SSIST3	They help me to get things done
		SSIST4	They lend me valuable things (e.g. phone, laptop)
Information support	5	SSIFS1	They guide me on the right direction to certain places
		SSIFS2	They advise me on the preferred transportation
		SSIFS3	They provide me with a map
		SSIFS4	They share with me the general knowledge about the enclave/city/country
		SSIFS5	They give me useful advice about travel planning
Total items	16		

4.5.3 Construct 3: Restorative Experience

Literature review

Perceived Restorative Characteristics Questionnaire (PRCQ) was developed by Pals et al. (2009) based on Perceived Restorative Scale (Hartig et al., 1997b) and Restorative Components Scale (Laumann et al., 2001). This scale consist of five dimensions namely fascination (effortless attention), novelty (physically being away), escape (psychologically being away), coherence (integrated / harmony) and compatibility.

Semi-structured interview

The respondents were asked the reasons as to why they are able to restore themselves while being in the enclave. A total of eight dimensions were recorded in the in-depth interview. As oppose to the five dimensions in the literature, it is found that restorative experience of backpackers in the enclaves is influenced by eight factors namely Novelty, Escape, Fascination, Coherence, Compatibility, Safety, Quietness and Social Acceptance. Initially both novelty and escape was termed as being away. However, researchers argued that both concepts can be distinguished theoretically (Bagot, 2004; Laumann et al., 2001; Lehto, 2013; Pals et al., 2009). Similarly, the qualitative findings indicate that both concepts are distinct. The safety, quietness and comfort dimensions were classified as new components of restorative experience of backpacker as the definitions do not reflect the any of the ART dimension grouping.

Fascination refers to the ability to absorb and comprehend the environment effortlessly and it is interesting to note that the degree of familiarity, types of destination and the duration of time affect fascination. Novelty denotes as being away physically from usual environment while escape describes the mind is not occupied from daily thoughts. Coherence reflects the integration of the surroundings and compatibility refers the provision of meeting the demand. Three additional dimensions were found namely safety, quietness and comfort. The first dimension describes being free from threat or intimidation and quietness is the state of calm with less sound. Social Acceptance describes the pleasing and warm environment (Refer Table 4.15).

Table 4.15: Restorative experience literature vs. in-depth interview

Construct	Literature	In depth interview findings
Restorative experience	Novelty Escape Fascination Coherence Compatibility (Hartig et al., 1997b; Kaplan & Kaplan, 1989; Kaplan, 1995; Laumann et al., 2001; Lehto, 2013; Pals, 2011; Pals et al., 2009).	Novelty Escape Fascination Coherence Compatibility Safety Quietness Comfort

Item construction

The items for five dimensions from ART were adapted from (Hartig et al., 1997b; Kaplan & Kaplan, 1989; Kaplan, 1995; Laumann et al., 2001; Lehto, 2013; Pals, 2011; Pals et al., 2009). Additional items were constructed to evaluate the three new dimensions (Safety, Quietness and Social Acceptance) based on the description by the respondents in the in-depth interview. Fascination, Compatibility and Safety consists of five items for each dimension. The remaining dimensions (Novelty, Coherence, Escape, Social Acceptance, Quietness) comprises of four items (refer Table 4.16). In total, 35 items was constructed with a 7-point Likert-type ranging from strongly disagree (1) to strongly agree (7).

Table 4.16: Restorative experience item classification

Classification	No of items	Items	Description
Fascination	5	REF1	There is plenty to discover
		REF2	There are many things here that I find beautiful
		REF3	There are many objects that attract my attention
		REF4	I am absorbed in the surroundings of the enclave
		REF5	There are many things that attract my attention effortlessly
Novelty	4	REN1	The enclave is very different than my daily environment
		REN2	I am engaged in activities that differ from my daily activities
		REN3	I am in a different environment than usual
		REN4	I am physically away from my daily environment
Coherence	4	RECOH1	The facilities, infrastructure, people and other elements that I see go well together
		RECOH2	The backpackers belong in this kind of environment
		RECOH3	Everything that I see in this enclave fits the environment
		RECOH4	Everything that I see in this enclave are meant to be here
Escape	4	REE1	When I am here I feel free from work and daily routine
		REE2	When I am here I feel free from other peoples' demand and expectations
		REE3	When I am here I do not need to think of my responsibilities
		REE4	I am away from my obligations in this enclave
Compatibility	5	RECOMP1	This enclave gives me the opportunity to do activities that I like
		RECOMP2	There is harmony between what I like to do and the surroundings of the enclave
		RECOMP3	I am capable of handling myself
		RECOMP4	I can find the information I need easily
		RECOMP5	I know what I can and cannot do in this enclave
Safety	5	RESS1	I feel secure
		RESS2	It is safe to walk around at night
		RESS3	I don't feel intimidated by the people
		RESS4	I trust the people
		RESS5	I am less concerned about my personal safety

Table 4.16: Restorative experience item classification continued

Classification	No of items	Items	Description
Comfort	4	RECOMF1	I feel comfortable in this enclave
		RECOMF2	The people in the enclave don't treat me like a stranger
		RECOMF3	I feel at ease walking around
		RECOMF4	I feel comfortable with the people
Quietness	4	REQUE1	It is quiet
		REQUE2	The noise level in the street(s) is not bothersome
		REQUE3	This enclave is free from noise
		REQUE4	I feel calm
Total items	35		

4.5.4 Construct 4: Place Attachment

Literature review

Commonly place identity and place dependence is measured to determine place attachment (Budruk, 2010; Jorgensen & Stedman, 2001; Kyle et al., 2005; Smith et al., 2010; Williams & Vaske, 2003). The former describes the emotional attachment towards a place while the latter refers to the practical significance of a place which focuses on the physical attributes (Smith et al., 2010; Williams & Vaske, 2003).

Semi-structured interview

The backpackers expressed both functional and emotional connection towards the enclave which represents the two dimensions namely place dependence and place identity. Atmosphere, attractions, convenience food, infrastructure, making contacts, shopping and vibrant are the descriptions provided by the respondents which demonstrate that they are attached towards the enclave due physical attributes of the enclave. Thus, these elements

have been classified as place dependence. The emotional aspects pertaining to the enclave such as comfortable, familiarity, feel at home, feel relax, people are friendly were categorized as place identity (Refer Table 4.17).

Table 4.17: Place attachment literature vs. in-depth interview

Construct	Literature	In depth interview findings
Place attachment	Place dependence (functional attributes) Place identity (symbolic) (Budruk, 2010; Jorgensen & Stedman, 2001; Kyle et al., 2005; Smith et al., 2010; Williams & Vaske, 2003)	<i>Place dependence</i> Atmosphere Attractions Convenient Food Infrastructure Make new contact Shopping Vibrant city <i>Place identity</i> Comfortable Familiarity Feel at home Feel relax People are friendly

Item construction

A 7 point Likert scale was used ranging from strongly disagree (1) to strongly agree (7). The place dependence and place identity are measured by 8 and 6 items respectively. Table 4.18 below depicts the items that were adapted from literature review (Budruk, 2010; Jorgensen & Stedman, 2001; Kyle et al., 2005; Smith et al., 2010; Williams & Vaske, 2003) except for PAPD6, PAPD7, PAPD8, PAPI5 and PAPI6 which were derived from the qualitative findings. The 14 items were sent to the next stage for content validity.

Table 4.18: PA item classification

Classification	No of items	Items	Description
Place dependence	8	PAPD1	I enjoy being at this enclave more than I do at any other enclave
		PAPD2	I get more satisfaction staying in this enclave than I do from staying at any other enclave
		PAPD3	Staying at this enclave is more important to me than staying at any other enclave
		PAPD4	For me, this is the best of all possible enclaves to stay
		PAPD5	It is the best area for backpackers to stay
		PAPD6	It is really easy to get around
		PAPD7	I like the atmosphere
		PAPD8	There are lots of attractive places nearby
Place identity	6	PAPI1	I am very interested in what other people think about this enclave
		PAPI2	When someone criticizes this enclave, it feels like a personal insult
		PAPI3	The success of this enclave is my success
		PAPI4	When someone praises this enclave, it feels like a personal compliment
		PAPI5	I am very familiar with this enclave
		PAPI6	I feel at home in this enclave
Total items	14		

4.6 PHASE 1(ITEM GENERATION) - STEP 3: EXPERT JUDGE

All the items generated were checked for face and content validity by the expert judges. In the first phase (face validity), the judges provide feedback on the structure of the sentence and whether each item can be understood by the respondent. The questionnaires were revised based on the judges' responses before proceeding to the second phase (content validity) whereby a total of 11 expert judges were asked to determine the relevancy of the operationalization of each of the measures. Content Validity Ratio (Lawshe, 1975) was used to determine if the items in the survey reflect the theoretical definitions of the constructs measured in this study.

4.6.1 Construct 1: Physical Environment

Phase 1: Face validity

Changes were made based on the expert judges' comments. Initially the term 'backpacker area' was used and later it was replaced with backpacker enclave. The definition of backpacker enclave was provided - an area where backpackers can find budget accommodation, collect travel information and make travel arrangements. An enclave facilitates interaction with other backpackers and local and also serves as a base for activities.

Some also mentioned that the researcher should include a brief description of the construct. Thus, this statement was included; this section enquires as to the physical environment of the backpacker enclave such as space, atmosphere, sign and symbols, infrastructure and

facilities and, etc. In addition, clear instruction was given on indicating the level of agreement with the statements.

Phase 2: Content Validity (CVR)

Seven items (PES1, PES2, PES3, PEA3, PEA6, PEIF2, PEIF3) were omitted at this stage as the CVR score is less than the cut-off point of 0.59 (refer Table 4.19). The remaining thirteen items which are content valid were forwarded to the scale development stage.

Table 4.19: Physical environment CVR

Items	Essential	Useful but not essential	Not necessary	CVR
PES1	7	2	2	0.27
PES2	8	2	1	0.45
PES3	7	3	1	0.27
PES4	11	-	-	1.00
PES5	11	-	-	1.00
PEA1	11	-	-	1.00
PEA2	10	1	-	0.82
PEA3	6	2	3	0.09
PEA4	9	2	-	0.64
PEA5	9	1	1	0.64
PEA6	7	2	2	0.27
PESG1	11	-	-	1.00
PESG2	10	1	-	0.82
PESG3	11	-	-	1.00
PESG4	10	-	1	0.82
PEIF1	10	1	-	0.82
PEIF2	7	3	1	0.27
PEIF3	6	3	2	0.09
PEIF4	11	-	-	1.00
PEIF5	10	1	-	0.82

4.6.2 Construct 2: Social Support

Phase 1: Face validity

The expert judges provided few comments on improving the flow of the sentence. For instance, the term perk up was changed to cheer up. Some stated that inclusion of “they lend me some money” statement is not appropriate however it is retained as it is stated in the in-depth interview that they backpackers do receive financial aid from others in certain circumstances. The decision on whether the item should be omitted will be determined in the content validity stage.

In addition, one of the panels raised an issue on how the three different sources are differentiated? He expressed his concern on whether the respondent will be able to separate the locals and the employees as some may assume they both fall in the same category. Thus, the following definition of the sources is provided in the questionnaire:

- Employees refer to individuals who work in the backpacker hostel in which you are staying.
- Other backpackers refer to the backpackers that you encounter during your stay in the backpacker enclave
- Local people refer to the residents who live within the enclave but not the employee(s) of backpacker hostel

Phase 2: Content Validity (CVR)

For expert judges were asked to evaluate the items based on the relevancy. Three items (SSSE1, SSSE4, SSIST3) were below than the cut-off point of 0.59 were removed (See Table 4.20). Therefore only 13 items were forwarded to scale development stage (EFA).

Table 4.20: Social support CVR

Social support	Essential	Useful but not essential	Not necessary	CVR
SSSE1	7	2	2	0.27
SSSE2	9	2	-	0.64
SSSE3	9	2	-	0.64
SSSE4	6	4	1	0.09
SSSE5	9	1	1	0.64
SSSE6	10	-	1	0.82
SSSE7	9	2	-	0.64
SSIST1	9	1	1	0.64
SSIST2	10	1	-	0.82
SSIST3	7	2	2	0.27
SSIST4	11	-	-	1.00
SSIFS1	11	-	-	1.00
SSIFS2	11	-	-	1.00
SSIFS3	11	-	-	1.00
SSIFS4	10	1	-	0.82
SSIFS5	10	1	-	0.82

4.6.3 Construct 3: Restorative Experience

Phase 1: Face validity

First, the term restorative experience was asked to describe in layman's terms as it sounds very technical. Therefore, it was defined as the ability of an individual to relax and restore him/herself physically and mentally. Secondly, similar to other constructs, the expert judges requested to reword some of the statements as they are very complex and the respondents may find them difficult to comprehend. The table 4.21 demonstrates the changes made on the statements based on the panels' comments.

Table 4.21: Restorative experience face validity

Items	Original statement	Revised statement
COH1	The elements here go together	The facilities, infrastructure, people and other elements that I see go well together
COH2	The surroundings are coherent	The backpackers belong in this kind of environment
COH3	All the elements constitute a larger whole	Everything that I see in this enclave fits the environment
COH4	The existing elements belong here	Everything that I see in this enclave are meant to be here

Phase 2: Content Validity (CVR)

35 items were subjected to content validity and only 31 items survive this stage as four items (RECOMP2, RESS3, RECOMF4 and REQUE2) were removed (Table 4.22). The expert judges rated the aforementioned items as not essential ($CVR < 0.59$). The classification of the remaining items will be examined in the EFA stage.

Table 4.22: Restorative experience CVR

Restorative Experience	Essential	Useful but not essential	Not necessary	CVR
REF1	9	2	-	0.64
REF2	9	2	-	0.64
REF3	9	2	-	0.64
REF4	9	1	1	0.64
REF5	10	1	-	0.82
REN1	11	-	-	1.00
REN2	11	-	-	1.00
REN3	9	2	-	0.64
REN4	10	1	-	0.82
RECOH1	9	-	2	0.64
RECOH2	10	1	-	0.82
RECOH3	9	1	1	0.64
RECOH4	9	1	1	0.64
REE1	11	-	-	1.00
REE2	10	1	-	0.82
REE3	10	1	-	0.82
REE4	10	1	-	0.82
RECOMP1	9	-	2	0.64
RECOMP2	6	2	3	0.09
RECOMP3	9	2	-	0.64
RECOMP4	10	1	-	0.82
RECOMP5	10	1	-	0.82
RESS1	11	-	-	1.00
RESS2	10	1	-	0.82
RESS3	7	2	2	0.27
RESS4	10	1	-	0.82
RESS5	10	1	-	0.82
RECOMF1	11	-	-	1.00
RECOMF2	9	2	-	0.64
RECOMF3	9	2	-	0.64
RECOMF4	5	3	3	-0.09
REQUE1	11	-	-	1.00
REQUE2	7	2	2	0.27
REQUE3	10	1	-	0.82
REQUE4	9	2	-	0.64

4.6.4 Construct 4: Place Attachment

Phase 1: Face validity

The definition of place attachment which refers to the emotional attachment towards a place or destination was added upon the request from the expert judges. There are not many changes done as the panels were satisfied with the flow and structure of the sentences for this construct.

Phase 2: Content Validity (CVR)

Table 4.23 demonstrates that three items (PAPD1, PAPD5 and PAPI3) were deleted as the expert judges evaluated these items as not essential in defining the construct ($CVR < 0.59$). Therefore, only 11 items will be tested for EFA.

Table 4.23: Place attachment CVR

Place Attachment	Essential	Useful but not essential	Not necessary	CVR
PAPD1	7	3	1	0.27
PAPD2	9	2	-	0.64
PAPD3	9	-	2	0.64
PAPD4	6	2	3	0.09
PAPD5	7	1	3	0.27
PAPD6	10	1	-	0.82
PAPD7	9	2	-	0.64
PAPD8	10	1	-	0.82
PAPI1	9	2	-	0.64
PAPI2	9	1	1	0.64
PAPI3	6	1	4	0.09
PAPI4	9	1	1	0.64
PAPI5	10	1	-	0.82
PAPI6	10	1	-	0.82

SUMMARY

This section provides insight on the item generation process which includes item derivation from literature review and in-depth interview findings. In the first stage, brief description of the construct was provided focusing on the dimensions of the construct examined in the previous studies. In the second stage, the findings from the qualitative research are presented based on the classification of the dimensions with the description of each dimension. This followed by comparison between literature and in-depth interview and later all the items constructed were subjected to face validity and content validity. The sentences were revised based on the expert judges' feedback and the definition of each construct was included to enhance the understanding of the respondents on the subject matter measured in the questionnaire. Upon revision, the items were forwarded to the content validity stage whereby the expert judges evaluated the relevancy of the items representing each construct.

Table 4.24: Item generation by constructs

Construct	Initial no items	CVR < 0.59	Balance items
Physical environment	20	7	13
Social support	16	3	13
Restorative experience	35	4	31
Place attachment	14	3	11
Total	85	17	68

Table 4.24 demonstrates that initially 85 items were generated for the four construct and 17 were omitted in the content validity phase, thus only 68 remain to be tested in the next stage (Phase 2: Scale Development). The following are the final items representing each construct (Table 4.25).

Table 4.25: Finalized item for scale development

Construct	Items	Description
Physical environment (Total items: 13)	PES4	There many different types of shops and street vendors
	PES5	It is centrally located
	PEA1	It is clean
	PEA2	It is vibrant
	PEA4	There is a balance between backpackers and locals
	PEA5	There is a mixture of traditional and contemporary elements (e.g. buildings, culture and etc.)
	PESG1	There is proper signage
	PESG2	The signs are clearly visible
	PESG3	The building(s) are easy to be identified based on the sign(s)
	PESG4	There are signboards placed at the entrance of the streets
	PEIF1	The infrastructure and facilities are good
	PEIF4	It is easy to move round with local transportation
	PEIF5	There are entertainment facilities such as bar and pub
Social support (Total items: 13)	SSSE2	They lend me a friendly ear / listen to me when I need someone to talk to
	SSSE3	They are friendly to me
	SSSE5	I confide in or talk to about myself or my problems to the them
	SSSE6	They make me feel better when I am sad or lonely
	SSSE7	They go out and do things with me
	SSIST1	They lend me some money
	SSIST2	They go the extra mile
	SSIST4	They lend me valuable things (e.g. phone, laptop)
	SSIFS1	They guide me on the right direction to certain places
	SSIFS2	They advise me on the preferred transportation
	SSIFS3	They provide me with a map
	SSIFS4	They share with me the general knowledge about the enclave/city/country
	SSIFS5	They give me useful advice about travel planning
Restorative experience (Total items: 31)	REF1	There is plenty to discover
	REF2	There are many things here that I find beautiful
	REF3	There are many objects that attract my attention
	REF4	I am absorbed in the surroundings of the enclave
	REF5	There are many things that attract my attention effortlessly
	REN1	The enclave is very different than my daily environment
	REN2	I am engaged in activities that differ from my daily activities
	REN3	I am in a different environment than usual

Table 4.25: Finalized item for scale development continued

Construct	Items	Description
	REN4	I am physically away from my daily environment
	RECOH1	The facilities, infrastructure, people and other elements that I see go well together
	RECOH2	The backpackers belong in this kind of environment
	RECOH3	Everything that I see in this enclave fits the environment
	RECOH4	Everything that I see in this enclave are meant to be here
	REE1	When I am here I feel free from work and daily routine
	REE2	When I am here I feel free from other peoples' demand and expectations
	REE3	When I am here I do not need to think of my responsibilities
	REE4	I am away from my obligations in this enclave
	RECOMP1	This enclave gives me the opportunity to do activities that I like
	RECOMP3	I am capable of handling myself
	RECOMP4	I can find the information I need easily
	RECOMP5	I know what I can and cannot do in this enclave
	RESS1	I feel secure
	RESS2	It is safe to walk around at night
	RESS4	I trust the people
	RESS5	I am less concerned about my personal safety
	RECOMF1	I feel comfortable in this enclave
	RECOMF2	The people in the enclave don't treat me like a stranger
	RECOMF3	I feel at ease walking around
	REQUE1	It is quiet
	REQUE3	This enclave is free from noise
	REQUE4	I feel calm
Place attachment (Total items: 11)	PAPD2	I get more satisfaction staying in this enclave than I do from staying at any other enclave
	PAPD3	Staying at this enclave is more important to me than staying at any other enclave
	PAPD4	For me, this is the best of all possible enclaves to stay
	PAPD6	It is really easy to get around
	PAPD7	I like the atmosphere
	PAPD8	There are lots of attractive places nearby
	PAPI1	I am very interested in what other people think about this enclave
	PAPI2	When someone criticizes this enclave, it feels like a personal insult
	PAPI4	When someone praises this enclave, it feels like a personal compliment
	PAPI5	I am very familiar with this enclave
	PAPI6	I feel at home in this enclave

CHAPTER 5

QUANTITATIVE FINDINGS

5.1 INTRODUCTION

This section presents the data cleaning, common method bias, multivariate assumptions and descriptive statistics on the demographic profile and description of mean and standard deviation of item in each construct. This is followed by the EFA of existing (personality and customer voluntary performance) and new (physical environment, social support, restorative experience, place attachment) scales. After the factor solution is derived, the inter item correlation, and corrected item to total correlation and reliability are examined.

5.2 DATA PREPARATION FOR ANALYSIS

A total of 866 usable responses were collected from backpacker's enclaves in Malaysia. The collected questionnaires were subjected to data cleaning; outliers were identified and the remaining questionnaires were treated for missing values.

5.2.1 Data Cleaning

Once the data are entered into SPSS version 21.0 the availability of 866 respondents were checked. A frequency test was carried out to detect errors. Errors were defined as "system missing" for each category of data. Out of range, inconsistent data with extreme values and data with values not defined by the coding scheme were identified and treated as missing values. Variables that were identified to have at least one of the above stated problems were

identified from the given data using the frequency function. These data were run again to obtain clean data. Next, the presence of outliers was identified by residual scatter plot. In scatter plot, the standardized residual of cases (Z score) must be within the range of $-3.3 < z < 3.3$; values exceeding the range are considered as outliers (Tabachnick & Fidell, 2007). Outliers are defined as out-of-range values and cases with extreme values must be omitted as they may alter the statistic results (Hair et al., 2006). Twenty six cases were identified as outliers and these cases were deleted as the Z scores were above the cut-off point. The missing values treatments were performed only on 840 questionnaires.

The pattern of the missing values was observed and the data demonstrated that the values are missing randomly. There are two ways to treat random missing values namely natural and imputed values (Malhotra, 2007). In the former method, the mean of the variable was replaced with the missing values and this can be done via three ways: case mean substitution, total mean substitution and subgroup mean substitution. The first approach was utilized to treat 20 missing values in this study.

5.2.2 Scale Transformation and Respecification

Most scales of demographic profile variables were transformed. For instance, in the questionnaire, age was asked in ratio form and later it was transformed to nominal form. This process is known as variable respecification by Malhotra (2007) which is “transforming of data to create new variables or the modification of existing variables” (p.425). Age, nationality, total years of backpacking, days stayed in Malaysia, entry and exit point and total expenditure variables undergone scale transformation.

5.3 COMMON METHOD BIAS

The data were collected by using self-administered questionnaire. Podsakoff, MacKenzie, Lee, and Podsakoff (2003) say that there is a likelihood of distinctive evaluations rather than correct appraisals when self-reporting through a scale is utilized. This produces erroneous measures and consequently, builds incorrect relationships, which are known as 'common method bias/ variance'. Wang and Pho (2009) explained the common method variance as a 'type of spurious internal consistency, which occurs when the apparent correlation between indicators, or even constructs, results from their common source' (p. 674). Researchers proposed testing the common method bias/variances (CMV) in a positivist investigate space (Burton-Jones & Jr, 2004; Podsakoff et al., 2003).

The Harman single-factor test is commonly used to test the common method bias. It presupposes stacking all the measures in a study into an exploratory consider dissection, with the inference that the existence of CMV is demonstrated by the rise of either a single variable which explains the larger part of covariance among measures (Podsakoff et al., 2003). Thus, the EFA test was performed with non-rotated, single factor option.

The results of the factor analysis revealed that there were twenty six factors with Eigenvalues above 1.0 which explain 64.60% of the total variance. The variance of the first factor is 10.95%, which indicates that it is below the cut-off point of 50% as suggested by (Matilla & Enz, 2002). This implies that a single factor did not explain the majority of the covariance.

5.4 TESTS FOR MULTIVARIATE ASSUMPTIONS

The multivariate assumptions must be met as any violation will lead to imprecise result and wrong prediction of the dependent variable and hypothesized relationships (Hair et al., 2006).

5.4.1 Normality

The violation of normality is determined by using a threshold value of ± 1.0 as proposed by researchers such as George and Mallery (2003) and Morgan, Griego, and Gloeckner (2001). The result in Table 5.1 shows that all the skewness and kurtosis statistics are less than one, than one, which indicates that all items have maintained an appropriate level of skewness skewness and kurtosis. This implies that the data are normally distributed. The positive kurtosis indicates that the distribution is rather flat. The negative skewness indicates a clustering of scores at the near end (left-hand side of a graph).

Table 5.1: Skewness and kurtosis statistic

Construct	Item	Minimum	Maximum	Skewness	Kurtosis
Physical environment	PES4	1	7	-.986	.461
	PES5	1	7	-.777	.184
	PEA1	1	7	-.877	-.123
	PEA2	1	7	-.797	.229
	PEA4	1	7	-.782	-.108
	PEA5	1	7	-.992	.726
	PESG1	1	7	-.820	.610
	PESG2	1	7	-.901	.499
	PESG3	1	7	-.992	.589
	PESG4	1	7	-.852	.182
	PEIF1	2	7	-.936	.896
	PEIF4	2	7	-.978	.818
	PEIF5	1	7	-.991	.743
Social support	SSSE2	1	5	-.447	-.343
	SSSE3	1	6	-.890	.882
	SSSE5	1	5	.070	-.820
	SSSE6	1	5	-.270	-.615
	SSSE7	1	5	-.502	-.421
	SSIST1	1	5	.996	.405
	SSIST2	1	5	-.218	-.417
	SSIST4	1	5	.199	-.943
	SSIFS1	2	5	-.485	-.479
	SSIFS2	1	5	-.924	.881
	SSIFS3	1	5	-.659	-.528
	SSIFS4	1	5	-.848	.603
	SSIFS5	1	5	-.984	.397

Table 5.1: Skewness and kurtosis statistic continued

Construct	Item	Minimum	Maximum	Skewness	Kurtosis
Social support	SSIST1	1	5	.996	.405
	SSIST2	1	5	-.218	-.417
	SSIST4	1	5	.199	-.943
	SSIFS1	2	5	-.485	-.479
	SSIFS2	1	5	-.924	.881
	SSIFS3	1	5	-.659	-.528
	SSIFS4	1	5	-.848	.603
	SSIFS5	1	5	-.984	.397
	PEXT1	1	7	-.850	.085
Personality	PEXT2	1	7	-.959	.984
	PEXT3	2	7	-.733	.215
	PEXT4	2	7	-.940	.525
	PNEU1	1	7	.983	.286
	PNEU2	1	7	.273	-.881
	PNEU3	1	7	.828	-.054
	PNEU4	1	7	.799	-.100
	POPP1	1	7	-.370	-.178
	POPP2	1	7	-.739	.469
	POPP3	1	7	-.447	-.133
	POPP4	1	7	-.761	.713
	PAGR1	1	7	-.782	.885
	PAGR2	2	7	-.946	.933
	PAGR3	2	7	-.981	.930
	PAGR4	2	7	-.971	.319
	PCON1	1	7	-.893	.820
	PCON2	2	7	-.999	.657
	PCON3	2	7	-.950	.974
	PCON4	1	7	-.821	.635

Table 5.1: Skewness and kurtosis statistic continued

Construct	Item	Minimum	Maximum	Skewness	Kurtosis
Restorative experience	REF1	2	7	-.983	.809
	REF2	2	7	-.948	.956
	REF3	2	7	-.756	.658
	REF4	1	7	-.673	.141
	REF5	2	7	-.749	.704
	REN1	1	7	-.895	.950
	REN2	2	7	-.560	.489
	REN3	2	7	-.823	.969
	REN4	1	7	-.894	.891
	RECOH1	2	7	-.754	.877
	RECOH2	2	7	-.672	.559
	RECOH3	1	7	-.929	.925
	RECOH4	1	7	-.944	.909
	REE1	1	7	-.982	.887
	REE2	2	7	-.966	.474
	REE3	1	7	-.714	-.542
	REE4	1	7	-.780	-.267
	RECOMP1	2	7	-.807	.941
	RECOMP3	2	7	-.530	.832
	RECOMP4	2	7	-.508	.554
	RECOMP5	1	7	-.865	.998
	RESS1	1	7	-.752	.944
	RESS2	1	7	-.917	.951
	RESS4	2	7	-.923	.879
	RESS5	1	7	-.870	.941
	RECOMF1	1	7	-.811	.943
	RECOMF2	1	7	-.831	.788
	RECOMF3	2	7	-.807	.927
	REQUE1	1	7	-.886	.277
	REQUE3	1	7	-.596	-.617
	REQUE4	1	7	-.974	.875

Table 5.1: Skewness and kurtosis statistic continued

Construct	Item	Minimum	Maximum	Skewness	Kurtosis
Place attachment	PAPD2	1	7	-.305	-.720
	PAPD3	1	7	.007	-.841
	PAPD5	1	7	-.642	-.498
	PAPD6	2	7	-.771	.885
	PAPD7	2	7	-.642	.817
	PAPD8	2	7	-.660	.910
	PAPI1	1	7	-.485	-.774
	PAPI2	1	7	.384	-.681
	PAPI4	1	7	.022	-.972
	PAPI5	1	7	-.689	-.125
	PAPI6	1	7	-.871	.440
CVP	CVPL1	2	7	-.728	.708
	CVPL2	2	7	-.724	.960
	CVPL3	2	7	-.570	.966
	CVPC1	2	7	-.733	.830
	CVPC2	1	7	-.670	.959
	CVPC3	2	7	-.832	.898
	CVPC4	2	7	-.866	.887
	CVPC5	2	7	-.647	.507
	CVPP1	1	7	-.758	-.014
	CVPP2	1	7	-.922	.885
	CVPP3	1	7	-.883	.266
	CVPP4	1	7	-.874	.941

5.4.2 Linearity

Linearity measures the relationship between independent and dependent variables (Hair et al., 2006; Malhotra, 2004). Linearity can be determined by scatterplots, normal probability plots, and regression-standardized residuals (Pallant, 2005). Analysis was performed on the linear relationship between physical environment, social support, personality and

restorative experience, restorative experience and place attachment, and customer voluntary performance (CVP). Scatterplot was used to identify homoscedasticity and outliers in the data (Pallant, 2005; Tabachnick & Fidell, 2007).

5.4.3 Homoscedasticity

The third assumption is homoscedasticity; it refers to the variance uniformity of dependent variables exhibiting similar amounts of variance across the range of predictor predictor variables” (Stamatis, 2001, p. 140). Commonly, Scatterplot and Boxplot are used are used to evaluate homoscedasticity. In this study, the normal probability plot and and scatterplot were used to test the linearity and homoscedasticity of the data.

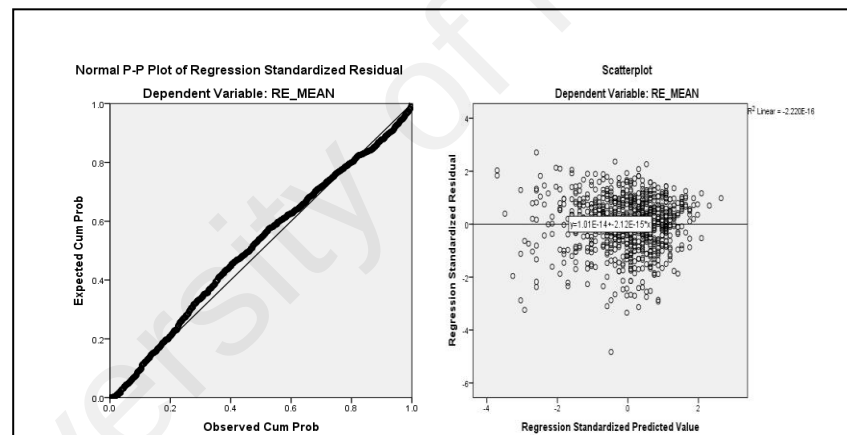


Figure 5.1: Linearity and homoscedasticity in the relationship between physical environment and restorative environment variable

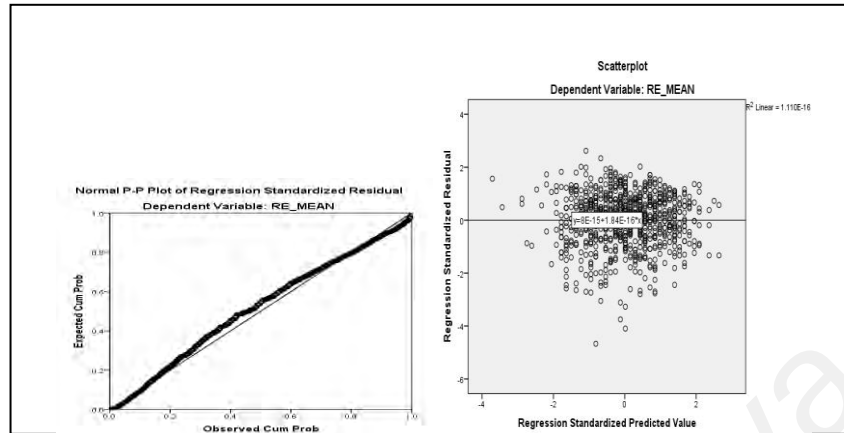


Figure 5.2 Linearity and homoscedasticity in the relationship between social support and restorative environment variable

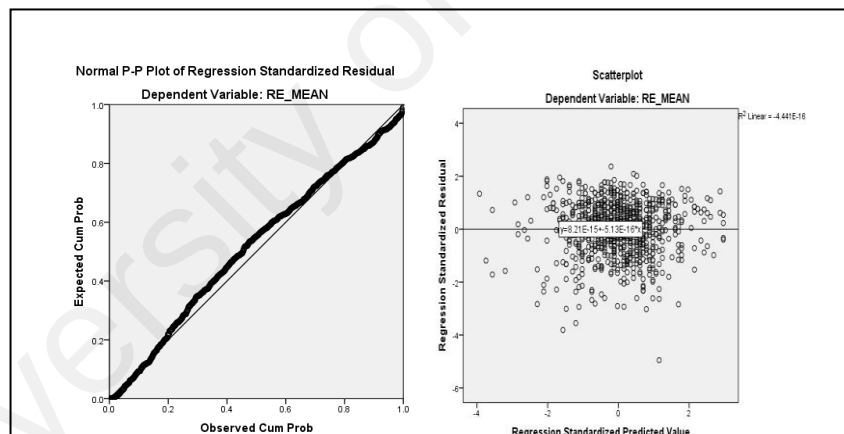


Figure 5.3: Linearity and homoscedasticity in the relationship between personality and restorative environment variables

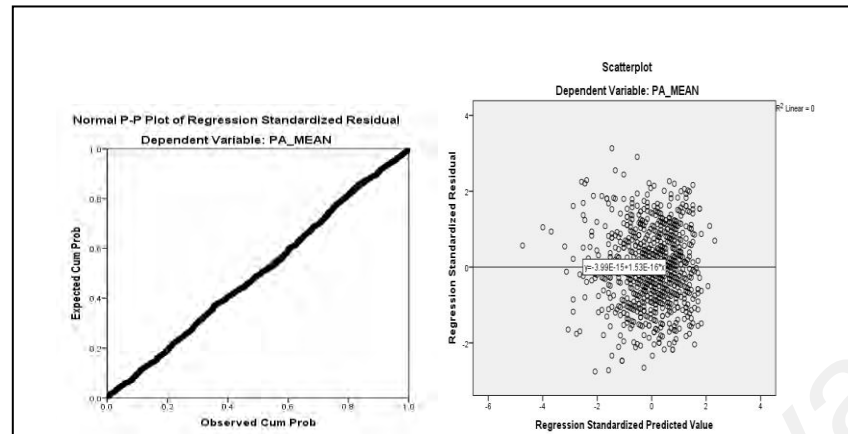


Figure 5.4: Linearity and homoscedasticity in the relationship between restorative environment and place attachment variables

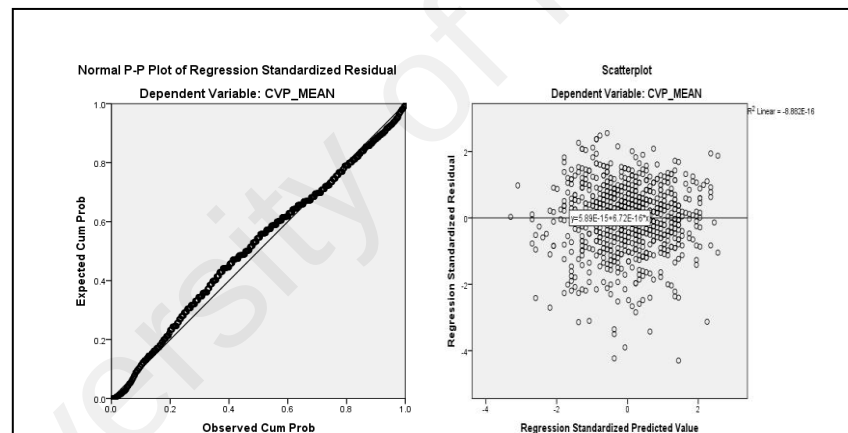


Figure 5.5: Linearity and homoscedasticity in the relationship between place attachment and CVP variables

As shown in Figure 5.1 to 5.5, there were no clear indications of non-linearity (i.e., the dots are far away from the straight-line). This means that linear relationships exist between the related independent variables and the dependent variables. From the scatterplot, a condition of homoscedasticity was observed (the dots are spread out across the graph, not

concentrated in the centre). No extreme outliers were identified as all the cases were well located in the specified residual range of between 3.3 and -3.3. The results indicated that this study satisfy the linearity and homoscedasticity between the independent and dependent variables.

5.4.3 Multicollinearity

Multicollinearity occurs when there is high inter-correlations among the independent variables which may cause inaccurate results of regression coefficient estimation (Tabachnick & Fidell, 2007). Tolerance and VIF values are used to identify multicollinearity (Pallant, 2005). Tolerance is a value that measures the degree of the independent variable's variation not explained by other independent variables in the model. The Variance Inflation Factor (VIF) is the reciprocal of the Tolerance ($1 / (\text{Tolerance value})$). Tolerance values of less than 0.1 and VIF value of more than 10 would indicate the possibility of multicollinearity (Belsley, Kuh, & Welsch, 1980).

Table 5.2: Collinearity Statistics

Construct	Collinearity Statistics	
	Tolerance	VIF
Social support	.962	1.039
Personality	.974	1.027
Physical environment	.977	1.024
Restorative experience	1.000	1.000
Place attachment	1.000	1.000

Table 5.2 demonstrates the collinearity statistics and all Tolerance and VIF values are above the cutoff values. This means there is no multicollinearity issues with the constructs

measured in this study. As a whole, the results indicate that all the multivariate assumptions are met thus; the data can be utilized for multivariate analysis.

5.5 DESCRIPTIVE STATISTICS

5.5.1 Demographic Profile

Table 5.3 illustrates the demographic profile of the respondents which includes gender, age, nationality, education and employment. Pertaining to gender, the result indicated that there were slightly more male respondents (53.9%) than female respondents (46.1%). The average age was 29.57 years and a great majority of them belonged to the 26-30 (42.1%) years age group and this followed by 21-25 years (23.6%) and 31-35 (16.1%). The youngest participant was 18 years while the oldest participant was 65 years old. It can be summarized that the majority of the respondents (65.7%) were young backpackers between the ages of 21 to 30 years old. They came from 44 different countries; the most represented by European (62.1%) and followed by Australasia (13.9%), USA (12.1%), Asia (9.3%) and Others (2.5%) continents. The top five nationalities from European countries were British (21.3%), German (15.7%), Dutch (6.0%), Italian (4.4%) and French (3.6%). The Asians were mostly from Japan (17%), Indonesia (9%), Malaysia (8%), Singapore (8%), Hong Kong (6%) and Thailand (6%). The top three nationalities of Others were Iran (0.7%), South Africa (0.5%) and Algerian (0.5%).

Regarding the respondents' educational level, nearly 60% of the total respondents were graduates, forming the largest group. This was followed by 18.1% of the total respondents with postgraduate qualifications, 17.7% with a certificate / diploma, and 6.3% has secondary level education or below.

Table 5.3: Demographic profile

Demographic profile	Frequency	Percentage (%)
Gender		
Male	453	53.9
Female	387	46.1
Age		
26-30 years	354	42.1
21-25 years	198	23.6
31-35 years	135	16.1
>40 years	72	8.6
36-40 years	43	5.1
< 20 years	38	4.5
<i>Mean</i>	<i>29.57 years</i>	
Nationality		
Europe	522	62.1
Australia / New Zealand	117	13.9
USA	102	12.1
Asian	78	9.3
Others	21	2.5
Education		
Graduate (Bachelor degree)	487	58.0
Postgraduate (Master's degree / PhD)	152	18.1
Certificate/diploma	149	17.7
High school	50	6.0
Primary	2	0.2
Employment		
Employed full-time	286	34.0
Unemployed	231	27.5
Student	138	16.4
Employed part-time	113	13.5
Self employed	72	8.6

The demography of educational background revealed that the majority of the respondents (93.8%) has achieved tertiary academic qualification of a diploma or higher. In relation to employment status, about 34% of the respondents were employed full time. A total of

27.5% respondents were unemployed, followed by 16.4% of the sample being students. The remaining 8.6% were self-employed. The respondents were asked how they identify themselves instead of labeling all of them as backpackers. The majority (48.1%) identified themselves as ‘backpackers’, while 32.7%, 8.9% and 8.3% preferred the term travellers, tourist and explorer respectively. Some claimed themselves as drifter (1.0%) and nomad (1.0%). Nearly half (46.1%) of them had just started backpacking (< 1 year) and around 44.3% have been backpacking for less than five years. Some (9.7%) have been backpacking for more than 6 years. The average trip duration in Malaysia was 18.25 days.

Table 5.4: Backpacking profile

Backpacking profile	Frequency	Percentage (%)
<i>Identity: Self-description</i>		
Backpacker	404	48.1
Traveller	275	32.7
Tourist	75	8.9
Explorer	70	8.3
Drifter	8	1.0
Nomad	8	1.0
<i>Backpacking duration</i>		
< 1 year	387	46.1
1-5 years	372	44.3
6-10 years	51	6.1
11-15 years	21	2.5
> 16 years	9	1.1

Slightly more than half of the respondents used the Kuala Lumpur International Airport (KLIA) as the entry (68.4%) and exit point (66.6%). Some of the respondents entered and exited Malaysia via the country’s border with Singapore (17.7%) and Thailand (14.3%).

Other entry and exit points were Melaka, Kuching, Tawau, Langkawi, Miri and Sandakan (Refer Table 5.4).

Table 5.4: Backpacking profile continued

Backpacking profile	Frequency	Percentage (%)
<i>Duration of stay in Malaysia</i>		
15-21 days	241	28.7
8 - 14 days	225	26.8
3-7days	137	16.3
29-56 days	116	13.8
22-28 days	86	10.2
57-84 days	11	1.3
1-2 days	8	1.0
0 (Malaysians)	8	1.0
85-140 days	7	0.8
> 141 days	1	0.1
<i>Mean</i>	<i>18.25 days</i>	
<i>Entry point</i>		
KLIA / LCCT	566	68.4
Malaysia-Singapore Border	79	9.6
Penang	59	7.1
Others	56	6.8
Malaysia-Thailand border (North)	49	5.9
Malaysia-Thailand border (Rantau Panjang-Kelantan)	18	2.2
<i>Exit point</i>		
KLIA / LCCT	551	66.6
Others	85	10.3
Penang	73	8.8
Malaysia-Singapore Border	67	8.1
Malaysia-Thailand border (North)	41	5.0
Malaysia-Thailand border (Rantau Panjang-Kelantan)	10	1.2

As shown in Table 5.5, the Internet (66.0%) and Lonely Planet (38.0%) were rated among the most important information sources. Backpackers also relied on other backpackers (36.3%), friends (20.8%), and travel magazines (7.5%) to obtain information pertaining backpacking destinations. Backpackers did travel with technology gadgets such as camera (89.5%), Wi-Fi PDA/Cell phone (69.9%), laptop (35.4%) and iPod / MP3/ MP4 (55.0%) (Refer Table 5.6).

Table 5.5: Source of information

Source of information	Yes		No		Total	
	F	%	F	%	F	%
Internet	554	66.0	286	34.0	840	100
Lonely Planet	319	38.0	521	62.0	840	100
Other backpackers	305	36.3	535	63.7	840	100
Friends	175	20.8	665	79.2	840	100
Travel magazine	63	7.5	777	92.5	840	100

Table 5.6: Technology gadgets

Technology gadgets	Yes		No		Total	
	F	%	F	%	F	%
Camera	752	89.5	88	10.5	840	100
Wi-Fi PDA/Cell phone	587	69.9	253	30.1	840	100
Laptop	297	35.4	543	64.6	840	100
iPod / MP3/ MP4	462	55.0	378	45.0	840	100

5.5.2 Backpacker enclave

Backpackers used enclave for various purposes as depicted in Table 5.7. A large proportion of the sample (73.7%) regarded the enclave as a place for relaxation with accommodation (71.2%), facilitate interaction with other backpackers (60.6%) and catering their needs (58.2%). The enclave was also used for taking a break (49.4%), meeting local people (46.8%), and making travel arrangements (45.0%).

Table 5.7: Functions of enclave

Function of enclave	Yes		No		Total	
	F	%	F	%	F	%
Place for resting/relaxing	619	73.7	221	26.3	840	100
Provide accommodation	598	71.2	242	28.8	840	100
Facilitate interaction with other backpackers	509	60.6	331	39.4	840	100
Caters the needs of backpackers	489	58.2	351	41.8	840	100
Take a break from travel	415	49.4	425	50.6	840	100
Meet the locals	393	46.8	447	53.2	840	100
Provide information	381	45.4	459	54.6	840	100
Make travel arrangements	378	45.0	462	55.0	840	100
Learn about local culture	343	40.8	497	59.2	840	100
Base for activities	329	39.2	511	60.8	840	100
Experience culture differences in relation to other travellers nationalities	269	32.0	571	68.0	840	100
Convenient access to attractions	259	30.8	581	69.2	840	100
Experience culture differences in relation to locals	238	28.3	602	71.7	840	100
Getting away from the local culture	74	8.8	766	91.2	840	100
Facilitate separation from the locals and their culture norms	55	6.5	785	93.5	840	100

Furthermore, the respondents were able to learn the local culture (40.8%), experience cultural differences in relation to other backpackers' nationalities (32.0%) and about the local people (28.3%). A small proportion of the backpackers used the enclave as a place to get away from the local culture (8.8%) which subsequently facilitates separation from local people and their cultural norms (6.5%).

As shown in Table 5.8, slightly more than three quarter of the respondents had visited or are planning to visit Kuala Lumpur (78.7%) followed by Penang (42.9%), Melaka (39.6%), Perhentian Island (33.9%) and Cameron Highland (31.5%). Only few backpackers visited the enclaves in East Malaysia such as Kota Kinabalu (27.9%), Kuching (25.7%) and Sandakan (7.4%). Overall, 86.3% of the respondents stated that it is their first visit to the enclave.

Table 5.8: Enclaves visited / planning to visit

Enclave visited / planning to visit	Yes		No		Total	
	F	%	F	%	F	%
Kuala Lumpur	661	78.7	179	21.3	840	100
Penang	360	42.9	480	57.1	840	100
Melaka	333	39.6	507	60.4	840	100
Perhentian Island	285	33.9	555	66.1	840	100
Cameron Highland	265	31.5	575	68.5	840	100
Kota Kinabalu	234	27.9	606	72.1	840	100
Kuching	216	25.7	623	74.3	840	100
Sandakan	62	7.4	778	92.6	840	100

Table 5.9 demonstrates the backpackers' stay duration in each enclave. The majority of the backpackers stayed 1 to 2 weeks in Kuala Lumpur (99.10%), Penang (97.8%), Cameron Highland (100.0%) and Melaka (100.0%). Similar phenomena was also observed in other enclaves; Perhentian Island (97.5%), Kuching (100.0%), Kota Kinabalu (99.6%) and Sandakan (98.3%).

Table 5.9: Duration of visit in enclave

Enclave	Kuala Lumpur		Penang		Cameron Highland		Melaka	
	F	%	F	%	F	%	F	%
1-5 days	171	25.9	73	20.3	64	24.2	109	32.6
6-10 days	462	69.9	270	75.0	201	75.8	219	65.6
11-15 days	22	3.3	9	2.5	-	-	6	1.8
16-20 days	2	0.3	7	1.9	-	-	-	-
21-25 days	-	0.0	-	0.0	-	-	-	-
26-30 days	4	0.6	1	0.3	-	-	-	-
Total	661	100.0	360	100.0	265	100.0	334	100.0
Enclave	Perhentian Island		Kuching		Kota Kinabalu		Sandakan	
	F	%	F	%	F	%	F	%
1-5 days	4	1.4	9	4.2	21	9.0	18	29.0
6-10 days	259	90.2	183	84.7	201	85.9	40	64.5
11-15 days	17	5.9	24	11.1	11	4.7	3	4.8
16-20 days	5	1.7	-	-	1	0.4	1	1.6
21-25 days	-	0.0	-	-	-	-	-	-
26-30 days	2	0.7	-	-	-	-	-	-
Total	287	100.0	216	100.0	234	100.0	62	100.0

Apart from the aforementioned enclaves, the backpackers also visited places such as Langkawi (19.4%), Tioman (15.2%), Taman Negara (13.1%), Kota Bharu (8.1%) and Kuala Terengganu (7.1%). Some respondents also visited islands such as Sipadan Island, Redang Island, Kapas Island, Mabul and Pangkor Island (Refer Table 5.10).

Table 5.10: Other places visited by backpackers

Other enclave	F	%	Other enclave	F	%
Langkawi	55	19.4%	Pangkor Island	4	1.4%
Tioman Island	43	15.2%	Ipoh	3	1.1%
Taman Negara	37	13.1%	Kuala Selangor	3	1.1%
Kota Bharu	23	8.1%	Genting Highland	2	0.7%
Kuala Terengganu	20	7.1%	Kinabatangan	2	0.7%
Semporna	11	3.9%	Kuala Besut	2	0.7%
Sipadan Island	9	3.2%	Pahang	2	0.7%
Johore	8	2.8%	Tawau	2	0.7%
Sepilok	7	2.5%	Bako National Park	1	0.4%
Cherating	6	2.1%	Kuala Lipis	1	0.4%
Miri	6	2.1%	Kuala Tahan	1	0.4%
Redang Island	6	2.1%	Kuala Nipah	1	0.4%
Sukau	6	2.1%	Kudat	1	0.4%
Kapas Island	5	1.8%	Mulu National Park	1	0.4%
Jerantut	4	1.4%	Port Dickson	1	0.4%
Kuantan	4	1.4%	Taiping	1	0.4%
Mabul	4	1.4%	Tanjung Bidara	1	0.4%

5.6 DESCRIPTIVE STATISTICS FOR CONSTRUCTS

This section comprises descriptive analysis of six major constructs, which include the the physical environment, social support, personality, restorative experience and customer customer voluntary performance (CVP).

5.6.1 Physical Environment

The physical environment scale was measured with 7-point Likert scale. As depicted in Table 5.11, the mean score ranges from 5.01 to 5.37. This implies that the respondents agreed somewhat with all the items measured.

Table 5.11: Descriptive analysis of physical environment

Physical environment				
Items	Min	Max	Mean	SD
PES4	1	7	5.15	1.228
PES5	1	7	5.15	1.194
PEA1	1	7	5.08	1.384
PEA2	1	7	5.24	1.134
PEA4	1	7	5.01	1.340
PEA5	1	7	5.23	1.168
PESG1	1	7	5.16	1.109
PESG2	1	7	5.23	1.165
PESG3	1	7	5.14	1.211
PESG4	1	7	5.08	1.282
PEIF1	2	7	5.32	.988
PEIF4	2	7	5.37	1.190
PEIF5	1	7	5.13	1.268

Among the items, PEIF4 reports the highest value ($M=5.37$, $SD=1.190$) followed by PEIF1 ($M=5.32$, $SD=.988$) and PEA2 ($M=5.24$, $SD=1.134$). The respondents' agreement on the item 'It is easy to move round with local transportation' was higher than other items. However, the lowest mean value ($M=5.01$, $SD=1.340$) was reported from PEA4, which is 'there is a balance between backpackers and locals'. Relatively, there was no significant difference in the respondents' agreement on each item.

5.6.2 Social Support

The social support construct was measured with 5-point Likert scale. As shown in Table 5.12, all the items were reported above 3 mean scores except for the following items; SSSE5, SSIST4 and SSIST1. This implies that the respondents sometimes received social support from other backpackers, employees and local people in the backpacker enclaves. SSSE3 (They are friendly to me) received the highest value among other items (M=4.33, SD=.709) and SSIST1 ‘they lend me some money’ recorded the lowest mean (M=1.95, SD=1.034).

Table 5.12: Descriptive analysis of social support

	Social support			
Items	Min	Max	Mean	SD
SSSE2	1	5	3.72	.954
SSSE3	1	5	4.33	.709
SSSE5	1	5	2.91	1.153
SSSE6	1	5	3.26	1.128
SSSE7	1	5	3.28	1.157
SSIST1	1	5	1.95	1.034
SSIST2	1	5	3.23	1.090
SSIST4	1	5	2.63	1.229
SSIFS1	2	5	4.23	.710
SSIFS2	1	5	4.22	.772
SSIFS3	1	5	3.75	1.162
SSIFS4	1	5	4.23	.778
SSIFS5	1	5	4.14	.935

5.6.3 Personality

A total of twenty items measured the personality construct using 7-point Likert scale. All the items reported mean value above 4 with exception of the items measuring neuroticism (PNEU1, PNEU2, PNEU3, PNEU4). PCON3 scored the highest mean value (M=5.45, SD=1.039) and PNEU1 ‘is depressed’ recorded the lowest mean (M=2.55, SD=1.408) (See Table 5.13).

Table 5.13: Descriptive analysis of personality

Personality				
Items	Min	Max	Mean	SD
PEXT1	1	7	5.00	1.374
PEXT2	1	7	5.16	1.189
PEXT3	2	7	5.12	1.157
PEXT4	2	7	5.30	1.220
PNEU1	1	7	2.55	1.408
PNEU2	1	7	3.32	1.464
PNEU3	1	7	2.83	1.411
PNEU4	1	7	2.85	1.458
POPP1	1	7	4.76	1.219
POPP2	1	7	5.04	1.202
POPP3	1	7	4.90	1.200
POPP4	1	7	5.10	1.224
PAGR1	1	7	5.29	1.079
PAGR2	2	7	5.24	1.120
PAGR3	2	7	5.33	1.165
PAGR4	2	7	5.23	1.281
PCON1	1	7	5.19	1.169
PCON2	2	7	5.38	1.171
PCON3	2	7	5.45	1.039
PCON4	1	7	5.25	1.127

5.6.4 Restorative Experience

The respondents were asked whether backpacking is stressful and later they were asked to state the cause of stress. A total of 36.5% of the respondents said that backpacking is not stressful and those who mentioned that it is stressful and somewhat stressful are represented by 15.5% and 48.0% respectively (Refer Table 5.14).

Table 5.14: Backpacking stress

Is backpacking stressful?	F	%
Sometimes	403	48.0
No	307	36.5
Yes	130	15.5
Total	840	100

Table 5.15 reports the reasons of backpacking stress. The majority of the samples (23.9%) expressed that moving from one point to another is the main cause of stress. This was followed by obtaining reliable information (23.6%), language barrier (16.5%), unplanned travel (14.9%) and new environment (13.8%). Among other factors that contributed to stress are too many things to absorb (13.7%), safety (12.6%), harassment by vendors (11.4%), reach maximum tolerance level (9.5%) and culture (5.7%). Aforementioned factors were options provided in the questionnaire for the respondents and they could choose more than one option. In addition, they were also asked to state other contributing factors which were not available in the options provided.

Money (36.0%), transportation (32.0%), travel companion (12.0%) and climate (8.0%) were among the elements that cause backpacking stressful. In addition, the results indicated

that accommodation, energy consuming activity and travel disruption factors were represented by 4.0% respectively (Refer Table 5.16).

Table 5.15: Reasons for backpacking stress

Reasons for stress	Yes		No	
	F	%	F	%
Moving from one point to another	201	23.9	639	76.1
Reliable info	198	23.6	642	76.4
Language barrier	139	16.5	701	83.5
Unplanned travel	125	14.9	715	85.1
New environment	116	13.8	724	86.2
Too many things to absorb	115	13.7	725	86.3
Safety	106	12.6	734	87.4
Harassing vendors	96	11.4	744	88.6
Tolerance level reach the limit	80	9.5	760	90.5
Culture	48	5.7	792	94.3

Table 5.16: Additional reasons for stress

Additional reasons	F	%
Money	9	36.0%
Transportation	8	32.0%
Travel companion	3	12.0%
Climate	2	8.0%
Accommodation	1	4.0%
Energy consuming activity	1	4.0%
Travel disruptions (e.g. Missed flights, buses and, etc.)	1	4.0%
Total	25	100.0%

In reference to Table 5.17, the top four items (REN1, REN2, REN3, REN4) with highest mean value which range from 5.58 to 5.51 were those that measure novelty. Only one item (REQUE3; M=4.75, SD=1.569) scored less than 5 mean value.

Table 5.17: Descriptive analysis of restorative experience

Restorative experience				
Items	Min	Max	Mean	SD
REF1	2	7	5.23	1.144
REF2	2	7	5.34	1.107
REF3	2	7	5.23	1.052
REF4	1	7	5.16	1.061
REF5	2	7	5.19	1.046
REN1	1	7	5.53	1.113
REN2	2	7	5.51	0.972
REN3	2	7	5.58	1.033
REN4	1	7	5.52	1.144
RECOH1	2	7	5.43	0.927
RECOH2	2	7	5.43	0.952
RECOH3	1	7	5.11	1.173
RECOH4	1	7	5.08	1.223
REE1	1	7	5.37	1.278
REE2	2	7	5.48	1.299
REE3	1	7	5.00	1.63
REE4	1	7	5.14	1.514
RECOMP1	2	7	5.33	0.967
RECOMP3	2	7	5.41	0.901
RECOMP4	2	7	5.47	0.886
RECOMP5	1	7	5.45	1.077
RESS1	1	7	5.38	0.987
RESS2	1	7	5.31	1.054
RESS4	2	7	5.25	1.074
RESS5	1	7	5.36	1.055
RECOMF1	1	7	5.29	1.015
RECOMF2	1	7	5.25	1.127
RECOMF3	2	7	5.44	0.97
REQUE1	1	7	5.12	1.382
REQUE3	1	7	4.75	1.569
REQUE4	1	7	5.45	1.182

5.6.5 Place Attachment

The descriptive analysis of place attachment construct is presented in Table 5.18. Table 5.18: A total of 11 items were measured and the mean scores ranged from 3.48 to 5.62. PAPI6 item scored the highest mean value ($M=5.62$, $SD=0.889$). There was only a slight difference in the respondents' agreeableness on place attachment.

Table 5.18: Descriptive analysis of place attachment

Place Attachment				
Items	Min	Max	Mean	SD
PAPD2	1	7	4.42	1.403
PAPD3	1	7	4.13	1.484
PAPD5	1	7	4.88	1.434
PAPD6	2	7	5.64	0.98
PAPD7	2	7	5.58	0.932
PAPD8	2	7	5.62	0.889
PAPI1	1	7	4.27	1.639
PAPI2	1	7	3.48	1.595
PAPI4	1	7	3.81	1.675
PAPI5	1	7	4.77	1.449
PAPI6	1	7	5.10	1.364

5.6.6 Customer Voluntary Performance (CVP)

A 7 point Likert scale was used to measure 12 items in customer voluntary performance (CVP). Table 5.19 shows the mean scores of each item and the top five items (CVPC1, CVPC2, CVPC3, CVPC4, CVPC5) with highest mean value which ranged from 5.75 to 5.62 were those that measure corporation dimension.

Table 5.19: Descriptive analysis of CVP

CVP				
Items	Min	Max	Mean	SD
CVPL1	2	7	5.28	0.988
CVPL2	2	7	5.42	0.94
CVPL3	2	7	5.19	0.949
CVPC1	2	7	5.73	0.917
CVPC2	1	7	5.62	0.929
CVPC3	2	7	5.62	1.046
CVPC4	2	7	5.75	0.993
CVPC5	2	7	5.63	0.986
CVPP1	1	7	4.94	1.325
CVPP2	1	7	5.30	1.119
CVPP3	1	7	5.05	1.339
CVPP4	1	7	5.37	1.142

5.7 EXPLORATORY FACTOR ANALYSIS (EFA) FOR EXISTING / ADAPTED SCALES

Out of 6 constructs measured in this study, personality and customer voluntary performance (CVP) scale were adapted from previous studies. EFA was used to determine the underlying factors of these constructs. There has been debate on the extraction method for established scales as some proposed to use Principal Component Analysis (PCA) and Principle Axis Factory (PAF). PCA is appropriate for item reduction (Conway & Huffcutt, 2003), thus it was employed to examine the aforementioned constructs in this study. There are two types of rotation namely orthogonal (Varimax, Quartmax, Equamax) and oblique rotation (Direct oblimin, Direct quartimin, Promax). According to (Tabachnick & Fidell, 2007), “best way to decide between orthogonal (for un-correlated factors) and oblique (for correlated factors) rotation is to request oblique rotation ... and look at the correlations among factors” (p.674). If the correlation of the items in the correlation matrix is 0.32 and above, it indicates that the items are correlated thus it warrants the utilization of oblique rotation.

In tandem with the authors' suggestion, oblimin rotation was employed and then based on the correlation matrix decision was made whether the selected rotation method remains or there is a need to opt for varimax rotation. This was followed by reporting the appropriateness of the correlation matrix, number of factors and item retention and deletion which is based on the cut-off points presented in Table 5.20.

Table 5.20: EFA cut-off points

Cut-off point	Source
Rotation method (correlation matrix > 0.32 – Oblique rotation)	Tabachnick and Fidell (2007)
KMO > 0.60	Bundick (2010)
Barlett's Test of Sphericity $p < .05$	Hair et al. (2010)
MSA > 0.60	Hair et al. (1998)
Eigenvalue > 1	Tabachnick and Fidell (2007)
Total variance accounted > 50%	Pett et al. (2003)
Factor loading > 0.50	Hair et al. (2010)
Cross loading > 0.32 will be omitted	Tabachnick and Fidell (2007), Bundick (2010)
Communalities > 0.50	Hair et al. (2010)
Cronbach's Alpha > 0.60	Hair et al. (1998), (Nunnally, 1978)
Corrected Item-Total Correlation (ITC) > 0.50	Hair et al. (2010)
Inter-item correlations > 0.30	Hair et al. (2010)

5.7.1 Personality

Initially, the EFA was performed on 20 items with oblimin rotation and the correlation matrix of the Personality items indicating that the highest correlation is 0.335 (Factor 3 & 4) and the rest of the factors are not correlated for having below the cut-off point of 0.32. This reflect that the “solutions remain orthogonal” thus the rotation was changed to varimax.

Table 5.21: EFA personality component matrix

	Component				
	1	2	3	4	5
PNEU1	0.757	0.179	-0.047	-0.023	-0.018
PNEU2	0.770	0.056	-0.02	0.03	-0.056
PNEU3	0.888	0.045	-0.01	-0.034	-0.173
PNEU4	0.884	0.01	-0.056	-0.02	-0.133
POPP1	0.139	0.714	0.183	0.154	0.115
POPP2	0.031	0.872	0.156	0.093	0.014
POPP3	0.105	0.834	0.149	0.042	0.138
POPP4	0.047	0.787	0.092	0.189	0.059
PEXT1	-0.01	0.194	0.813	0.113	0.028
PEXT2	0.068	0.102	0.773	0.177	0.078
PEXT3	-0.057	0.129	0.836	0.054	0.105
PEXT4	-0.151	0.139	0.792	0.099	0.123
PAGR1	-0.036	0.222	0.221	0.644	0.004
PAGR2	-0.022	0.1	0.167	0.773	0.002
PAGR3	-0.022	0.132	0.04	0.729	0.239
PAGR4	0.043	0.027	0.027	0.679	0.337
PCON1	0.025	0.07	0.056	0.219	0.641
PCON2	-0.139	0.021	0.05	0.291	0.690
PCON3	-0.175	0.117	0.034	0.049	0.790
PCON4	-0.096	0.108	0.204	-0.015	0.725
Eigenvalue	4.997	3.269	2.062	1.615	1.268
Variance	24.985	16.343	10.31	8.077	6.341
Cronbach's Alpha	0.857	0.853	0.848	0.742	0.748
Extraction Method: Principal Component Analysis Rotation Method: Varimax with Kaiser Normalization. Total variance: 66.06% KMO = .820 <i>Bartlett test of Sphericity</i> Chi-square = 2921.72 Df = 190 Sig = <.001					

The KMO is 0.820 which is far greater than 0.60 and Bartlett's test of Sphericity was significant (Refer Table 5.21). The inspection of MSA revealed that all the item's measures are above the acceptable level of 0.60. The communalities of the items ranged from 0.515 to 0.821. A total of five factors were extracted with 66.06% of the total variance explained.

The scree plot (Figure 5.6) indicates the eigenvalues for the factor extracted which revealed five factors. The factors were termed as Neuroticism (Factor 1), Openness (Factor 2), Extraversion (Factor 3), Agreeableness (Factor 4) and Conscientiousness (Factor 5).

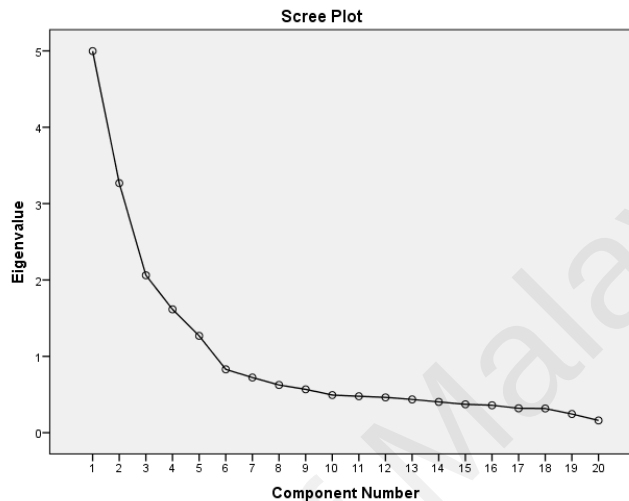


Figure 5.6: Personality scree plot

Reliability

No items were removed at this stage as all loaded onto a factor with acceptable factor loading. The internal consistency of extracted factors was examined using Cronbach's Alpha; the values range from 0.742 to 0.857 which were deemed to be acceptable based on guidelines provided by Hair et al. (1998).

The inter-item correlation of all the items in the five factors were above 0.30 as recommended by (Hair et al., 2010) except PAGR1 and PAGR4 (0.276). The Item-Total Correlation of all items was above 0.50 except for Agreeableness (PAGR1= 0.464) and Conscientiousness (PCON4 = 0.480). These three items were retained as the deletion either

of the item will result in low Cronbach's Alpha (refer Table 5.22 to Table 5.26 for the Cronbach's Alpha if Item Deleted). Thus, they will be included for further analysis.

Table 5.22: Inter-item correlation matrix of neuroticism

	PNEU1	PNEU2	PNEU3	PNEU4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PNEU1	1.000				.611	.854
PNEU2	.446	1.000			.618	.851
PNEU3	.585	.612	1.000		.804	.774
PNEU4	.581	.570	.803	1.000	.778	.783

Table 5.23: Inter-item correlation matrix of openness

	POPP1	POPP2	POPP3	POPP4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
POPP1	1.000				.623	.844
POPP2	.596	1.000			.777	.778
POPP3	.550	.709	1.000		.726	.801
POPP4	.487	.638	.585	1.000	.659	.828

Table 5.24: Inter-item correlation matrix of extraversion

	PEXT1	PEXT2	PEXT3	PEXT4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEXT1	1.000				.709	.800
PEXT2	.561	1.000			.640	.827
PEXT3	.617	.590	1.000		.723	.794
PEXT4	.623	.509	.623	1.000	.687	.808

Table 5.25: Inter-item correlation matrix of agreeableness

	PAGR1	PAGR2	PAGR3	PAGR4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAGR1	1.000				.464**	.722
PAGR2	.516	1.000			.562	.668
PAGR3	.326	.456	1.000		.602	.644
PAGR4	.276*	.349	.582	1.000	.518	.694

*Inter-item correlation < 0.30 (Hair et al., 2010)

**Item with item to total correlation < 0.50 (Hair et al., 2010)

Table 5.26: Inter-item correlation matrix of conscientiousness

	PCON1	PCON2	PCON3	PCON4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PCON1	1.000				.531	.699
PCON2	.517	1.000			.579	.670
PCON3	.424	.476	1.000		.605	.667
PCON4	.318	.361	.510	1.000	.480**	.725

**Item with item to total correlation < 0.50 (Hair et al., 2010)

5.7.2 Customer Voluntary Performance (CVP)

Firstly, the EFA for customer voluntary performance (CVP) was performed on 12 items with oblimin rotation and it was found that the factors are not correlated. None exceeded the threshold of 0.32 and the highest correlation was 0.263 (Factor 1 & 3). This demonstrates that the varimax rotation is more appropriate as –solutions remain orthogonal”.

The KMO was 0.789, above the 0.6 threshold suggested by Bundick (2010) and Bartlett's test of Sphericity was significant. The inspection of MSA revealed that all the items measures were above the acceptable level of 0.60. The lowest MSA was 0.709 and the highest was 0.877, which indicated that the data were appropriate for factor analysis. The communalities of the items ranged from 0.515 to 0.821; all the items were above 0.50 as recommended by Hair et al. (2010) except for CVPC1 (0.474). The item's factor loading was 0.623 which was above 0.50. Thus it was retained for further analysis (Table 5.27).

Three factors were extracted (Loyalty, Participation and Corporation) with 64.72% of the total variance explained. Corporation factors accounted the highest variance (32.93%) with the eigenvalue of 3.951 and this was followed by the Participation factor with 16.86% variance (eigenvalue = 2.023) and Loyalty factor with 14.93% variance (eigenvalue = 1.792). The scree test was also examined to confirm the number of factors.

The reliability of the extracted factors was tested and value of the Cronbach's Alpha ranged from 0.798 to 0.831 for three factors which were at the acceptable level. The item inter-correlation (> 0.30) and item-total correlation (> 0.50) demonstrated the contribution of each item. No items were deleted, all of which being above the cut-off point (Refer Table 5.28 to Table 5.30).

Table 5.27: EFA CVP component matrix

Rotated Component Matrix ^a			
	Component		
	1	2	3
CVPC1	0.623	0.017	0.292
CVPC2	0.795	0.116	0.173
CVPC3	0.775	0.099	-0.032
CVPC4	0.833	0.065	0.067
CVPC5	0.761	0.208	0.083
CVPP1	0.032	0.736	0.058
CVPP2	0.081	0.834	0.108
CVPP3	0.155	0.777	0.017
CVPP4	0.148	0.773	0.056
CVPL1	0.122	0.06	0.791
CVPL2	0.127	0.07	0.864
CVPL3	0.111	0.086	0.856
Eigenvalue	3.951	2.023	1.792
Variance	32.93%	16.86%	14.93%
Cronbach's Alpha	0.831	0.798	0.813
Extraction Method: Principal Component Analysis Rotation Method: Varimax with Kaiser Normalization. Total variance: 64.72% KMO = 0.789 Bartlett test of Sphericity Chi-square = 1561.51 Df = 66 Sig = <.001			

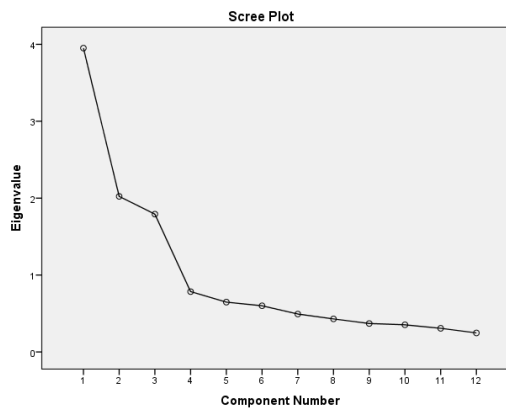


Figure 5.7: CVP scree plot

Table 5.28: Inter-item correlation matrix of corporation

	CVPC1	CVPC2	CVPC3	CVPC4	CVPC5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CVPC1	1.000					.508	.828
CVPC2	.553	1.000				.700	.778
CVPC3	.402	.554	1.000			.616	.806
CVPC4	.405	.552	.522	1.000		.703	.775
CVPC5	.305	.524	.475	.698	1.000	.641	.793

Table 5.29: Inter-item correlation matrix of participation

	CVPP1	CVPP2	CVPP3	CVPP4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CVPP1	1.000				.539	.781
CVPP2	.522	1.000			.688	.710
CVPP3	.463	.516	1.000		.611	.748
CVPP4	.367	.609	.516	1.000	.608	.748

Table 5.30: Inter-item correlation matrix of loyalty

	CVPL1	CVPL2	CVPL3	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CVPL1	1.000			.586	.818
CVPL2	.542	1.000		.706	.698
CVPL3	.537	.693	1.000	.701	.703

SUMMARY

The EFA factor solution of both personality and customer voluntary performance (CVP) constructs were similar to the previous studies. Principal Component Axis (PCA) with varimax rotation was utilized for both constructs. Personality consists of Neuroticism, Openness, Extraversion, Agreeableness and Conscientiousness dimensions while customer voluntary performance (CVP) is represented by Participation, Corporation and Loyalty factors. The Cronbach's Alpha of the extracted factors ranged from 0.742 to 0.857 met the cut-off point above 0.6 (Hair et al., 1998; Nunnally, 1978) and this indicates a good internal consistency which does not need removal of any items. The factor solution summary of both constructs is presented below (Table 5.31 and Table 5.32).

Table 5.31: Summary personality EFA

Personality						PCA Varimax	
Factors	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
F1 Neuroticism	.857	.599	PNEU1	.611	0.848	.608	.757
			PNEU2	.618	0.887	.600	.770
			PNEU3	.804	0.732	.821	.888
			PNEU4	.778	0.71	.804	.884
F2 Openness	.853	.594	POPP1	.623	0.884	.600	.714
			POPP2	.777	0.801	.795	.872
			POPP3	.726	0.839	.750	.834
			POPP4	.659	0.826	.669	.787
F3 Extraversion	.848	.587	PEXT1	.709	0.863	.712	.813
			PEXT2	.640	0.888	.650	.773
			PEXT3	.723	0.82	.733	.836
			PEXT4	.687	0.876	.695	.792
F4 Agreeableness	.742	.418	PAGR1	.464	0.857	.515	.644
			PAGR2	.562	0.795	.636	.773
			PAGR3	.602	0.753	.609	.729
			PAGR4	.518	0.741	.578	.679
F5 Conscientiousness	.748	.434	PCON1	.531	0.852	.595	.641
			PCON2	.579	0.846	.583	.690
			PCON3	.605	0.823	.672	.790
			PCON4	.480	0.847	.588	.725

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

Table 5.32: Summary CVP EFA

CVP						PCA Varimax	
FACTORS	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
F1 Corporation	.831	.499	CVPC1	.508	0.831	.474	.623
			CVPC2	.700	0.84	.676	.795
			CVPC3	.616	0.877	.611	.775
			CVPC4	.703	0.782	.703	.833
			CVPC5	.641	0.778	.629	.761
F2 Participation	.798	.499	CVPP1	.539	0.806	.546	.736
			CVPP2	.688	0.759	.714	.834
			CVPP3	.611	0.804	.628	.777
			CVPP4	.608	0.778	.623	.773
F3 Loyalty	.813	.591	CVPL1	.586	0.818	.644	.791
			CVPL2	.706	0.713	.767	.864
			CVPL3	.701	0.709	.752	.856

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

5.8 EXPLORATORY FACTOR ANALYSIS (EFA) FOR NEW SCALE (PHASE 2: SCALE DEVELOPMENT)

5.8.1 Justification on extraction method

5.8.1.1 Principal Axis Factoring (PAF) vs Maximum Likelihood (ML)

As mentioned earlier, multiple estimation method (PAF and ML) was used as recommended by (Winter & Dodou, 2012) and Worthington and Whittaker (2006). The authors expressed that both PAF and ML is favored over PCA. Therefore, EFA with both extraction methods were performed and comparison was made in terms of MSA, communalities and factor loading of both estimation methods. Later the justification of selected extraction method was provided based on the EFA.

Table 5.33 to 5.36 present the comparison of PAF and ML. For all the constructs, there was slight difference in the communalities and factor loading of both PAF and ML extraction methods. Since, the multivariate normality assumptions were met and the author did not face Heywood Case (Brown, 2006) problem during EFA, ML was chosen as an appropriate estimation method for this study.

Table 5.33: Physical environment PAF vs ML

Physical environment						PAF		ML	
Factors	CA	AV IITC	ITEMS	ITC	MSA	COM	FL	COM	FL
Signs & Symbols	.835	.561	PESG1	.614	0.816	.470	.686	.481	.694
			PESG2	.720	0.775	.672	.820	.667	.816
			PESG3	.676	0.803	.571	.756	.567	.753
			PESG4	.660	0.810	.543	.737	.541	.736

CA = Cronbach Alpha, AV IITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading, PAF = Principal Axis Factoring, ML = Maximum Likelihood

Table 5.34: Social support PAF vs ML

Social Support						PAF		ML	
Factors	CA	AV IITC	ITEMS	ITC	MSA	COM	FL	COM	FL
Informational Support	.782	.449	SSIFS1	.593	0.815	.467	.670	.455	.652
			SSIFS2	.604	0.81	.487	.711	.476	.705
			SSIFS3	.506	0.759	.367	.620	.385	.634
			SSIFS4	.703	0.774	.632	.805	.624	.801
			SSIFS5	.489	0.803	.358	.535	.371	.559
Social Emotional Support	.742	.417	SSSE2	.462	0.788	.311	.533	.326	.551
			SSSE5	.535	0.805	.389	.615	.379	.605
			SSSE6	.658	0.733	.690	.821	.701	.829
			SSSE7	.493	0.715	.357	.619	.343	.606

CA = Cronbach Alpha, AV IITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading, PAF = Principal Axis Factoring, ML = Maximum Likelihood

Table 5.35: Restorative experience PAF vs ML

Restorative Experience						PAF		ML	
Factors	CA	AV ITC	ITEMS	ITC	MSA	COM	FL	COM	FL
Fascination	.863	.557	REF1	.645	0.891	.513	.673	.515	.675
			REF2	.675	0.868	.593	.771	.587	.771
			REF3	.718	0.876	.644	.826	.645	.828
			REF4	.685	0.876	.568	.657	.566	.657
			REF5	.687	0.876	.562	.675	.560	.676
Quiet	.800	.571	REQUE1	.601	0.857	.511	.656	.512	.655
			REQUE3	.691	0.804	.689	.839	.687	.838
			REQUE4	.645	0.795	.586	.752	.589	.756
Escape	.817	.595	REE2	.529	0.9	.395	.523	.389	-.517
			REE3	.754	0.679	.808	.904	.823	-.916
			REE4	.754	0.684	.762	.876	.755	-.874
Novelty	.763	.448	REN1	.503	0.851	.363	.581	.360	.580
			REN2	.556	0.839	.450	.650	.442	.646
			REN3	.599	0.801	.497	.697	.500	.699
			REN4	.597	0.785	.524	.732	.534	.739
Coherence	.813	.589	RECOH2	.544	0.88	.397	-.555	.393	-.551
			RECOH3	.760	0.734	.797	-.877	.813	-.889
			RECOH4	.718	0.728	.704	-.835	.699	-.831
Safety	.758	.514	RESS2	.579	0.756	.524	.691	.512	.681
			RESS4	.617	0.702	.607	.786	.627	.805
			RESS5	.580	0.86	.551	.579	.545	.578

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading, PAF = Principal Axis Factoring, ML = Maximum Likelihood

Table 5.36: Place attachment PAF vs ML

Place Attachment						PAF		ML	
Factors	CA	AV ITC	ITEMS	ITC	MSA	COM	FL	COM	FL
Place Dependence	.835	.719	PAPD2	.719	0.577	.697	-.850	.663	.824
			PAPD3	.719	0.605	.752	-.842	.786	.869
Place Attractiveness	.751	.503	PAPD6	.544	0.746	.407	.619	.409	.619
			PAPD7	.671	0.69	.788	.865	.785	.864
			PAPD8	.530	0.717	.393	.648	.396	.652

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading, PAF = Principal Axis Factoring, ML = Maximum Likelihood

5.8.2 Exploratory Factor Analysis

5.8.2.1 Physical Environment (PE)

Similar to the established scale, the EFA was performed with oblique rotation and the correlation of the extracted factors was examined. If the correlation was > 0.32 , oblique rotation (factor are correlated) would be utilized, and if otherwise orthogonal rotation (factor are not correlated) would be employed (Tabachnik & Fidell, 1996). Table 5.37 shows the correlation matrix of Physical Environment construct. The highest correlation was 0.504 (Factor 1 & 3) and the correlation between Factor 3 and 2 was close to 0.32. Therefore no changes were made on the selection of the rotation method.

Table 5.37: Correlation matrix for the physical environment with direct oblimin rotation

Factor Correlation Matrix			
Factor	1	2	3
1	1.000	.223	.504
2	.223	1.000	.315
3	.504	.315	1.000
Extraction Method: Maximum Likelihood.			
Rotation Method: Oblimin with Kaiser Normalization.			

The EFA was run with 13 items and three factors with eigenvalue > 1.0 were extracted with a total variance of 51.97%, it was more than 50% as recommended by Diekhoff (1992) and Pett et al. (2003) (Table 5.38). The first factor's eigenvalue was 4.118 with the highest variance (31.68%). This was followed by the second factor (eigenvalue = 1.452) accounts of 11.17% of variance and the third factor represents 9.12% variance with eigenvalue of

1.186. Five items (PES4, PES5, PEA5, PEIF1, PEIF5) were omitted as they did not load in any factor. PEIF4 was also removed as it was the only factor that loaded on factor 3. The factor was below the minimum requirement of 3 items per factor as proposed by (Costello & Osborne, 2005; Hair et al., 2006). The aforementioned items were deleted and the second EFA was performed.

Table 5.38: EFA PE pattern matrix 1

	Factor		
	1	2	3
PES4	.004	.056	.489
PES5	-.055	.197	.202
PEA1	.110	-.097	.572
PEA2	.034	-.059	.610
PEA4	-.072	.025	.640
PEA5	.146	-.017	.473
PESG1	.704	.073	-.043
PESG2	.813	.062	-.012
PESG3	.728	-.125	.101
PESG4	.673	-.006	.122
PEIF1	.296	.247	.058
PEIF4	.118	.784	-.057
PEIF5	.018	.015	.383
Eigenvalue	4.118	1.452	1.186
Variance	31.68%	11.17%	9.12%
Extraction Method: Maximum Likelihood			
Rotation Method: Oblimin with Kaiser Normalization.			
Total variance: 51.97%			
KMO = 0.847			
Bartlett test of Sphericity			
Chi-square = 1099.41			
Df = 78			
Sig = <.001			

The first factor consisted of four items (PESG1, PESG2, PESG3, PESG4) with Cronbach's Alpha of 0.835. The ITC of the four items were < 0.6 and the inter item correlation ranged

from 0.480 to 0.606. All of these values exceeded the cut-off points. Thus, all the items were included in the following analysis.

The second EFA was performed with the remaining 7 items. Table 5.39 demonstrates that only two factors were derived which present 63.76% of total variance; an increase from the previous 51.97% (EFA 1). The first factor consisted of PESG1, PESG2, PESG3 and PESG4, accounting for 46.14% of total variance, while the second factor was represented by PEA1, PEA2, and PEA4 (17.65%). All the items loaded in both factors are above 0.50. No items were deleted at this stage. The internal consistency of the derived factors was examined and reported in Table 5.40.

Table 5.39: EFA PE pattern matrix 2

Pattern Matrix^a		
	Factor	
	1	2
PESG1	.727	-.058
PESG2	.813	.015
PESG3	.735	.028
PESG4	.710	.042
PEA1	.062	.623
PEA2	-.005	.655
PEA4	-.030	.567
Eigenvalue	3.228	1.235
Variance	46.11%	17.65%
Cronbach's Alpha	.835	.644
Extraction Method: Maximum Likelihood		
Rotation Method: Oblimin with Kaiser Normalization.		
Total variance: 63.76%		
KMO = 0.828		
Bartlett test of Sphericity		
Chi-square = 721.58		
Df = 21		
Sig = <.001		

Table 5.40: Inter-item correlation matrix of factor 1

	PEA1	PEA2	PEA4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEA1	1.000			.472*	.523
PEA2	.429	1.000		.480*	.526
PEA4	.357	.360	1.000	.423*	.590

*Item with item to total correlation < 0.50 (Hair et al., 2010)

Table 5.41: Inter-item correlation matrix of factor 2

	PESG1	PESG2	PESG3	PESG4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PESG1	1.000				.614	.814
PESG2	.606	1.000			.720	.769
PESG3	.495	.600	1.000		.676	.787
PESG4	.480	.584	.601	1.000	.660	.796

The third EFA was performed with the remaining items and a total variance of 67.13% was recorded. The KMO value was 0.799 and the Bartlett test of Sphericity was significant (Table 5.42). One factor emerged and it was termed as Physical Environment. The Scree test was also examined to confirm the number of factors extracted (Figure 5.8). The communalities of the item exceeded 0.50 except PESG1 and all the MSA values were above 0.70. PESG1 was not removed because deletion of the item would decrease Cronbach's Alpha from 0.835 to 0.814.

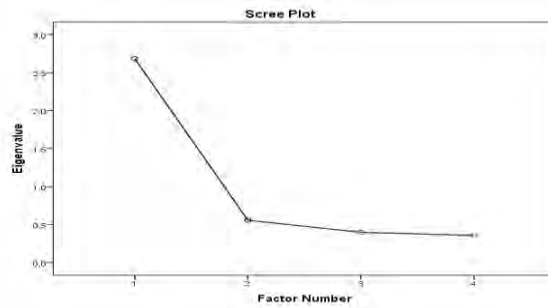


Figure 5.8: PE scree plot

Table 5.42: EFA PE pattern matrix 3

Factor Matrix ^a	
	Factor
	1
PESG1	.694
PESG2	.816
PESG3	.753
PESG4	.736
Eigenvalue	2.685
Variance	67.13
Extraction Method: Maximum Likelihood	
Rotation Method: Oblimin with Kaiser	
Normalization.	
Total variance: 67.13%	
KMO = 0.799	
Bartlett test of Sphericity	
Chi-square = 519.43	
Df = 6	
Sig = <.001	

SUMMARY

The summary of EFA is presented in the Table 5.43. The total variance increased from EFA 1 to EFA 3, however the KMO value decreased from 0.847 to 0.799. The summary of the items deleted is presented in Table 5.44. In total, 9 items of this construct were removed. Five items (PES4, PES5, PEA5, PEIF1, PEIF5) were deleted because they did not load in any factor and PEIF4 was omitted as it only loaded in one factor. Three items

(PEA1, PEA2, PEA4) were deleted because the Cronbach's Alpha and item-total correlation was below the recommended threshold. The summary of this construct's EFA is presented in Table 5.45.

Table 5.43: PE summary of KMO and total variance

Stage	KMO	No of Factors	Total Variance (%)
EFA 1	0.847	3	51.972
EFA 2	0.828	2	63.763
EFA 3	0.799	1	67.128

Table 5.44: PE summary of items deleted

Stage	Items deleted	Justification
EFA 1	PES4	Item did not load in any factor
	PES5	Item did not load in any factor
	PEA5	Item did not load in any factor
	PEIF1	Item did not load in any factor
	PEIF5	Item did not load in any factor
	PEIF4	Only 1 item loaded in a factor
CA 1	PEA1	CA = 0.644 < 0.7; ITC = 0.472 < 0.5
	PEA2	CA = 0.644 < 0.7; ITC = 0.480 < 0.5
	PEA4	CA = 0.644 < 0.7; ITC = 0.423 < 0.5

CA = Cronbach's Alpha, ITC = Item-Total Correlation

Table 5.45: PE EFA summary

FACTOR	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
Signs & Symbols	.835	.561	PESG1	.614	0.816	.481	.694
			PESG2	.720	0.775	.667	.816
			PESG3	.676	0.803	.567	.753
			PESG4	.660	0.81	.541	.736

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

5.8.2.2 Social Support (SS)

EFA was performed using Maximum Likelihood estimation method and oblimin rotation with 13 items. The correlation matrix (Table 5.46) indicates that factor 2 and factor 3 had the highest correlation (0.359) which was above 0.32; the same rotation was then used for further analysis.

Table 5.46: Correlation matrix for the social support with direct oblimin rotation

Factor Correlation Matrix			
Factor	1	2	3
1	1	0.073	0.289
2	0.073	1	0.359
3	0.289	0.359	1
Extraction Method: Maximum Likelihood.			
Rotation Method: Oblimin with Kaiser Normalization.			

KMO (0.803) and Bartlett test of Sphericity ($p = 0.000 < 0.05$) revealed that the data is suitable for analysis (Table 5.47). The first EFA demonstrated three factors with eigenvalue > 1.0 . Only one factor loaded on the first factor (SSIST1), thus it was omitted from the analysis. Five items loaded on the second factor (SSIFS1, SSIFS2, SSIFS3, SSIFS4, SSIFS5) with eigenvalue of 2.107 (16.21%) while SSSE2, SSSE5, SSSE6 and SSSE7 loaded on factor 3 (eigenvalue = 1.011, variance = 7.78%). Three items which did not load on any factor (SSSE3, SSIST2, SSIST4) were removed and a second EFA was performed.

Table 5.47: EFA SS pattern matrix 1

	Factor		
	1	2	3
SSIST1	.959	-.022	.123
SSIFS1	-.062	.652	.060
SSIFS2	-.030	.688	-.038
SSIFS3	.095	.639	-.099
SSIFS4	.109	.825	-.083
SSIFS5	-.030	.564	.129
SSSE2	.036	.063	.544
SSSE5	-.056	.015	.608
SSSE6	-.060	.019	.836
SSSE7	.006	-.091	.631
SSSE3	-.109	.419	.111
SSIST2	.149	.209	.403
SSIST4	.175	.001	.478
Eigenvalue	4.058	2.107	1.011
Variance (%)	31.21	16.21	7.78
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 55.20% KMO = .803 Bartlett test of Sphericity Chi-square = 1294.82 Df = 78 Sig = <.001			

The second EFA was run with the remaining nine items and two factors were extracted with 56.74% of total variance (Table 5.48). The result of KMO was 0.779 and Bartlett test of Sphericity was significant. In addition, the MSA values of the items were above 0.70. The factors were termed as Informational Support (eigenvalue =3.306, variance = 36.73%) and Social-Emotional Support (eigenvalue =1.801, variance = 20.01%).

Table 5.48: EFA SS pattern matrix 2

Pattern Matrix ^a		
	Factor	
	1	2
SSIFS1	.652	.060
SSIFS2	.705	-.049
SSIFS3	.634	-.047
SSIFS4	.801	-.034
SSIFS5	.559	.118
SSSE2	.053	.551
SSSE5	.030	.605
SSSE6	.024	.829
SSSE7	-.073	.606
Eigenvalue	3.306	1.801
Variance (%)	36.73	20.01
Cronbach's Alpha	.782	.742
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 56.74% KMO = .779 Bartlett test of Sphericity Chi-square = 890.09 Df = 36 Sig = <.001		

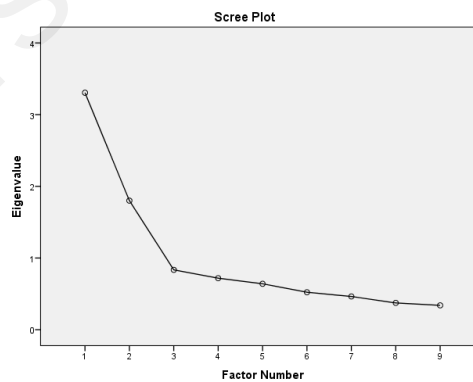


Figure 5.9: SS scree plot

The communalities of SSSE2, SSSE5, SSSE7, SSIFS1, SSIFS2, SSIFS3, SSIFS5 items ranged from 0.326 to 0.476. It was below the threshold, however these items were not omitted as the factor loadings were above 0.50 (Hair et al., 2010). Next, the reliability of factors extracted was examined.

Cronbach's Alpha of Informational Support (0.782) and Social-Emotional Support (0.742) were above 0.70. The inter-item correlation between SSIFS3 and SSIFS5 was 0.256 and the item-total correlation of SSIFS5 was 0.489, all of which failed to meet the Hair et al. (2010) cut-off point. Nevertheless, the three items were retained as it will decrease the Cronbach's Alpha value (Table 5.49).

As for the Social-Emotional Support, the inter-item correlation between SSSE2 and SSSE7 was $0.282 < 0.30$. The item-total correlation of SSSE2 (0.462) and SSSE7 (0.493) were below 0.5. Similar to the Informational Support, the omission of these items would lessen the Cronbach's Alpha of the factor (Table 5.50).

Table 5.49: Inter-item correlation matrix of informational support

	SSIFS1	SSIFS2	SSIFS3	SSIFS4	SSIFS5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SSIFS1	1.000					.593	.738
SSIFS2	.548	1.000				.604	.730
SSIFS3	.407	.404	1.000			.506	.779
SSIFS4	.478	.509	.546	1.000		.703	.701
SSIFS5	.397	.413	.256*	.528	1.000	.489**	.766

*Item with item to total correlation < 0.30 (Hair et al., 2010)

** Item with item to total correlation < 0.50 (Hair et al., 2010)

Table 5.50: Inter-item correlation matrix of social-emotional support

	SSSE2	SSSE5	SSSE6	SSSE7	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SSSE2	1.000				.462**	.721
SSSE5	.336	1.000			.535	.683
SSSE6	.495	.508	1.000		.658	.609
SSSE7	.282*	.404	.478	1.000	.493**	.708

*Item with item to total correlation < 0.30 (Hair et al., 2010)

** Item with item to total correlation < 0.50 (Hair et al., 2010)

SUMMARY

The EFA produced two factors which were termed as Informational Support and Social-Emotional Support. The total variance increased in the second EFA from 55.20% to 56.74% (Table 5.51) and four items (SSSE3, SSIST2, SSIST4, SSIST1) were omitted at this stage (Table 5.52). The summary of the EFA result is presented in Table 5.53.

Table 5.51: SS summary of KMO and total variance

Stage	KMO	No of Factors	Total Variance (%)
EFA 1	.803	3	55.20
EFA 2	.779	2	56.74

Table 5.52: SS summary of items deleted

Stage	Items deleted	Justification
EFA 1	SSSE3	Item did not load in any factor
	SSIST2	Item did not load in any factor
	SSIST4	Item did not load in any factor
	SSIST1	Only 1 item loaded in a factor

Table 5.53: SS EFA summary

FACTORS	CA	AV IITC	ITEMS	ITC	MSA	COM	FL
Informational Support	.782	.449	SSIFS1	.593	0.815	.455	.652
			SSIFS2	.604	0.81	.476	.705
			SSIFS3	.506	0.759	.385	.634
			SSIFS4	.703	0.774	.624	.801
			SSIFS5	.489	0.803	.371	.559
Social Emotional Support	.742	.417	SSSE2	.462	0.788	.326	.551
			SSSE5	.535	0.805	.379	.605
			SSSE6	.658	0.733	.701	.829
			SSSE7	.493	0.715	.343	.606

CA = Cronbach Alpha, AV IITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

5.8.2.3 Restorative Experience (RE)

Maximum Likelihood Extraction method and Oblimin rotation was used for Restorative Experience construct as the correlation matrix indicates correlation among factors was above 0.32 (Table 5.54).

In the first EFA, 8 factors were extracted and with KMO value of 0.838 and the Bartlett's test was significant ($p=0.000<0.05$); both indicated that the data of this study were relevant for the factor analysis. Item RECOH1, REE1, RECOMP1, RECOMP3, RESS1, RECOMF1 and RECOMF3 were deleted as they did not load on any factor (Table 5.55). RECOMF2 was omitted as it was the only item that loaded on a factor; it did not meet the minimum

requirement of three item per factor (Costello & Osborne, 2005; Hair et al., 2006). The second EFA was performed with the remaining items.

Table 5.54: Correlation matrix for restorative experience with direct oblimin rotation

Factor Correlation Matrix								
Factor	1	2	3	4	5	6	7	8
1	1.000	-.031	.097	-.169	-.038	.011	-.253	.224
2	-.031	1.000	-.255	.330	-.248	-.181	.221	-.177
3	.097	-.255	1.000	-.277	.384	.366	-.290	.210
4	-.169	.330	-.277	1.000	-.223	-.214	.298	-.254
5	-.038	-.248	.384	-.223	1.000	.099	-.154	.136
6	.011	-.181	.366	-.214	.099	1.000	-.178	.212
7	-.253	.221	-.290	.298	-.154	-.178	1.000	-.446
8	.224	-.177	.210	-.254	.136	.212	-.446	1.000
Extraction Method: Maximum Likelihood.								
Rotation Method: Oblimin with Kaiser Normalization.								

Table 5.55: EFA RE pattern matrix 1

Pattern Matrix ^a								
	Factor							
	1	2	3	4	5	6	7	8
RECOMF1	.465	-.043	.178	-.015	-.039	.087	-.204	.244
RECOMF2	.648	-.129	-.013	-.092	.055	-.005	-.028	.106
RECOMF3	.194	.058	.143	-.117	-.024	.003	-.337	.156
REE1	-.223	-.232	.036	-.041	.114	.028	-.008	.184
REE2	.031	-.524	.144	.039	.056	.095	-.052	.024
REE3	.074	-.912	-.027	-.054	-.045	-.045	.019	-.093
REE4	.002	-.892	-.060	-.016	-.037	-.020	-.039	-.010
REF1	-.100	.015	.654	-.076	.036	.073	.025	.092
REF2	.026	-.062	.746	.111	-.041	.035	-.021	.051
REF3	-.067	.032	.808	.001	-.058	.015	-.027	-.004
REF4	.084	-.080	.708	-.090	.072	-.079	-.037	-.109
REF5	.064	.014	.720	-.062	.121	-.066	-.004	-.061
RECOH1	-.101	-.087	.116	-.377	.101	.075	-.133	-.050
RECOH2	.029	.053	.126	-.552	.035	.089	-.023	-.009
RECOH3	-.037	-.009	-.036	-.911	-.002	-.030	-.006	.042
RECOH4	.098	-.072	-.069	-.844	-.070	-.069	.021	-.013
REN1	-.098	.002	.104	.045	.563	-.078	-.055	-.028
REN2	.080	.012	.031	-.018	.647	-.017	.003	-.022
REN3	.038	.005	-.056	.026	.732	.105	-.050	-.026
REN4	-.016	-.009	-.042	-.044	.745	-.038	.062	.052
RECOMP1	.049	-.101	.101	.006	.070	.231	.037	.067
RECOMP3	.112	-.002	.276	-.091	.071	.231	.019	.071
RECOMP4	-.053	.003	.056	.015	-.044	.652	-.003	-.035
RECOMP5	.030	.016	-.128	-.028	-.009	.824	-.047	-.043
REQUE1	.046	-.086	-.077	-.121	-.037	-.063	-.668	.018
REQUE3	-.092	.016	.009	.065	.035	-.007	-.839	.028
REQUE4	.027	-.004	.023	.028	.036	.079	-.759	-.023
RESS1	-.097	-.006	.032	-.199	.025	.163	-.020	.356
RESS2	.006	-.004	.047	.062	-.156	.011	-.090	.716
RESS4	.114	.021	-.088	-.024	.114	-.134	-.031	.707
RESS5	.249	.026	.057	-.034	.059	.087	-.173	.511
Eigenvalue	7.148	2.868	2.201	1.938	1.641	1.461	1.265	1.105
Variance (%)	23.06	9.25	7.10	6.25	5.29	4.71	4.08	3.56
Extraction Method: Maximum Likelihood.								
Rotation Method: Oblimin with Kaiser Normalization.								
Total variance: 63.31%								
KMO = 0.838								
Bartlett test of Sphericity								
Chi-square = 4168.29								
Df = 465, Sig = <.001								

The total variance of the second EFA increased to 69.76% with a KMO value of 0.838. Seven factors were derived and termed as Fascination, Escape, Coherence, Quietness, Novelty, Compatibility and Safety. All the factors consisted of at least three items except for Compatibility (RECOMP4, RECOMP5) factor. The factor loadings of both items were 0.636 and 0.807 respectively, thus they were retained (Table 5.56).

Next the reliability of the extracted factors was examined and Table 5.57 indicates that Cronbach's Alpha values of the factors were above 0.70 except Compatibility (CA = 0.678). For Escape dimension, removal of REE2 item would increase the Cronbach's Alpha from 0.817 to 0.877, however this item was retained as there were only three items in the factor and furthermore the reliability of the factor was high. The item-total correlations were > 0.50 and inter-item correlation were > 0.30 for all the seven factors (Table 5.58 to 5.64).

Table 5.56: EFA RE pattern matrix 2

Pattern Matrix ^a							
	Factor						
	1	2	3	4	5	6	7
REF1	.650	.014	-.071	-.044	.051	.101	.064
REF2	.746	-.057	.101	.016	-.044	.038	.059
REF3	.812	.036	.005	.018	-.056	.029	-.013
REF4	.704	-.081	-.093	.042	.059	-.084	-.047
REF5	.716	.008	-.065	.004	.108	-.068	-.017
REE2	.151	-.517	.033	.044	.074	.101	.026
REE3	-.024	-.917	-.045	-.030	-.022	-.037	-.043
REE4	-.053	-.872	-.008	.013	-.006	-.011	.028
RECOH2	.146	.045	-.548	.036	.044	.097	-.001
RECOH3	-.015	-.016	-.882	.019	.023	.002	.017
RECOH4	-.046	-.072	-.834	-.005	-.060	-.043	.017
REQUE1	-.066	-.071	-.131	.662	-.041	-.060	.038
REQUE3	.014	.035	.069	.829	.029	-.009	.024
REQUE4	.037	.009	.015	.755	.027	.050	-.009
REN1	.091	-.008	.057	.039	.564	-.072	-.043
REN2	.037	.001	-.032	-.011	.637	-.007	.040
REN3	-.047	-.008	.018	.048	.728	.112	-.004
REN4	-.037	-.021	-.043	-.047	.735	-.023	.025
RECOMP4	.075	-.016	.006	-.024	-.012	.636	-.015
RECOMP5	-.090	-.012	-.041	.021	.022	.807	.006
RESS2	.058	-.017	.045	.057	-.136	.048	.669
RESS4	-.072	.000	-.030	-.056	.116	-.099	.830
RESS5	.092	.011	-.078	.153	.046	.094	.572
Eigenvalue	5.566	2.538	2.050	1.889	1.533	1.333	1.135
Variance (%)	24.20	11.03	8.91	8.21	6.67	5.80	4.94
Cronbach's Alpha	.863	.817	.813	.800	.763	.678	.758
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 69.76% KMO = 0.838 Bartlett test of Sphericity Chi-square = 4168.29 Df = 465 Sig = <.001							

Table 5.57: Cronbach's Alpha of restorative experience dimensions

Factor	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Fascination	.863	.863	5
Escape	.817	.815	3
Coherence	.813	.811	3
Quiet	.800	.800	3
Novelty	.763	.764	4
Compatibility	.678	.685	2
Safety	.758	.761	3

Table 5.58: Inter-item correlation matrix of fascination

	REF1	REF2	REF3	REF4	REF5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REF1	1.000					.645	.843
REF2	.562	1.000				.675	.836
REF3	.571	.620	1.000			.718	.825
REF4	.485	.535	.556	1.000		.685	.833
REF5	.508	.495	.577	.663	1.000	.687	.833

Table 5.59: Inter-item correlation matrix of escape

	REE2	REE3	REE4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REE2	1.000			.529	.877
REE3	.504	1.000		.754	.659
REE4	.495	.784	1.000	.754	.660

Table 5.60: Inter-item correlation matrix of coherence

	RECOH2	RECOH3	RECOH4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RECOH2	1.000			.544	.856
RECOH3	.536	1.000		.760	.637
RECOH4	.482	.749	1.000	.718	.686

Table 5.61: Inter-item correlation matrix of quietness

	REQUE1	REQUE3	REQUE4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REQUE1	1.000			.601	.772
REQUE3	.572	1.000		.691	.677
REQUE4	.512	.630	1.000	.645	.727

Table 5.62: Inter-item correlation matrix of novelty

	REN1	REN2	REN3	REN4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REN1	1.000				.503	.740
REN2	.420	1.000			.556	.712
REN3	.401	.459	1.000		.599	.687
REN4	.406	.450	.550	1.000	.597	.688

Table 5.63: Inter-item correlation matrix of compatibility

	RECOMP4	RECOMP5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RECOMP4	1.000		.521	
RECOMP5	.521	1.000	.521	

Table 5.64: Inter-item correlation matrix of safety

	RESS2	RESS4	RESS5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RESS2	1.000			.579	.691
RESS4	.531	1.000		.617	.648
RESS5	.481	.532	1.000	.580	.685

RECOMP4 and RECOMP5 items were excluded in the third EFA. The EFA produced six factor solutions namely Fascination (eigenvalue =5.453, variance = 25.96%), Escape (eigenvalue =2.531, variance = 12.05%), Coherence (eigenvalue =2.035, variance = 9.69%), Quietness (eigenvalue =1.762, variance = 8.39%), Novelty (eigenvalue =1.532, variance = 7.30%), and Safety (eigenvalue =1.135, variance = 5.40%). The total variance explained was 68.79% (Table 5.65) and the communalities of all the items were above the threshold except for the REN1, REN2, RECOH2, REE2 items. Nevertheless, the factor loadings of these items were above 0.50, which led to the decision of retaining the items. In addition, the MSA of the items ranged from 0.679 to 0.900.

Table 5.65: EFA RE pattern matrix 3

Pattern Matrix^a						
	Factor					
	1	2	3	4	5	6
REF1	.675	.012	-.079	-.036	.047	.064
REF2	.771	-.061	.099	.012	-.050	.058
REF3	.828	.033	.001	.016	-.057	-.018
REF4	.657	-.084	-.093	.035	.085	-.056
REF5	.676	.006	-.064	-.002	.132	-.025
REE2	.185	-.517	.028	.050	.060	.029
REE3	-.042	-.916	-.044	-.033	-.014	-.044
REE4	-.058	-.874	-.007	.011	-.006	.025
RECOH2	.174	.042	-.551	.042	.032	.002
RECOH3	-.024	-.015	-.889	.017	.022	.015
RECOH4	-.068	-.074	-.831	-.009	-.056	.016
REQUE1	-.092	-.071	-.129	.655	-.031	.037
REQUE3	.001	.036	.069	.838	.033	.019
REQUE4	.048	.007	.011	.756	.020	-.005
REN1	.060	-.006	.061	.035	.580	-.048
REN2	.026	.003	-.030	-.009	.646	.037
REN3	-.003	-.008	.015	.055	.699	.002
REN4	-.047	-.019	-.041	-.051	.739	.029
RESS2	.076	-.018	.044	.054	-.143	.681
RESS4	-.107	.001	-.028	-.053	.130	.805
RESS5	.124	.009	-.081	.156	.034	.578
Eigenvalue	5.453	2.531	2.035	1.762	1.532	1.135
Variance (%)	25.96	12.05	9.69	8.39	7.30	5.40
Cronbach's Alpha	0.863	0.817	0.813	0.8	0.763	0.758
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 68.79% KMO = 0.838 Bartlett test of Sphericity Chi-square = 4168.29 Df = 465 Sig = <.001						

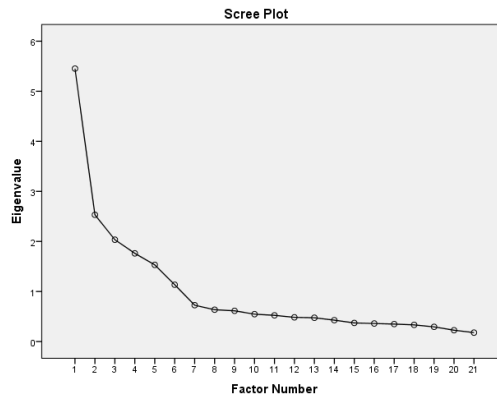


Figure 5.10: SS scree plot

SUMMARY

After performing three EFAs, six factors were extracted with the total variance of 68.79% and KMO = 0.812 (Table 5.66). Total of 10 items were omitted at this stage of analysis (Table 5.67) and the summary of the EFA findings is presented in Table 5.68.

Table 5.66: RE summary of KMO and total variance

Stage	KMO	No of Factors	Total Variance (%)
EFA 1	.838	8	63.314
EFA 2	.800	7	69.764
EFA 3	.812	6	68.798

Table 5.67: RE summary of items deleted

Stage	Items deleted	Justification
EFA 1	RECOH1	Item did not load in any factor
	REE1	Item did not load in any factor
	RECOMP1	Item did not load in any factor
	RECOMP3	Item did not load in any factor
	RESS1	Item did not load in any factor
	RECOMF1	Item did not load in any factor
	RECOMF3	Item did not load in any factor
	RECOMF2	Only 1 item loaded in a factor
CA 1	RECOMP4	CA = 0.678 < 0.7;
	RECOMP5	CA = 0.678 < 0.7;

Table 5.68: RE EFA summary

Factors	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
Fascination	.863	.557	REF1	.645	0.891	.515	.675
			REF2	.675	0.868	.587	.771
			REF3	.718	0.876	.645	.828
			REF4	.685	0.876	.566	.657
			REF5	.687	0.876	.560	.676
Escape	.817	.595	REE2	.529	0.9	.389	-.517
			REE3	.754	0.679	.823	-.916
			REE4	.754	0.684	.755	-.874
Coherence	.813	.589	RECOH2	.544	0.88	.393	-.551
			RECOH3	.760	0.734	.813	-.889
			RECOH4	.718	0.728	.699	-.831
Quietness	.800	.571	REQUE1	.601	0.857	.512	.655
			REQUE3	.691	0.804	.687	.838
			REQUE4	.645	0.795	.589	.756
Novelty	.763	.448	REN1	.503	0.851	.360	.580
			REN2	.556	0.839	.442	.646
			REN3	.599	0.801	.500	.699
			REN4	.597	0.785	.534	.739
Safety	.758	.514	RESS2	.579	0.756	.512	.681
			RESS4	.617	0.702	.627	.805
			RESS5	.580	0.86	.545	.578

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

5.8.2.4 Place Attachment (PA)

Similar to other constructs, Maximum Likelihood extraction with Oblimin rotation was used to extract the dimensions of Place Attachment as the factors were correlated (>0.32) (Table 5.69).

Table 5.69: Correlation matrix for place attachment with direct oblimin rotation

Factor Correlation Matrix			
Factor	1	2	3
1	1.000	.369	.546
2	.369	1.000	.375
3	.546	.375	1.000
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization.			

The first EFA was performed with 11 items and three factors were extracted. KMO was 0.816 and the Bartlett's ($p=0.000<0.05$) reflected the data appropriateness for factor analysis. PAPD5, PAPI1 and PAPI4 were deleted as these items did not load on any factor (Table 5.70). This was followed by second EFA which produced two factors. Item PAPI5 and PAPI5 were omitted as they did not load on any item and third EFA was performed with 6 items (Table 5.71).

Similar to 2nd EFA, two factors were derived in the third EFA. PAPI2 loaded on the first factor that consisted of items that represent Place Dependence in the literature review. Since this study is exploratory in nature, this item was retained to check the reliability of the factor (Table 5.72).

Table 5.70: EFA PA pattern matrix 1

Pattern Matrix ^a			
	Factor		
	1	2	3
PAPD2	.849	-.018	-.082
PAPD3	.891	.042	-.059
PAPD5	.409	.162	.154
PAPD6	.083	.618	-.003
PAPD7	.098	.846	-.041
PAPD8	-.083	.624	.118
PAPI1	.380	.067	-.020
PAPI2	.526	.017	.117
PAPI4	.367	-.121	.197
PAPI5	-.015	.072	.766
PAPI6	.080	.062	.668
Eigenvalue	4.148	1.522	1.075
Variance (%)	37.71	13.84	9.78
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 61.32% KMO = 0.816 Bartlett test of Sphericity Chi-square = 1239.50 Df = 55 Sig = <.001			

Table 5.71: EFA PA pattern matrix 2

Pattern Matrix^a		
	Factor	
	1	2
PAPD2	.852	-.121
PAPD3	.916	-.056
PAPI2	.538	.049
PAPD6	.040	.632
PAPD7	.066	.798
PAPD8	-.080	.699
PAPI5	.321	.260
PAPI6	.380	.218
Eigenvalue	3.403	1.362
Variance (%)	42.542	17.026
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 59.57% KMO = 0.767 Bartlett test of Sphericity Chi-square = 913.63 Df = 28 Sig = <.001		

Table 5.72: EFA PA pattern matrix 3

Pattern Matrix^a		
	Factor	
	1	2
PAPD2	.802	-.049
PAPD3	.927	-.014
PAPI2	.516	.064
PAPD6	.054	.618
PAPD7	.049	.857
PAPD8	-.063	.658
Eigenvalue	2.784	1.352
Variance (%)	46.402	22.529
Cronbach's Alpha	.781	.751
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 68.93% KMO = 0.715 Bartlett test of Sphericity Chi-square = 665.27 Df = 15 Sig = <.001		

Cronbach's Alpha of Place Dependence was 0.781 and the inter-item correlation matrix (Table 5.73 and Table 5.74) indicated that omission of PAPI2 would increase the reliability to 0.835. Besides, the communality of the item was 0.299 which was extremely low from the cut-off point of 0.50. Therefore this item was removed and the revised Cronbach's Alpha and inter-item correlation matrix are presented below (Table 5.75 to Table 5.76).

Table 5.73: Cronbach's Alpha of place attachment dimensions

Factor	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Place Dependence	.781	.785	3
Place Attractiveness	.751	.753	3

Table 5.74: Inter-item correlation matrix of place dependence

	PAPD2	PAPD3	PAPI2	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAPD2	1.000			.658	.666
PAPD3	.719	1.000		.714	.594
PAPI2	.425	.500	1.000	.501	.835

Table 5.75: Revised reliability statistics of place dependence

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.837	2

Table 5.76: Revised inter-item correlation matrix of place dependence

	PAPD2	PAPD3	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAPD2	1.000		.719	
PAPD3	.719	1.000	.719	

On the other hand, Cronbach's Alpha of Place Attractiveness was 0.751 and all the inter-item correlation (>0.30) and the item-total correlation (>0.50) (Table 5.77) are above the recommendation by Hair et al. (2010)

The fourth EFA was performed after the deletion of item PAPI2 (Table 5.78). The communalities of the items were above 0.50 except for PAPD6 and PAPD8. However the factor loading of both items exceeded 0.60. Therefore, these items were retained.

Table 5.77: Inter-item correlation matrix of place attractiveness

	PAPD6	PAPD7	PAPD8	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAPD6	1.000			.544	.712
PAPD7	.567	1.000		.671	.561
PAPD8	.391	.552	1.000	.530	.722

Table 5.78: EFA PA pattern matrix 4

Pattern Matrix ^a	Factor	
	1	2
PAPD2	.824	-.028
PAPD3	.869	.043
PAPD6	.050	.619
PAPD7	.054	.864
PAPD8	-.067	.652
Eigenvalue	2.492	1.265
Variance (%)	49.831	25.299
Cronbach's Alpha	0.835	.751
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 75.13% KMO = 0.656 Bartlett test of Sphericity Chi-square = 557.48 Df = 10 Sig = <.001		

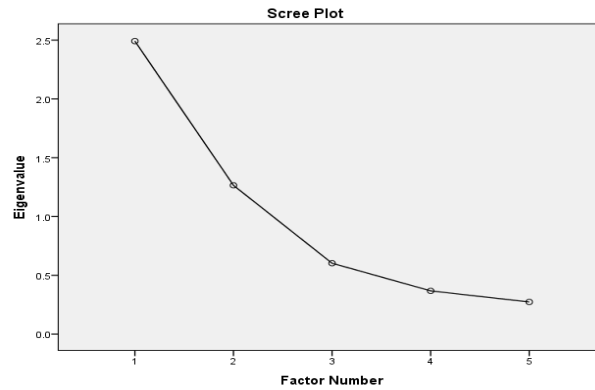


Figure 5.11: PA scree plot

SUMMARY

Place Dependence and Place Attractiveness factors had internal consistency coefficient alpha values of 0.835 and 0.751 respectively. According to Table 5.79, the total variance increased from 61.32% to 75.13% after the omission of six items (PAPD5, PAPI1, PAPI4, PAPI5, PAPI6, PAPI2). The summary of the EFA result is presented in Table 5.81.

Table 5.79: PA summary of KMO and total variance

Stage	KMO	No of Factors	Total Variance (%)
EFA 1	.816	3	61.32
EFA 2	.767	2	59.57
EFA 3	.715	2	68.93
EFA 4	.656	2	75.13

Table 5.80: PA summary of items deleted

Stage	Items deleted	Justification
EFA 1	PAPD5	Item did not load in any factor
	PAPI1	Item did not load in any factor
	PAPI4	Item did not load in any factor
EFA 2	PAPI5	Item did not load in any factor
	PAPI6	Item did not load in any factor
CA 1	PAPI2	CA = 0.781 to 0.835

Table 5.81: PA EFA summary

Factors	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
Place Dependence	.835	.719	PAPD2	.719	0.677	.663	.824
			PAPD3	.719	0.605	.786	.869
Place Attractiveness	.751	.503	PAPD6	.544	0.746	.409	.619
			PAPD7	.671	0.69	.785	.864
			PAPD8	.530	0.717	.396	.652

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

SUMMARY OF SCALE DEVELOPMENT STAGE

EFA was employed for two purposes; identify the underlying factor(s) of the examined constructs and items reduction. The former allows the researcher to identify the classification of factors derived from the item generated from both literature review and in-depth interview. Simultaneously, EFA also reduces the number of items in the process of extraction sub-dimension (factors) of the constructs. Items that did not meet the guidelines of item retention (1) factor loading > 0.50 , the communalities > 0.50 , item-to-total correlations > 0.50 and the inter-item correlations > 0.30 were omitted. After removal of

the items based on the aforementioned guidelines, another EFA was performed based on the remaining items that represent a construct (Hair et al., 2010).

In developing the underlying dimensions of each construct, some items were removed in EFA. The number of items for the Physical Environment construct was reduced from 13 items to 4 items. As for Social Support, the number of items was reduced from 13 to 9. For the third and fourth constructs, a total of 10 and 6 items were omitted respectively. Table 5.82 lists all the items deleted following the EFA and the justification.

Table 5.83 demonstrates the summary of EFA for the newly developed constructs. All the factors Cronbach's Alpha were above 0.7 which indicated high internal consistency. The reliability values ranged from 0.863 to 0.742. Some of the items had lower inter-item correlation and item-total correlation. However they were retained as the deletion might affect the content validity of the scale. The items in the table below were forwarded for confirmatory factor analysis (CFA).

Table 5.82: Summary of the items deleted

Construct	Stage	Items deleted	Justification
PE	EFA 1	PES4	Item did not load in any factor
		PEA1	ITC < 0.5 & CA = 0.644 < 0.7
		PEA2	ITC < 0.5 & CA = 0.644 < 0.7
		PEA4	ITC < 0.5 & CA = 0.644 < 0.7
		PEA5	Item did not load in any factor
		PES5	Only 1 item loaded in a factor
		PEIF1	Item did not load in any factor
		PEIF4	Item did not load in any factor
		PEIF5	Item did not load in any factor
SS	EFA 1	SSSE3	Item did not load in any factor
		SSIST2	Item did not load in any factor
		SSIST4	Item did not load in any factor
		SSIST1	Only 1 item loaded in a factor
RE	EFA 1	RECOH1	Item did not load in any factor
		REE1	Item did not load in any factor
		RECOMP1	Item did not load in any factor
		RECOMP3	Item did not load in any factor
		RESS1	Item did not load in any factor
		RECOMF1	Item did not load in any factor
		RECOMF3	Item did not load in any factor
		RECOMF2	Only 1 item loaded in a factor
	CA 1	RECOMP4	CA = 0.678 < 0.7
		RECOMP5	CA = 0.678 < 0.7
PA	EFA 1	PAPD5	Item did not load in any factor
		PAPI1	Item did not load in any factor
		PAPI4	Item did not load in any factor
	EFA 2	PAPI5	Item did not load in any factor
		PAPI6	Item did not load in any factor
	CA 1	PAPI2	CA = 0.781 to 0.835

EFA = Exploratory Factor Analysis, CA = Cronbach's Alpha

Table 5.83: The summary of the EFA results

Construct	Factor	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
PE	Signs & Symbols	0.835	0.561	PESG1	0.614	0.816	0.481	0.694
				PESG2	0.72	0.775	0.667	0.816
				PESG3	0.676	0.803	0.567	0.753
				PESG4	0.66	0.81	0.541	0.736
SS	Informational Support	0.782	0.449	SSIFS1	0.593	0.815	0.455	0.652
				SSIFS2	0.604	0.81	0.476	0.705
				SSIFS3	0.506	0.759	0.385	0.634
				SSIFS4	0.703	0.774	0.624	0.801
				SSIFS5	0.489	0.803	0.371	0.559
	Social-Emotional Support	0.742	0.417	SSSE2	0.462	0.788	0.326	0.551
				SSSE5	0.535	0.805	0.379	0.605
				SSSE6	0.658	0.733	0.701	0.829
				SSSE7	0.493	0.715	0.343	0.606
RE	Fascination	0.863	0.557	REF1	0.645	0.891	0.515	0.675
				REF2	0.675	0.868	0.587	0.771
				REF3	0.718	0.876	0.645	0.828
				REF4	0.685	0.876	0.566	0.657
				REF5	0.687	0.876	0.56	0.676
	Escape	0.817	0.595	REE2	0.529	0.9	0.389	-0.517
				REE3	0.754	0.679	0.823	-0.916
				REE4	0.754	0.684	0.755	-0.874
	Coherence	0.813	0.589	RECOH2	0.544	0.88	0.393	-0.551
				RECOH3	0.76	0.734	0.813	-0.889
				RECOH4	0.718	0.728	0.699	-0.831
	Quietness	0.8	0.571	REQUE1	0.601	0.857	0.512	0.655
				REQUE3	0.691	0.804	0.687	0.838
				REQUE4	0.645	0.795	0.589	0.756
	Novelty	0.763	0.448	REN1	0.503	0.851	0.36	0.58
				REN2	0.556	0.839	0.442	0.646
				REN3	0.599	0.801	0.5	0.699
				REN4	0.597	0.785	0.534	0.739
	Safety	0.758	0.514	RESS2	0.579	0.756	0.512	0.681
				RESS4	0.617	0.702	0.627	0.805
				RESS5	0.58	0.86	0.545	0.578
PA	Place Dependence	0.835	0.719	PAPD2	0.719	0.677	0.663	0.824
				PAPD3	0.719	0.605	0.786	0.869
	Place Attractiveness	0.751	0.503	PAPD6	0.544	0.746	0.409	0.619
				PAPD7	0.671	0.69	0.785	0.864
				PAPD8	0.53	0.717	0.396	0.652

Based on Table 5.84, a total of 17 items were deleted during content validity stage and this was followed by the omission of 29 items during scale development phase (EFA – 1st sample). Only 39 items representing the four constructs were applied in the next stage of analysis.

Table 5.84: Items deleted summary

	Content Validity		Scale development	
Construct	Items	Items deleted CVR < 0.59	Items deleted EFA	Balance Items
Physical environment	20	7	9	4
Social support	16	3	4	9
Restorative experience	35	4	10	21
Place attachment	14	3	6	5
Total	85	17	29	39

CHAPTER 6

SCALE EVALUATION

6.1 INTRODUCTION

In this stage, the researcher used the 2nd sample (500) to examine the validity and reliability of the constructs measured (Hinkin, 1995). This is in line with researchers who recommended the usage of different samples for scale development and scale evaluation (Anderson & Gerbing, 1991; Hinkin, 1995).

This chapter discusses the scale evaluation stage (Phase 3) which is based on the EFA findings in the Phase 2 (Scale Development). From the previous chapter, the refined four constructs were tested in this phase. First, EFA was performed on the second set of data for the newly developed scales. This was to confirm the number of factors extracted in scale development stage (first set of data). The reliability and validity of the constructs were examined through EFA before proceeding to CFA. This was followed by assessing the constructs as first-order or second order factor (Ramani & Kumar, 2008) and later the mediation and moderation effect would be tested.

6.2 PHASE 3: STEP 1 – SCALE EVALUATION

6.2.1 Exploratory Factor Analysis (EFA 2nd Sample)

Before proceeding to SEM, EFA was performed on the second sample as “recreating the factor structure with no a priori “suggestion” of how the items should group themselves. This yielded even stronger confirmatory evidence at the initial stages of scale development” (DeVellis, personal communication, March 23, 2013). Similar to the scale development stage (Phase 2), the second EFA was performed utilizing Maximum Likelihood extraction with Oblimin rotation method.

6.2.2 Physical Environment

Only one factor (Signs and Symbols) is extracted with total variance of 66.24%. KMO for this construct is 0.798 (Table 6.1) and the MSA values range from 0.777 to 0.819 which indicate sampling adequacy. The items that loaded on this factor are in accordance with the factor solution of the first sample with a Cronbach’s Alpha of 0.829 (Table 6.2). The communality of PESG4 (0.486) was below 0.50, however it was retained as the reliability was high. The inter-item correlation (>0.30) and item-total correlation (>0.50) were above the threshold (Table 6.3).

Table 6.1: 2nd EFA PE pattern matrix

Factor Matrix ^a	
	Factor
	1
PESG1	.711
PESG2	.798
PESG3	.760
PESG4	.697
Eigenvalue	2.649
Variance (%)	66.24
Cronbach's Alpha	.829
Extraction Method: Maximum Likelihood.	
Rotation Method: Oblimin with Kaiser Normalization.	
Total variance: 66.24%	
KMO = .798	
<i>Bartlett test of Sphericity</i>	
Chi-square = 493.26	
Df = 6	
Sig = <.001	

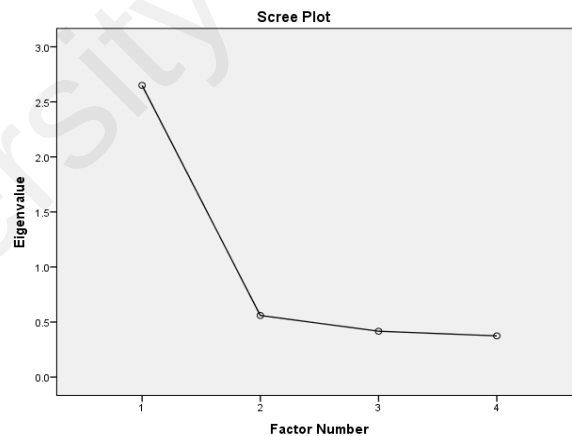


Figure 6.1: EFA 2 - PE Scree plot

Table 6.2: EFA 2 PE reliability statistics

Factor	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
	.829	.830	4

Table 6.3: EFA 2 Inter-item correlation matrix of signs and symbols

	PESG1	PESG2	PESG3	PESG4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PESG1	1.000				.627	.798
PESG2	.604	1.000			.699	.765
PESG3	.519	.592	1.000		.678	.775
PESG4	.466	.538	.577	1.000	.624	.800

6.2.3 Social Support

Table 6.4 summarizes the EFA for Social Support (SS) construct. It produced two factors which represent Social-Emotional Support (eigenvalue =3.284) and Informational Support (eigenvalue =2.009) with 0.795 and 0.771 Cronbach's Alphas respectively (Table 6.5). All factor loadings were above 0.5, both of which explaining 58.81% of the total variance. The communality of SSSE2 and SSSE7 was below 0.50 however these items were retained as the reliability of the dimension was 0.795.

Table 6.4: 2nd EFA SS pattern matrix

Pattern Matrix ^a		
	Factor	
	1	2
SSSE2	.621	.094
SSSE5	.742	-.016
SSSE6	.802	.059
SSSE7	.659	-.089
SSIFS1	-.022	.708
SSIFS2	-.069	.708
SSIFS3	-.018	.599
SSIFS4	.029	.741
SSIFS5	.116	.546
Eigenvalue	3.284	2.009
Variance (%)	36.48	22.33
Cronbach's Alpha	.795	.771
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 58.81% KMO = 0.770 <i>Bartlett test of Sphericity</i> Chi-square = 985.031 Df = 36 Sig = <.001		

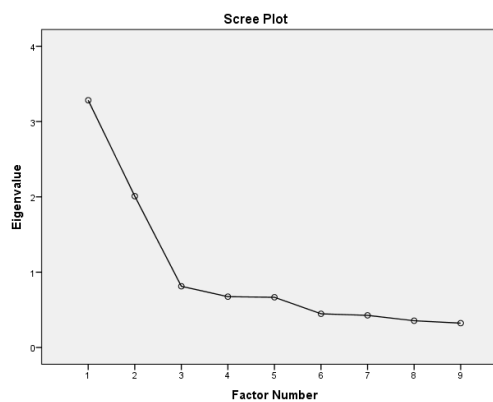


Figure 6.2: EFA 2 - SS Scree plot

Table 6.5: EFA 2 SS reliability statistic

Factor	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Social-Emotional Support	.795	.798	4
Informational Support	.771	.793	5

Furthermore, the inter-item correlation (>0.30) and item-total correlation (>0.50) were above the threshold (Table 6.6 and Table 6.7). The communalities of Informational Support items were below 0.50 except for SSIFS4. In addition, the inter-item correlation of SSIFS3 was below 0.30 and item-total correlation of SSIFS3 and SSIFS3 was below 0.50. These items were not removed from the analysis as the reliability of the factor was acceptable.

Table 6.6: EFA 2 Inter-item correlation matrix of social emotional support

	SSSE2	SSSE5	SSSE6	SSSE7	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SSSE2	1.000				.548	.774
SSSE5	.479	1.000			.651	.721
SSSE6	.559	.588	1.000		.697	.698
SSSE7	.339	.503	.517	1.000	.551	.777

Table 6.7: EFA 2 Inter-item correlation matrix of informational support

	SSIFS1	SSIFS2	SSIFS3	SSIFS4	SSIFS5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SSIFS1	1.000					.598	.720
SSIFS2	.561	1.000				.583	.719
SSIFS3	.404	.382	1.000			.486	.768
SSIFS4	.464	.487	.517	1.000		.684	.689
SSIFS5	.392	.371	.238	.520	1.000	.470	.758

6.2.4 Restorative Experience (RE)

An eigenvalue of more than one yield six factors which explain 67.90% of the total variance (Table 6.8). The factor solutions are labelled as Fascination (Factor 1), Escape (Factor 3), Coherence (Factor 3), Quiet (Factor 4), Novelty (Factor 5) and Safety (Factor 6). Some of the items recorded low communalities (< 0.50) such as REN1, REN2, RECOH2, REE2 and RESS2. These items were retained as the factor loading of all the items were above 0.50 and the reliability of the extracted factors was more than 0.70 (Table 6.9).

Table 6.8: 2nd EFA RE pattern matrix

Pattern Matrix ^a						
	Factor					
	1	2	3	4	5	6
REF1	.714	-.003	.017	-.057	.049	.106
REF2	.795	-.024	.073	.001	-.068	.067
REF3	.816	.022	-.004	.046	-.055	-.041
REF4	.647	-.058	-.096	.011	.075	-.059
REF5	.612	.001	-.125	.039	.115	-.049
REE2	.114	-.501	-.030	.058	.072	-.013
REE3	-.077	-.940	-.010	-.024	-.028	-.043
REE4	-.002	-.858	.026	-.011	-.012	.058
RECOH2	.128	.020	-.589	.022	.047	.001
RECOH3	-.040	.005	-.898	.032	.001	.006
RECOH4	-.043	-.047	-.835	-.034	-.070	.036
REQUE1	-.073	-.070	-.072	.680	-.027	.041
REQUE3	.028	.044	.046	.845	-.002	-.028
REQUE4	.033	-.005	.002	.687	.033	.044
REN1	.102	-.009	.059	.004	.570	-.049
REN2	-.064	-.010	-.025	.012	.674	-.006
REN3	-.038	-.010	.011	.054	.771	.044
REN4	.033	-.005	-.027	-.065	.695	.037
RESS2	.078	-.031	.015	.021	-.092	.651
RESS4	-.079	.015	-.048	-.050	.086	.742
RESS5	.069	.002	-.022	.190	.035	.596
Eigenvalue	5.146	2.522	2.023	1.767	1.593	1.208
Variance (%)	24.50	12.01	9.63	8.41	7.59	5.75
Cronbach's Alpha	.856	.809	.822	.788	.772	.733
Extraction Method: Maximum Likelihood. Rotation Method: Oblimin with Kaiser Normalization. Total variance: 67.90% KMO = 0.802 Bartlett test of Sphericity Chi-square = 2784.84 Df = 210 Sig = <.001						

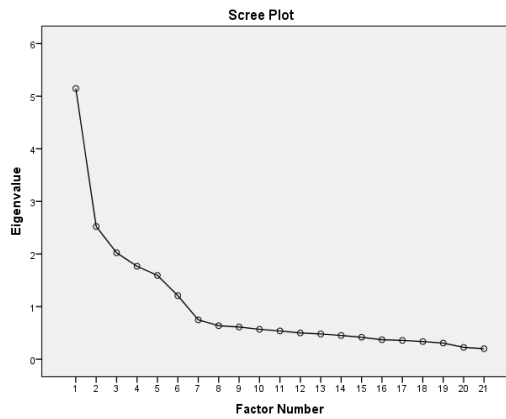


Figure 6.3: EFA 2 - RE Scree plot

Table 6.9: EFA 2 RE reliability statistics

Factor	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Fascination	.856	.856	5
Escape	.809	.807	3
Coherence	.822	.821	3
Quiet	.788	.788	3
Novelty	.772	.773	4
Safety	.733	.734	3

The reliability of the factors were at acceptable level and the inter-item correlation (>0.30) and item-total correlation (>0.50) of all the items were above the threshold (Refer Table 6.10 to Table 6.15).

Table 6.10: EFA 2 Inter-item correlation matrix of fascination

	REF1	REF2	REF3	REF4	REF5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REF1	1.000					.654	.831
REF2	.574	1.000				.677	.825
REF3	.586	.631	1.000			.710	.816
REF4	.494	.528	.527	1.000		.670	.827
REF5	.476	.462	.537	.626	1.000	.643	.834

Table 6.11: EFA 2 Inter-item correlation matrix of escape

	REE2	REE3	REE4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REE2	1.000			.518	.868
REE3	.494	1.000		.744	.646
REE4	.481	.771	1.000	.741	.651

Table 6.12: EFA 2 Inter-item correlation matrix of coherence

	RECOH2	RECOH3	RECOH4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RECOH2	1.000			.572	.853
RECOH3	.563	1.000		.763	.662
RECOH4	.507	.744	1.000	.721	.711

Table 6.13: EFA 2 Inter-item correlation matrix of quiet

	REQUE1	REQUE3	REQUE4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REQUE1	1.000			.609	.734
REQUE3	.582	1.000		.673	.664
REQUE4	.498	.582	1.000	.608	.735

Table 6.14: EFA 2 Inter-item correlation matrix of novelty

	REN1	REN2	REN3	REN4	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REN1	1.000				.511	.751
REN2	.408	1.000			.561	.725
REN3	.437	.514	1.000		.644	.678
REN4	.408	.432	.560	1.000	.587	.710

Table 6.15: EFA 2 Inter-item correlation matrix of safety

	RESS2	RESS4	RESS5	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RESS2	1.000			.542	.664
RESS4	.489	1.000		.581	.618
RESS5	.449	.499	1.000	.551	.651

6.2.5 Place Attachment (PA)

Table 6.16 illustrates that there were two factors with eigenvalue > 1.0 that make up the place attachment construct. The total variance accounted for by these two factors was 72.69%. The factors were identified as Place Attractiveness and Place Dependence, both of which explained 47.79% and 24.90% of the total variance.

Table 6.16: 2nd EFA PA pattern matrix

Pattern Matrix ^a		
	Factor	
	1	2
PAPD6	.592	.057
PAPD7	.874	.043
PAPD8	.619	-.064
PAPD2	-.006	.759
PAPD3	.014	.853
Eigenvalue	2.389	1.245
Variance (%)	47.79	24.90
Cronbach's Alpha	.734	.810
Extraction Method: Maximum Likelihood.		
Rotation Method: Oblimin with Kaiser Normalization.		
Total variance: 72.69%		
KMO = 0.658		
<i>Bartlett test of Sphericity</i>		
Chi-square = 463.073		
Df = 10		
Sig = <.001		

The communalities of PAPD6 (0.380) and PAPD8 (0.357) were below 0.50, however the factor loadings of these items were 0.592 and 0.619 respectively. The inter-item correlation (>0.30) of items were satisfactory and item-total correlation (>0.50) of all the items was

above the cut-off point except PAPD8 which recorded 0 .490. These items would not be omitted as the reliability of both factors was above 0.70 (Table 6.17 and Table 6.18).

Table 6.17: EFA 2 PA reliability statistics

Factor	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Place Attractiveness	.734	.733	3
Place Dependence	.810	.811	2

Table 6.18: EFA 2 Inter-item correlation matrix of place attractiveness

	PAPD6	PAPD7	PAPD8	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAPD6	1.000			.573	.629
PAPD7	.566	1.000		.613	.578
PAPD8	.408	.459	1.000	.490	.723

Table 6.19: EFA 2 Inter-item correlation matrix of place dependence

	PAPD2	PAPD3	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAPD2	1.000		.682	
PAPD3	.682	1.000	.682	

SUMMARY

In summary, the EFA was performed on the 2nd sample to explore whether the factor solution from the first sample was similar to the ones derived in the second set of sample before proceeding to CFA. The findings showed that the new scales developed for the four constructs are reliable and valid. Some items were removed in the scale purification process and few items were retained despite demonstrating low communalities (< 0.50), factor loading (< 0.50), inter-item correlation (< 0.30) and item-total correlation (< 0.50). Cronbach's Alpha of the extracted factors exceeded 0.70 as recommended by (Hair et al., 2006, 2010), thus these items were included in the subsequent analysis (CFA). The summary of the EFA of the 2nd sample is presented in Table 6.20.

Table 6.20: Summary of EFA 2

Construct	Factor	CA	AV ITC	ITEMS	ITC	MSA	COM	FL
PE	Signs & Symbols	0.829	.549	PESG1	.627	0.808	.505	.711
				PESG2	.699	0.777	.637	.798
				PESG3	.678	0.796	.578	.760
				PESG4	.624	0.819	.486	.697
SS	Social -Emotional Support	.795	.497	SSSE2	.548	0.811	.427	.621
				SSSE5	.651	0.793	.545	.742
				SSSE6	.697	0.755	.673	.802
				SSSE7	.551	0.727	.410	.659
	Informational Support	.771	.434	SSIFS1	.598	0.764	.494	.708
				SSIFS2	.583	0.782	.479	.708
				SSIFS3	.486	0.745	.353	.599
				SSIFS4	.684	0.765	.561	.741
				SSIFS5	.470	0.793	.346	.546
RE	Fascination	0.856	.544	REF1	.654	0.886	0.544	.714
				REF2	.677	0.853	0.603	.795
				REF3	.710	0.869	0.643	.816
				REF4	.670	0.865	0.518	.647
				REF5	.643	0.873	0.501	.612
	Escape	0.809	.582	REE2	.518	0.851	0.366	-.501
				REE3	.744	0.805	0.438	-.940
				REE4	.741	0.76	0.595	-.858
	Coherence	0.822	.605	RECOH2	.572	0.79	0.505	-.589
				RECOH3	.763	0.876	0.419	-.898
				RECOH4	.721	0.726	0.804	-.835
	Quiet	0.788	.554	REQUE1	.609	0.719	0.695	.680
				REQUE3	.673	0.899	0.35	.845
				REQUE4	.608	0.664	0.835	.687
	Novelty	0.772	.460	REN1	.511	0.699	0.728	.570
				REN2	.561	0.796	0.456	.674
				REN3	.644	0.708	0.537	.771
				REN4	.587	0.833	0.53	.695
	Safety	0.733	.479	RESS2	.542	0.819	0.521	.651
				RESS4	.581	0.786	0.675	.742
				RESS5	.551	0.769	0.522	.596
PA	Place Dependence	0.734	.478	PAPD2	.682	0.692	.572	.759
				PAPD3	.682	0.61	.736	.853
	Place Attractiveness	0.81	.682	PAPD6	.573	0.739	.380	.592
				PAPD7	.613	0.675	.794	.874
				PAPD8	.490	0.706	.357	.619

CA = Cronbach Alpha, AV ITC = Average Inter-Item Correlations, ITC = Corrected Item-Total Correlation, MSA = Measures of Sampling Adequacy, COM = Communalities, FL = Factor Loading

6.3 MEASUREMENT MODEL BY CONSTRUCT

Based on the EFA findings, a Confirmatory factor analysis (CFA) was performed to validate the proposed model in the measurement model as “no valid conclusions exist without valid measurement” (Hair et al., 2006, p. 770). After the omission of irrelevant items, the hypotheses were tested in the structural model.

In the measurement model, CFA could be performed on a single construct at a time or using all the constructs simultaneously (Cheng, 2001). In this study, the CF was run individually for both existing scale (personality and customer voluntary performance) and new scale (physical environment, social support, restorative experience, place attachment) to confirm the first order measurement model. Next, the respecified models of each construct was run together and followed by the second order model before proceeding to the structural model.

6.3.1 Refinement of Existing / Adapted Scales

The items from summary of EFA of personality and customer voluntary performance constructs were forwarded to the next stage of analysis.

6.3.1.1 Personality

Modification Indices (MI) Analysis

CFA results indicated that the five-factor structure fits the data well after three iterations. In the first iteration, GFI, NFI, TLI, CFI, RMSEA scores were less than threshold point. Two

items were deleted (PCON1 and POPP4) as the standardized residual covariance (SRC) > 2.5. In addition, the modification indices (MI) of e3 and e5 was 17.246 (PEXT2 and PNEU4), thus they were correlated. After the modification, the model fit of the second iteration was better than the first - CMIN/DF < 3, AGFI = 0.93, CFI, 0.972, RMSEA = 0.042. However, the following indices were less than the cut-off point; GFI = 0.949, NFI = 0.942, TLI = 0.965. MI of both e8 and e10 (PNEU1 and POPP3) was 18.074, thus the error terms were covariated to further improve the model.

Table 6.21: GOF measures of personality

	Iteration 1	Iteration 2	Iteration 3
Model fit	Value(s)	Value(s) DEL PCON1, POPP4, COV e3 & e5	Value(s) COV e8 & e10
P-value >0.05	0.000*	0.000*	0.000*
CMIN/ df <3.0	2.451	1.885	1.749
GFI>0.95	0.927	0.949	0.954
AGFI>0.80	0.904	0.93	0.936
NFI >0.95	0.915	0.942	0.946
TLI >0.95	0.938	0.965	0.97
CFI >0.90	0.947	0.972	0.976
PRATIO	0.842	0.81	0.804
P Close > 0.05	0.165	0.942	0.987
RMSEA <0.05	0.054	0.042	0.039
HOELTER 0.05	243	323	348
HOELTER 0.01	261	350	377

* Significant at 0.01 level

The third iteration demonstrates acceptable model fit - CMIN/DF < 3, significant p at 0.05 level, GFI = 0.954, AGFI = 0.936, NFI = 0.946, TLI = 0.97, CFI = 0.976, RMSEA =0.039. Hoelter's critical N' for 0.5 and 0.1 level was greater than 200 for all three iterations (Table

6.21). All the standardized regression weights were above 0.6 which reflect convergent validity.

Unidimensionality was further confirmed when all items showed positive directions and statistically significant at 0.001 alpha (Byrne, 2001; Segar, 1997). This, in other words, implies that all items were significantly associated with their respective latent variables as hypothesized in this study (Table 6.22).

Table 6.22: Personality regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
PEXT4	<---	Ext	1				0.761	0.579
PEXT3	<---	Ext	1.015	0.056	18.092	***	0.834	0.696
PEXT2	<---	Ext	0.797	0.051	15.603	***	0.711	0.505
PEXT1	<---	Ext	1.161	0.066	17.483	***	0.802	0.643
PNEU4	<---	Neu	1				0.852	0.725
PNEU3	<---	Neu	1.025	0.044	23.444	***	0.903	0.815
PNEU2	<---	Neu	0.761	0.049	15.377	***	0.638	0.408
PNEU1	<---	Neu	0.755	0.044	17.248	***	0.689	0.475
POPP3	<---	Open	0.926	0.047	19.602	***	0.816	0.667
POPP2	<---	Open	1				0.885	0.782
POPP1	<---	Open	0.816	0.047	17.315	***	0.724	0.524
PAGR4	<---	Agr	1				0.689	0.474
PAGR3	<---	Agr	1.11	0.081	13.719	***	0.759	0.576
PAGR2	<---	Agr	1.108	0.09	12.313	***	0.655	0.429
PAGR1	<---	Agr	1.105	0.085	12.951	***	0.698	0.487
PCON4	<---	Cons	1				0.681	0.464
PCON3	<---	Cons	0.865	0.069	12.494	***	0.709	0.503
PCON2	<---	Cons	0.963	0.075	12.84	***	0.747	0.558

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Personality Reliability, Discriminant and Convergent Validity

Table 6.23 demonstrates that composite reliability (CR) of the five Personality dimensions were above threshold (>0.60) ranged from 0.756 to 0.860 (Lawson-Body & Limayem, 2004; Nunnally, 1978). All the AVE values are above 0.50 with the exception of Agreeableness dimension however it is retained for further analysis as the factor loading of the items were above the 0.5 (Hair et al., 2006).

Table 6.23: Personality CR and AVE

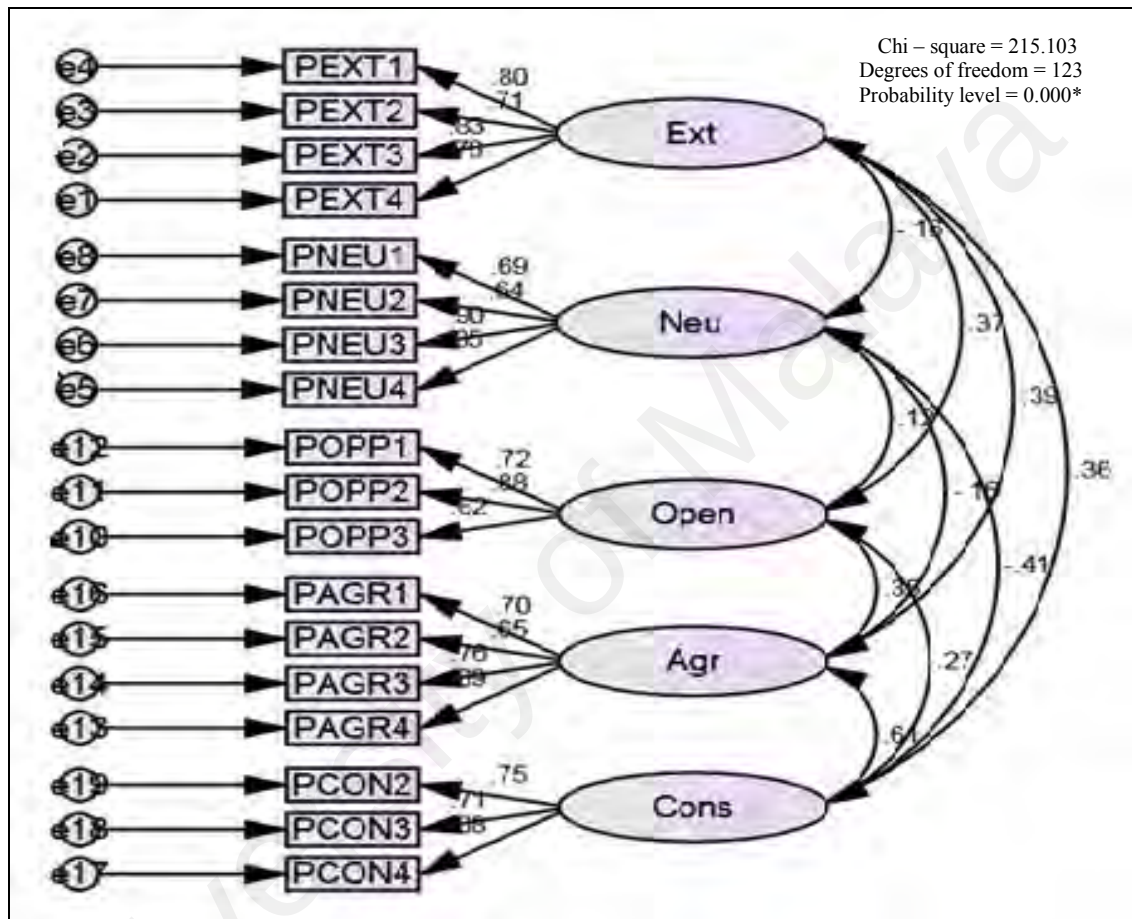
	CR	AVE	MSV	ASV
Agr	0.794	0.492	0.375	0.168
Ext	0.860	0.606	0.151	0.111
Neu	0.858	0.606	0.171	0.059
Open	0.851	0.658	0.140	0.088
Cons	0.756	0.508	0.375	0.187

Table 6.24: Personality discriminant and convergent validity

	Agr	Ext	Neu	Open	Cons
Agr	0.701				
Ext	0.389	0.778			
Neu	-0.157	-0.164	0.778		
Open	0.351	0.374	0.120	0.811	
Cons	0.612	0.356	-0.414	0.272	0.713

The square root of average variance extracted (AVE) on the diagonal were higher than the correlations between the dimensions (Fornell & Larcker, 1981) thus discriminant validity is achieved (Table 6.24). The maximum shared variance (MSV) and average shared variance

(ASV) were lesser than average variance extracted (AVE) provide confirmation of discriminant validity.



* Significant at 0.05 level

Figure 6.4: Personality 1st order measurement model after 3rd iteration

6.3.1.2 Customer Voluntary Performance (CVP)

Modification Indices (MI) Analysis

The model fit of the first iteration was $\text{CMIN/DF} = 5.374 > 3$, significant p at 0.05 level, $\text{GFI} = 0.908$, $\text{AGFI} = 0.859$, $\text{NFI} = 0.871$, $\text{TLI} = 0.86$, $\text{CFI} = 0.892$, $\text{RMSEA} = 0.094$. Hoelter's critical N' for 0.5 and 0.1 level was lesser than 200. CVPL2 and CVPC5 were omitted as the former's standardized regression weight was $0.395 < 0.5$ and the latter's standardized residual covariance (SRC) > 2.5 . The model fit of the second iteration improved after respecification - $\text{CMIN/DF} = 3.532 > 3$, significant p at 0.05 level, $\text{GFI} = 0.957$, $\text{AGFI} = 0.925$, $\text{NFI} = 0.929$, $\text{TLI} = 0.926$, $\text{CFI} = 0.948$, $\text{RMSEA} = 0.071 > 0.05$. Hoelter's critical N' for 0.5 and 0.1 level was above 200 indicating that the sample was adequate. CVPC4 was removed as the standardized residual covariance (SRC) > 2.5 .

The third iteration demonstrated a better GOF - $\text{CMIN/DF} = 3.37 > 3$, significant p at 0.05 level, $\text{GFI} = 0.966$, $\text{AGFI} = 0.935$, $\text{NFI} = 0.935$, $\text{TLI} = 0.930$, $\text{CFI} = 0.953$, $\text{RMSEA} = 0.069 > 0.05$. A large modification index (MI) of 17.96 suggested that the model should be respecified to allow the error terms e_9 (CVPP4) and e_{12} (CVPP1) to correlate. The fourth iteration demonstrated excellent model fit - $\text{CMIN/DF} = 2.368 < 3$, significant p at 0.05 level, $\text{GFI} = 0.976$, $\text{AGFI} = 0.953$, $\text{NFI} = 0.956$, $\text{TLI} = 0.959$, $\text{CFI} = 0.974$, $\text{RMSEA} = 0.052 > 0.05$. Hoelter's critical N' for 0.5 and 0.1 level was 323 and 382 respectively (See Table 6.25).

Table 6.25: GOF measures of CVP

	Iteration 1	Iteration 2	Iteration 3	Iteration 4
Model fit	Value(s)	Value(s) DEL CVPL2; CVPC5	Value(s) DEL CVPC4	Value(s) COV e9 & e12
P-value >0.05	0.000*	0.000*	0.000*	0.000*
CMIN/ df <3.0	5.374	3.532	3.37	2.368
GFI>0.95	0.908	0.957	0.966	0.976
AGFI >0.80	0.859	0.925	0.935	0.953
NFI >0.95	0.871	0.929	0.935	0.956
TLI >0.95	0.86	0.926	0.93	0.959
CFI >0.90	0.892	0.948	0.953	0.974
PRATIO	0.773	0.711	0.667	0.639
P Close > 0.05	0	0.007	0.028	0.387
RMSEA <0.05	0.094	0.071	0.069	0.052
HOELTER 0.05	126	204	225	323
HOELTER 0.01	141	237	266	382

* Significant at 0.01 level

Table 6.26 indicates that the regression weight of all the items showed positive directions and are statistically significant at 0.001 alpha. In addition with excellent GOF, this indicates the unidimensionality of the construct. The Loyalty dimension consist of only two items (CVPL1 and CVPL3), however it is retained as both items are significant (Hair et al., 2010).

Table 6.26: CVP regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
CVPC3	<---	Corporation	1				0.719	.516
CVPC2	<---	Corporation	1.101	0.077	14.326	***	0.842	.710
CVPC1	<---	Corporation	0.857	0.063	13.572	***	0.701	.491
CVPL3	<---	Loyalty	1				0.569	.324
CVPL1	<---	Loyalty	0.845	0.182	4.635	***	0.536	.287
CVPP4	<---	Participation	0.719	0.066	10.915	***	0.681	.463
CVPP3	<---	Participation	1.009	0.081	12.409	***	0.706	.498
CVPP2	<---	Participation	0.813	0.064	12.692	***	0.737	.544
CVPP1	<---	Participation	1				0.695	.484

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Customer Voluntary Performance (CVP) Reliability, Discriminant and Convergent Validity

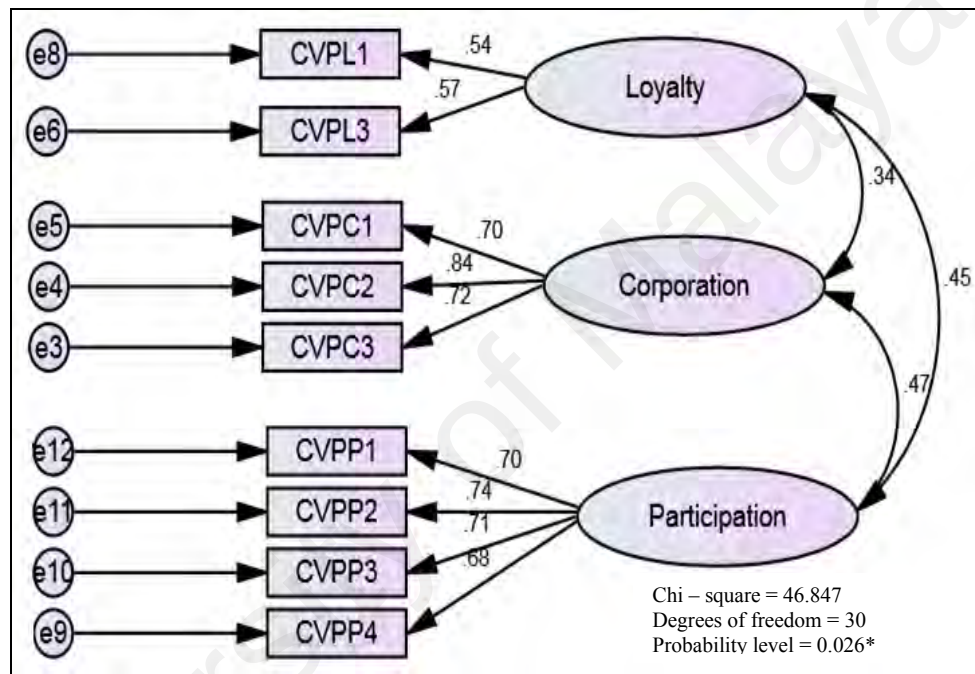
The composite reliability of the Loyalty dimension was lower than 0.6 and the AVE of both Participation and Loyalty dimension were below 0.50 however they were retained as the items met the factor loading threshold (Hair et al., 2006). The discriminant validity was achieved as the square root of average variance extracted (AVE) on the diagonal were higher than the correlations and all the variance (MSV) and average shared variance (ASV) values were lesser than average variance extracted (AVE) (Refer Table 6.27 and 6.28).

Table 6.27: CVP CR and AVE

	CR	AVE	MSV	ASV
Loyalty	0.468	0.306	0.204	0.161
Corporation	0.800	0.572	0.217	0.168
Participation	0.798	0.497	0.217	0.211

Table 6.28: CVP discriminant and convergent validity

	Loyalty	Corporation	Participation
Loyalty	0.553		
Corporation	0.344	0.757	
Participation	0.452	0.466	0.705



* Significant at 0.05 level

Figure 6.5: CVP 1st order measurement model after 4th iteration

6.3.2 Refinement of First Order Measurement Models: New Scales

6.3.2.1 Physical Environment (PE)

Modification Indices (MI) Analysis

Physical Environment consists of four items and it went through two iterations before a model fit was achieved with significant p value. The factor loading of the items was above 0.70 in the first iteration and with MI value of 36.16 (refer Table 6.29), thus e1 (PESG4) and e2 (PESG3) were covariate. The model fit appeared good in the second iterations; the fit statistics showed that CMIN/DF<3; non-significant p = 0.649, GFI = 1, AGFI = 0.998, RMSEA = 0 (< 0.05).

Table 6.29: GOF measures of PE

PE	Iteration 1	Iteration 2
Model fit	Value(s)	COV e1&e2
P-value >0.05	0.000*	0.649
CMIN/ df <3.0	25.612	0.207
GFI>0.95	0.948	1
AGFI >0.80	0.739	0.998
NFI >0.95	0.953	1
TLI >0.95	0.865	1.004
CFI >0.90	0.955	1
PRATIO	0.333	0.167
P Close > 0.05	0	0.804
RMSEA <0.05	0.222	0
HOELTER 0.05	59	9263
HOELTER 0.01	90	15999

* Significant at 0.01 level

Other goodness-of-fit statistics results were; NFI = 1, TLI = 1.004, CFI =1, PCLOSE = 0.804. All the factor loadings in the second iteration were above 0.70 except for PESG4 (0.66) (See Table 6.30). In addition, Hoelter's critical N^{*} for 0.5 and 0.1 level was greater than 200, indicating sampling adequacy. The convergent validity was achieved as all the factor loadings were above 0.60.

Unidimensionality was further confirmed when all items show positive directions and statistically significant at 0.001 alpha (Byrne, 2001). This implies that all items were significantly associated with their respective latent variables as hypothesized in this study.

Table 6.30: PE regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
PESG4	<---	PE	1				0.657	0.431
PESG3	<---	PE	1.044	0.056	18.525	***	0.762	0.581
PESG2	<---	PE	1.293	0.082	15.694	***	0.937	0.878
PESG1	<---	PE	1.02	0.068	15.014	***	0.781	0.610

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Physical Environment Reliability, Discriminant and Convergent Validity

The composite reliability of the construct is 0.78 (>0.60) however the AVE is lower than 0.5. The standardized regression weight of the items was above the 0.5 (Hair et al., 2006), thus the construct was not omitted. The evidence of discriminant validity was established as the maximum shared variance (MSV) and average shared variance (ASV) were lesser than average variance extracted (AVE) (Refer Table 6.31).

Table 6.31: Physical environment discriminant and convergent validity

	CR	AVE	MSV	ASV
Physical Environment	0.78	0.48	0.14	0.14

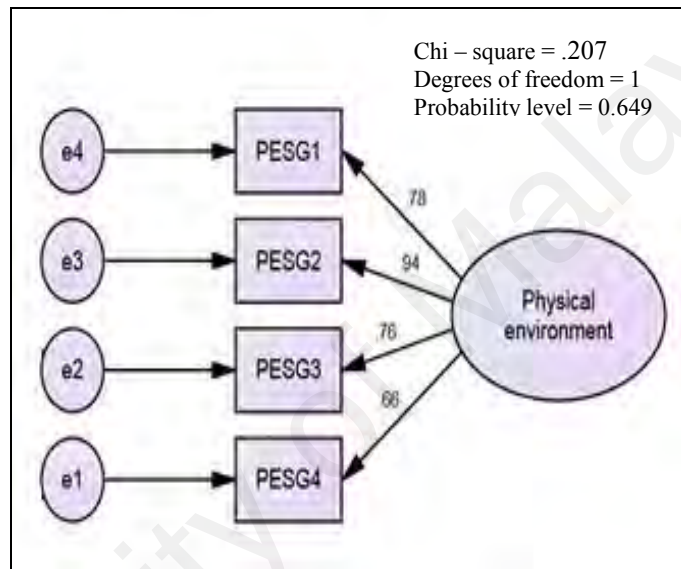


Figure 6.6: PE 1st order measurement model after 2nd iteration

6.3.2.2 Social Support (SS)

Modification Indices (MI) Analysis

Social Support consists of two factors namely Informational Support and Social-emotional Support with 5 (SSIFS1, SSIFS2, SSIFS3, SSIFS4, SSIFS5) and 4 items (SSSE2, SSSE5, SSSE6, SSSE7) respectively. The first iteration resulted significant p, standardized residual covariance (SRC) of two items (SSSE7 and SSIFS5) were more than 2.50 with highest MI

value of 42.71 (e4 and e5). The two items were omitted as e4 and e5 were covariate before proceeding to the second iteration. The absolute indices confirmed that the observed data perfectly fit the theory; the p was non-significant with CMIN/DF<3; GFI = 0.989, AGFI = 0.975, RMSEA = 0 (< 0.035). All incremental fit (TLI, CFI) indices reported values of above 0.9 (Table 6.32).

Table 6.32: GOF measures of SS

	Iteration 1	Iteration 2
Model fit	Value(s)	Value(s) DEL SSSE7, SSIFS5, COV e4&e5
P-value >0.05	0.000*	0.082
CMIN/ df <3.0	6.978	1.606
GFI>0.95	0.926	0.989
AGFI >0.80	0.872	0.975
NFI >0.95	0.899	0.984
TLI >0.95	0.877	0.989
CFI >0.90	0.911	0.994
PRATIO	0.722	0.571
P Close > 0.05	0	0.793
RMSEA <0.05	0.109	0.035
HOELTER 0.05	107	545
HOELTER 0.01	126	679

* Significant at 0.01 level

The standardized regression weights of the items ranged from 0.59 to 0.86, demonstrating convergent validity. Hoelter's critical N' for 0.5 and 0.1 level was greater than 200 which

reflects adequacy in sample. In addition, all the items were positive with significant path directions, confirming the unidimensionality of this model (Table 6.33).

Table 6.33: SS regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
SSIFS4	<---	Info support	1.312	0.108	12.18	***	0.809	0.683
SSIFS3	<---	Info support	1.605	0.136	11.79	***	0.666	0.759
SSIFS2	<---	Info support	1				0.68	0.856
SSIFS1	<---	Info support	0.873	0.064	13.704	***	0.590	0.590
SSSE6	<---	SE support	1.095	0.073	15.07	***	0.856	0.680
SSSE5	<---	SE support	1				0.759	0.666
SSSE2	<---	SE support	0.72	0.051	14.037	***	0.683	0.809

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Social Support Reliability and Validity

The reliability of both dimensions were greater than 0.60 as recommended by Lawson-Body and Limayem (2004) and (Nunnally, 1978 author-year). The factor loading of the items representing the Informational Support dimension ranged from 0.590 to 0.809 and the reliability met the threshold thus it was retained for further analysis. The maximum shared variance (MSV) and average shared variance (ASV) were lesser than average variance extracted (AVE) support discriminant validity (Table 6.34).

Table 6.34: SS discriminant and convergent validity

	CR	AVE	MSV	ASV
Info Support	0.78	0.48	0.14	0.14
SE Support	0.81	0.59	0.14	0.14

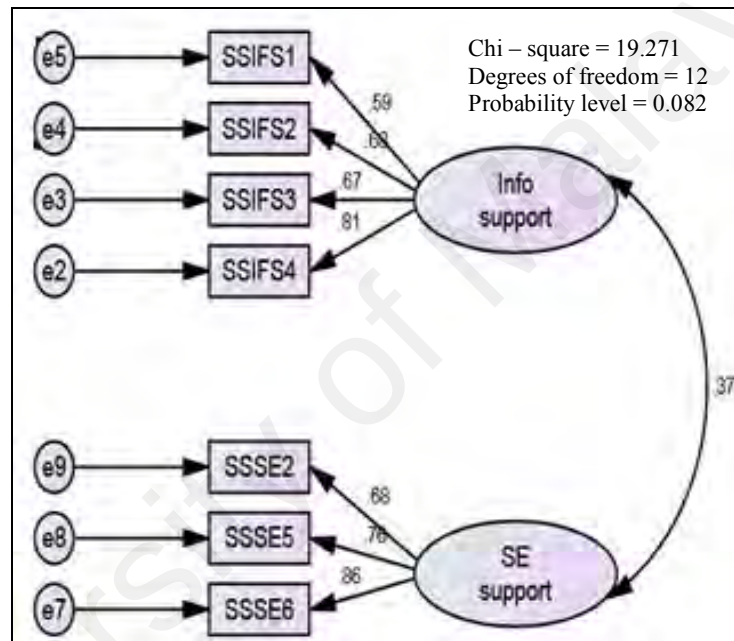


Figure 6.7: SS 1st order measurement model after 2nd iteration

6.3.2.3 Restorative Experience

Modification Indices (MI) Analysis

The fit indices for the initial model (Iteration 1) were below acceptable thresholds (the p was significant at 0.05 with CMIN/DF = 2.508 <3; GFI = 0.92, AGFI = 0.894, RMSEA = 0.055). REF4 was omitted as the standardized residual covariance (SRC) was above 2.5 and the e10 and e18 were correlated as the modification indices (MI) was 19.94. The second iteration demonstrated a better model fit (CMIN/DF = 2.412, non-significant p, GFI = 0.931, AGFI = 0.906, NFI = 0.905, TLI = 0.928, CFI = 0.941, RMSEA = 0.053).

Table 6.35: GOF measures of RE

	Iteration 1	Iteration 2	Iteration 3
Model fit	Value(s)	Value(s) DEL REF4, COV e10 & e18	Value(s) COV e13 & e17
P-value > 0.05	0.000*	0.000*	0.000*
CMIN/ df < 3.0	2.508	2.412	2.342
GFI > 0.95	0.92	0.931	0.933
AGFI > 0.80	0.894	0.906	0.908
NFI > 0.95	0.895	0.905	0.908
TLI > 0.95	0.92	0.928	0.931
CFI > 0.90	0.933	0.941	0.945
PRATIO	0.829	0.811	0.805
P Close > 0.05	0.1	0.216	0.321
RMSEA < 0.05	0.055	0.053	0.052
HOELTER 0.05	236	248	255
HOELTER 0.01	252	266	274

* Significant at 0.01 level

A modification index (MI) of 12.64 suggested that the model should be respecified to allow the error terms REE4 and RECOH3 (e13 and e17) to correlate. The model fit improved after respecification - CMIN/DF = 2.342, significant p at 0.05 level, GFI = 0.933, AGFI = 0.908, NFI = 0.908, TLI = 0.931, CFI = 0.945, RMSEA = 0.052. Hoelter's critical N' for 0.5 and 0.1 level was above 200 indicating the sample was adequate (Table 6.35).

Table 6.36: RE regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
REF5	<---	Fascination	1				0.711	0.505
REF3	<---	Fascination	1.058	0.08	13.188	***	0.747	0.558
REF2	<---	Fascination	0.854	0.073	11.703	***	0.627	0.393
REF1	<---	Fascination	0.89	0.074	12.039	***	0.649	0.421
REN4	<---	Novelty	1				0.539	0.291
REN3	<---	Novelty	1.16	0.137	8.486	***	0.642	0.412
REN2	<---	Novelty	0.992	0.126	7.847	***	0.538	0.289
REN1	<---	Novelty	1.225	0.145	8.434	***	0.629	0.396
REQUE4	<---	Quiet	0.544	0.038	14.409	***	0.646	0.417
REQUE3	<---	Quiet	1.201	0.07	17.253	***	0.855	0.732
REQUE1	<---	Quiet	1				0.823	0.677
REE4	<---	Escape	1.669	0.098	17.023	***	0.908	0.825
REE3	<---	Escape	1.79	0.105	17.075	***	0.910	0.829
REE2	<---	Escape	1				0.667	0.445
RECOH4	<---	Coherence	1.798	0.109	16.476	***	0.907	0.822
RECOH3	<---	Coherence	1.696	0.103	16.434	***	0.907	0.823
RECOH2	<---	Coherence	1				0.645	0.416
RESS5	<---	Safety	1.394	0.168	8.299	***	0.632	0.4
RESS4	<---	Safety	1.36	0.162	8.373	***	0.693	0.48
RESS2	<---	Safety	1				0.530	0.281

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Table 6.36 demonstrates that all the items are positive with significant path directions, confirming the unidimensionality of this model. In addition, all items load significantly ($p < .001$) and substantively on to their respective constructs with standardized regression weight > 0.50 ; thus providing evidence of convergent validity.

Restorative Experience Reliability and Validity

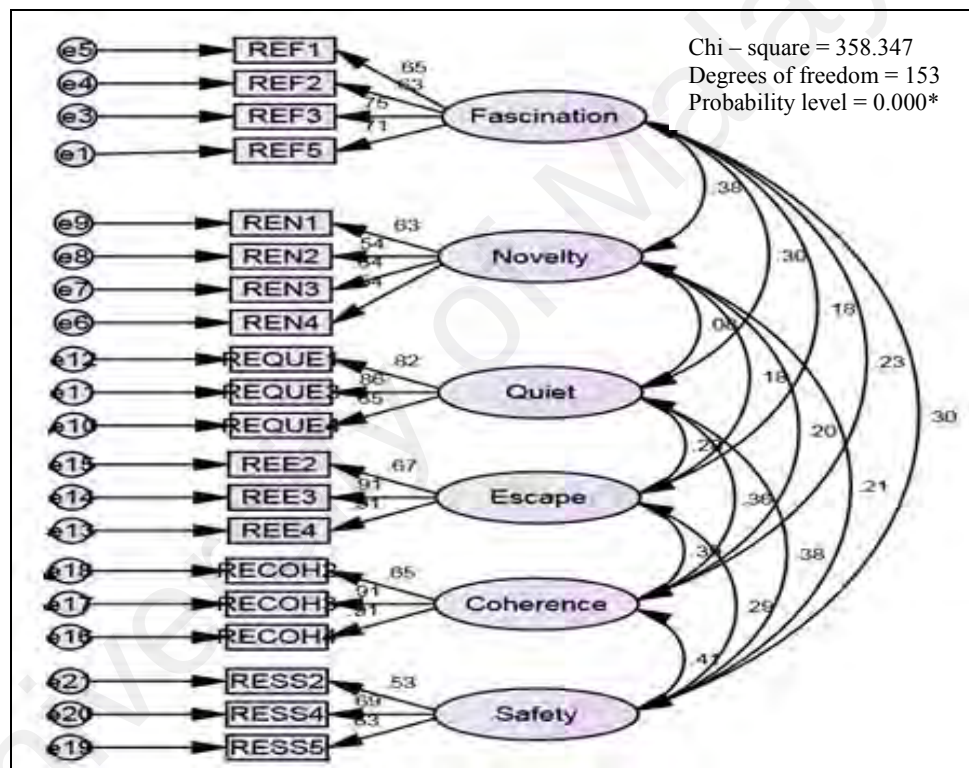
The composite reliability of the dimensions were above 0.60 however the AVE value of Fascination, Novelty and Safety dimensions was below 0.5 (Table 6.37). Nevertheless, the standardized coefficient values of the items representing these dimensions were more than 0.50. The square root of average variance extracted (AVE) on the diagonal were higher than the correlations between the dimensions (Table 6.38) and both maximum shared variance (MSV) and average shared variance (ASV) were lesser than average variance extracted (AVE) (Fornell & Larcker, 1981). The findings demonstrate discriminant validity was achieved.

Table 6.37: RE CR and AVE

	CR	AVE	MSV	ASV
Coherence	0.866	0.687	0.165	0.107
Fascination	0.779	0.469	0.145	0.083
Novelty	0.679	0.347	0.145	0.053
Quiet	0.821	0.609	0.142	0.089
Escape	0.872	0.699	0.153	0.076
Safety	0.652	0.387	0.165	0.105

Table 6.38: RE discriminant and convergent validity

	Coh	Fas	Novelty	Quiet	Escape	Safety
Coh	0.829					
Fas	0.227	0.685				
Novelty	0.198	0.381	0.589			
Quiet	0.359	0.305	0.077	0.780		
Escape	0.391	0.185	0.179	0.277	0.836	
Safety	0.406	0.301	0.205	0.377	0.293	0.622



* Significant at 0.05 level

Figure 6.8: 1st order measurement model for RE

6.3.2.4 Place Attachment

Modification Indices (MI) Analysis

The model fit of the first iteration was acceptable ($\text{CMIN/DF} = 2.468 < 3$, significant p at $0.05 = 0.043$, $\text{GFI} = 0.992$, $\text{AGFI} = 0.971$, $\text{NFI} = 0.99$, $\text{TLI} = 0.985$, $\text{CFI} = 0.994$, $\text{RMSEA} = 0.054$), thus it did not need respecification. Hoelter's critical N' for 0.5 and 0.1 level was 480 and 672 which reflect adequate sample size (Table 6.31). All the items were positive with significant path directions demonstrating unidimensionality of this model. All the standardized regression weights ranged from 0.59 to 0.92 reflecting convergent validity (Table 6.39).

Table 6.39: GOF measures of PA

	Iteration 1
Model fit	Value(s)
P-value > 0.05	0.043*
CMIN/ df < 3.0	2.468
GFI > 0.95	0.992
AGFI > 0.80	0.971
NFI > 0.95	0.99
TLI > 0.95	0.985
CFI > 0.90	0.994
PRATIO	0.4
P Close > 0.05	0.37
RMSEA < 0.05	0.054
HOELTER 0.05	480
HOELTER 0.01	672

* Significant at 0.05 level

Table 6.40: PA regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
PAPD8	<---	PAtt	1				0.688	0.473
PAPD7	<---	PAtt	1.139	0.096	11.857	***	0.835	0.698
PAPD6	<---	PAtt	0.907	0.082	11.015	***	0.594	0.353
PAPD3	<---	PDep	1				0.921	0.849
PAPD2	<---	PDep	0.919	0.072	12.818	***	0.888	0.789

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Place Attachment Reliability and Validity

The composite reliability and AVE was above the threshold and the discriminant validity was achieved as the average variance extracted (AVE) was higher than maximum shared variance (MSV) and average shared variance (ASV) (Table 6.41).

Table 6.41: PA discriminant and convergent validity

	CR	AVE	MSV	ASV
PDep	0.90	0.82	0.19	0.19
PAtt	0.75	0.51	0.19	0.19

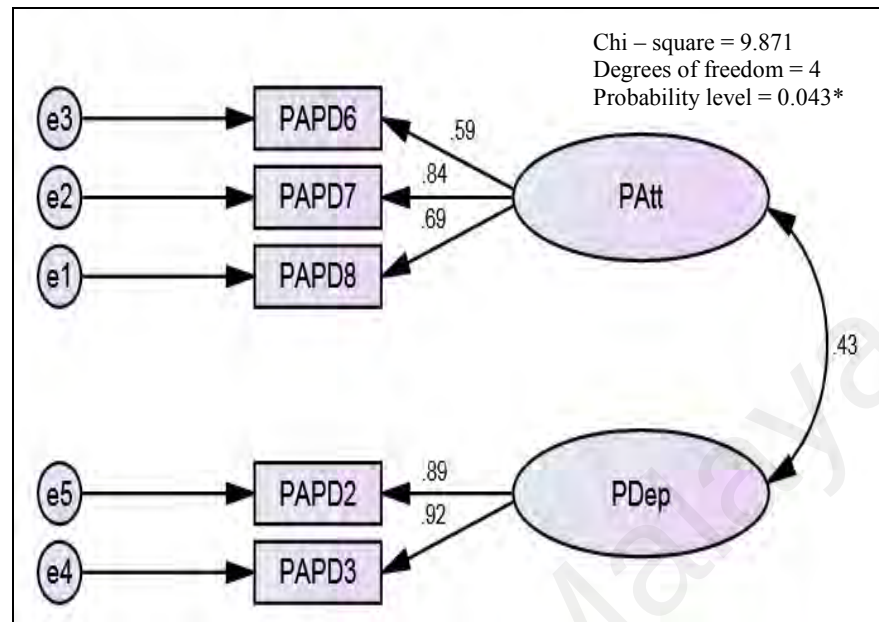


Figure 6.9: PA 1st order measurement model after 1st iteration

SUMMARY

The CFA was performed by construct for both adapted and newly developed scale. All the constructs achieved unidimensionality. The model fit of the measurement model which includes that all the six constructs would be tested in the next section.

6.4 MEASUREMENT MODELS

6.4.1 Assessment of Unidimensionality of the Measurement Model

The model of each construct was refined in the first order confirmatory factor analysis stage. Figure 6.10 shows the first order measurement model for all ‘unobserved constructs’ (both independent and dependent variables). The GOF indices ($\text{CMIN/DF} = 1.957 < 3$, significant p at 0.05 level, $\text{GFI} = 0.827$, $\text{AGFI} = 0.797$, $\text{NFI} = 0.793$, $\text{TLI} = 0.868$, $\text{CFI} = 0.885$, $\text{RMSEA} = 0.044 < 0.05$) reflect that the model fit was acceptable. RECOH2; REE2; REQUE4; REF2; PAGR1; PNEU1; CVPP3 were omitted as the standardized residual covariance ($\text{SRC} > 2.5$). The model fit improved after respecification – $\text{CMIN/DF} = 1.707 < 3$, significant p at 0.05 level, $\text{GFI} = 0.865$, $\text{AGFI} = 0.835$, $\text{NFI} = 0.833$, $\text{TLI} = 0.908$, $\text{CFI} = 0.922$, $\text{RMSEA} = 0.038 < 0.05$. AGFI, CFI, RMSEA indices were more than threshold and Hoelter's critical N' for 0.5 and 0.1 level was above 200 implying that the sample was adequate (Refer Table 6.42).

Table 6.42: GOF measures 1st order measurement model

	Iteration 1	Iteration 2
Model fit	GOF	GOF DEL RECOH2; REE2; REQUE4; REF2; PAGR1; PNEU1; CVPP3
P-value >0.05	0.000*	0.000*
CMIN/ df <3.0	1.957	1.707
GFI>0.95	0.827	0.865
AGFI >0.80	0.797	0.835
NFI >0.95	0.793	0.833
TLI >0.95	0.868	0.908
CFI >0.90	0.885	0.922
PRATIO	0.876	0.849
P Close > 0.05	1	1
RMSEA <0.05	0.044	0.038
HOELTER 0.05	270	312
HOELTER 0.01	276	320

* Significant at 0.01 level

All the items in regression weight table show positive directions and statistically significant at 0.001 alpha. GOF, path direction and significance level confirmed the unidimensionality. The standardized regression weights of the model were above 0.50 demonstrating convergent validity (Table 6.43). Parsimony Goodness-of-Fit Index (PRATIO) = 0.849 also shows the complexity (number of estimated parameters) of the hypothesized model in the assessment of overall model fit. Therefore, the first order measurement model was satisfied and the required GOF was confirmed. For further confirmation of the items validity and model fit, second order CFA was performed.

Table 6.43: 1st order measurement model regression weights

			Estimate	S.E.	C.R.	P	SRW	SMC
PESG4	<---	PE	1				0.778	0.605
PESG3	<---	PE	1.006	0.052	19.225	***	0.87	0.757
PESG2	<---	PE	0.948	0.052	18.317	***	0.814	0.663
PESG1	<---	PE	0.756	0.05	14.97	***	0.686	0.47
SSIFS4	<---	Info_Support.	0.767	0.06	12.862	***	0.777	0.604
SSIFS3	<---	Info_Support.	1				0.681	0.464
SSIFS2	<---	Info_Support.	0.617	0.051	12.052	***	0.689	0.475
SSIFS1	<---	Info_Support.	0.557	0.051	10.978	***	0.618	0.382
SSSE6	<---	SE_Support.	1.126	0.071	15.922	***	0.863	0.745
SSSE5	<---	SE_Support.	1				0.744	0.554
SSSE2	<---	SE_Support.	0.742	0.052	14.218	***	0.69	0.477
PEXT4	<---	Ext.	1				0.758	0.574
PEXT3	<---	Ext.	1.019	0.056	18.104	***	0.834	0.695
PEXT2	<---	Ext.	0.805	0.051	15.671	***	0.715	0.512
PEXT1	<---	Ext.	1.166	0.067	17.485	***	0.802	0.643
PNEU4	<---	Neu.	1				0.843	0.711
PNEU3	<---	Neu.	1.051	0.05	20.931	***	0.916	0.839
PNEU2	<---	Neu.	0.758	0.051	14.933	***	0.63	0.396
POPP3	<---	Open.	0.911	0.046	19.776	***	0.81	0.656
POPP2	<---	Open.	1				0.896	0.802
POPP1	<---	Open.	0.804	0.046	17.49	***	0.722	0.521
PAGR4	<---	Agr.	1				0.716	0.512
PAGR3	<---	Agr.	1.08	0.082	13.152	***	0.767	0.589
PAGR2	<---	Agr.	1.034	0.088	11.81	***	0.635	0.404
PCON4	<---	Consc.	1				0.693	0.48
PCON3	<---	Consc.	0.848	0.067	12.69	***	0.707	0.499
PCON2	<---	Consc.	0.936	0.072	13.022	***	0.739	0.546
REF5	<---	Fas.	1				0.716	0.513
REF3	<---	Fas.	1.069	0.087	12.332	***	0.761	0.579
REF1	<---	Fas.	0.854	0.075	11.355	***	0.628	0.395
REN4	<---	Novelty.	1				0.53	0.281
REN3	<---	Novelty.	1.173	0.137	8.59	***	0.639	0.408
REN2	<---	Novelty.	1.035	0.129	8.031	***	0.552	0.305
REN1	<---	Novelty.	1.243	0.146	8.534	***	0.627	0.393
REQUE3	<---	Quiet.	1				0.906	0.82
REQUE1	<---	Quiet.	0.748	0.05	14.819	***	0.783	0.613
REE4	<---	Escape.	1				0.962	0.926
REE3	<---	Escape.	0.957	0.062	15.429	***	0.862	0.744
RECOH4	<---	Coh.	1				0.925	0.855
RECOH3	<---	Coh.	0.905	0.047	19.233	***	0.891	0.794

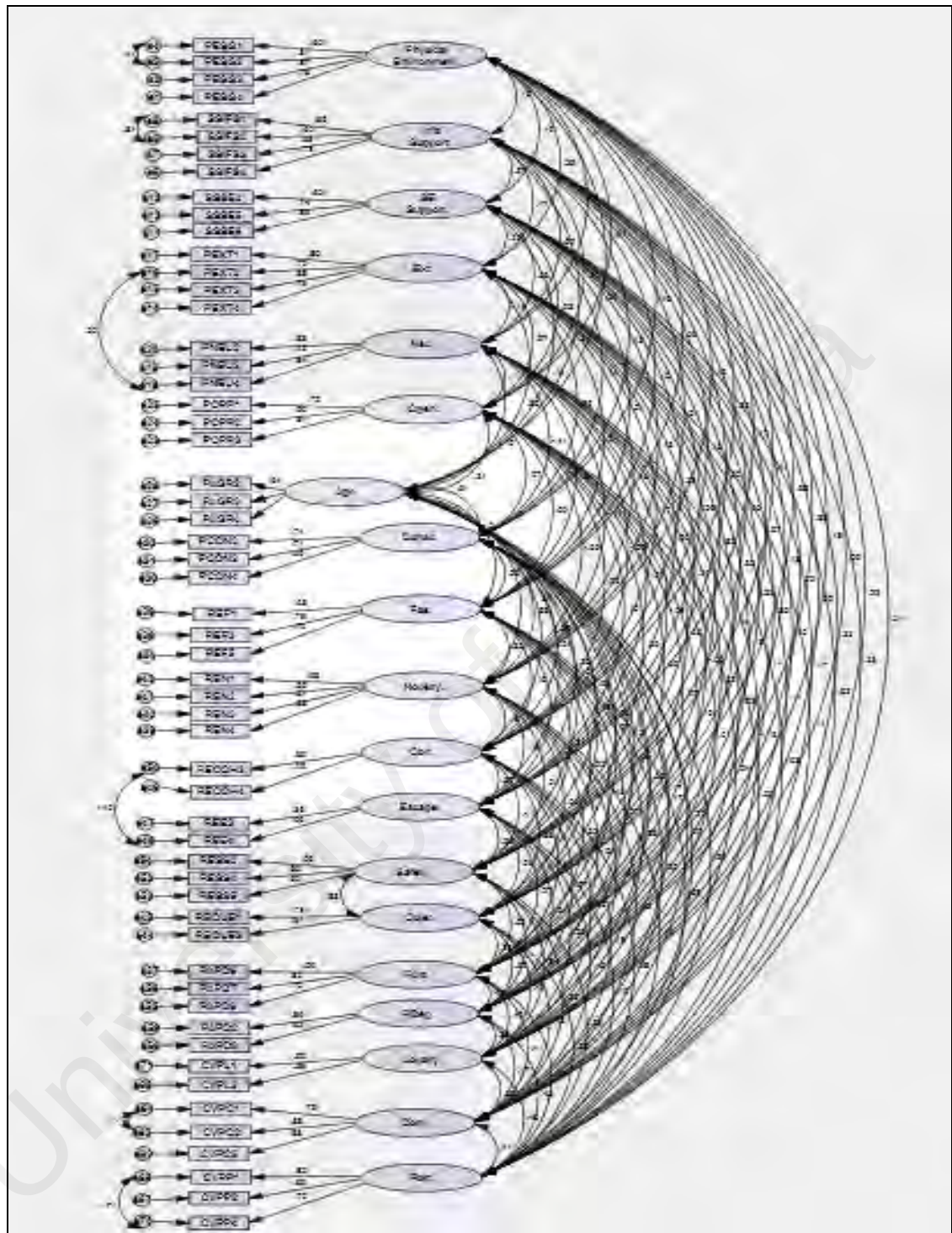
Table 6.43: 1st order measurement model regression weights continued

			Estimate	S.E.	C.R.	P	SRW	SMC
RESS5	<---	Safety.	1				0.618	0.382
RESS4	<---	Safety.	0.983	0.1	9.862	***	0.683	0.466
RESS2	<---	Safety.	0.77	0.086	8.925	***	0.556	0.309
PAPD8	<---	PAtt.	1				0.698	0.488
PAPD7	<---	PAtt.	1.108	0.078	14.144	***	0.825	0.68
PAPD6	<---	PAtt.	0.894	0.078	11.461	***	0.594	0.353
PAPD3	<---	PDep.	1				0.948	0.899
PAPD2	<---	PDep.	0.868	0.04	21.92	***	0.863	0.745
CVPC3	<---	Corp.	0.83	0.076	10.973	***	0.684	0.77
CVPC2	<---	Corp.	1				0.878	0.467
CVPC1	<---	Corp.	0.776	0.052	14.863	***	0.728	0.529
CVPP4	<---	Part.	1.027	0.108	9.471	***	0.704	0.496
CVPP2	<---	Part.	1				0.657	0.431
CVPP1	<---	Part.	1.636	0.157	10.408	***	0.824	0.679
CVPL3	<---	Loyalty.	1				0.576	0.332
CVPL1	<---	Loyalty.	0.823	0.122	6.729	***	0.529	0.279

SRW = Standardized Regression Weight

SMC = Squared Multiple Correlation

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)



* Significant at 0.05 level

Figure 6.10: 1st order measurement model after 2nd iteration

6.4.2 Construct Reliability

Composite reliability ($CR > 0.70$) and average variance extracted ($AVE > 0.50$) were used to determine the construct reliability. Table 6.44 demonstrates the AVE and CR for each variable in the measurement model. The variables with $CR > 0.70$ establish high level of consistency. The CR of Novelty (0.68), Safety (0.65) and Loyalty (0.47) variables was above the threshold of 0.60 (Lawson-Body & Limayem, 2004; Nunnally, 1978).

Informational Support (0.48), Novelty (0.35), Safety (0.39) and Loyalty (0.31) reported lower convergence validity ($AVE < 0.50$). Few researchers accepted the cutoff point of 0.40 for AVE (Bourgeois et al., 2011; Kim & Li, 2009). Informational Support, Agreeableness, Fascination, Novelty and Safety variables were considered acceptable as the standardized regression weight of the items respective variable were above 0.50, indicating significant p-values and maintain a satisfactory level of composite reliability (CR). The highest AVE was scored by Escape with a percentage of 83.0%.

The value of CR and AVE scores was high for the dimensions that were represented by two items such as Quiet ($CR = 0.83$, $AVE = 0.72$), Escape ($CR = 0.91$, $AVE = 0.83$), Coherence ($CR = 0.90$, $AVE = 0.82$) and Place Dependence ($CR = 0.90$, $AVE = 0.82$). Both CR and AVE of Safety ($CR = 0.65$, $AVE = 0.39$) and Loyalty ($CR = 0.47$, $AVE = 0.31$) indicated the dimensions did not maintain an appropriate level of validity. The items in the Safety and Loyalty variables only explained 39.0% and 31.0% respectively of the variances in the observed variables. The Safety dimension was retained as $CR > 0.60$ is acceptable and the standardized regression weight ranged from 0.56 to 0.68. However, the Loyalty dimension was removed as the CR and AVE values were very low.

Table 6.44: 1st order model standardized regression weights, CR and AVE

	SRW	P	CR	AVE
PE			0.87	0.62
PESG4	0.778			
PESG3	0.87	***		
PESG2	0.814	***		
PESG1	0.686	***		
Info Support			0.79	0.48
SSIFS4	0.777	***		
SSIFS3	0.681			
SSIFS2	0.689	***		
SSIFS1	0.618	***		
SE Support			0.81	0.59
SSSE6	0.863	***		
SSSE5	0.744			
SSSE2	0.69	***		
Ext.			0.86	0.61
PEXT4	0.758			
PEXT3	0.834	***		
PEXT2	0.715	***		
PEXT1	0.802	***		
Neu.			0.84	0.65
PNEU4	0.843			
PNEU3	0.916	***		
PNEU1	0.63	***		
Open.			0.85	0.66
POPP3	0.81	***		
POPP2	0.896			
POPP1	0.722	***		
Agr.			0.75	0.50
PAGR4	0.716			
PAGR3	0.767	***		
PAGR2	0.635	***		
Consc.			0.76	0.51
PCON4	0.693			
PCON3	0.707	***		
PCON2	0.739	***		

Table 6.44: 1st order model standardized regression weights, CR and AVE continued

	Std. Reg. Weight	P	CR	AVE
Fas.				
REF5	0.716			
REF3	0.761	***		
REF1	0.628	***		
Novelty.			0.68	0.35
REN4	0.53			
REN3	0.639	***		
REN2	0.552	***		
REN1	0.627	***		
Quiet.			0.83	0.72
REQUE3	0.906			
REQUE1	0.783	***		
Escape.			0.91	0.83
REE4	0.962			
REE3	0.862	***		
Coh.			0.90	0.82
RECOH4	0.925			
RECOH3	0.891	***		
Safety.			0.65	0.39
RESS5	0.618			
RESS4	0.683	***		
RESS2	0.556	***		
PAtt.			0.75	0.51
PAPD8	0.698			
PAPD7	0.825	***		
PAPD6	0.594	***		
PDep.			0.90	0.82
PAPD3	0.948			
PAPD2	0.863	***		
Corp.			0.81	0.59
CVPC3	0.684	***		
CVPC2	0.878			
CVPC1	0.728	***		
Part.			0.77	0.54
CVPP4	0.704	***		
CVPP2	0.657			
CVPP1	0.824	***		
Loyalty.			0.47	0.31
CVPL3	0.576			

CVPL1	0.529	***		
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SRW = Standardized Regression Weight

CR = Composite Reliability

AVE = Average Variance Extracted

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

The model was assessed after the omission of the loyalty dimension. The overall model fit showed that GFI and AGFI have improved slightly (Table 6.45). The rest of the dimensions were tested for the convergent and discriminant validity (refer Table 6.46).

Table 6.45: 1st order model fit without the loyalty dimension

	Iteration with Loyalty	Iteration without Loyalty
Model fit	GOF	GOF
P-value >0.05	0.000*	0.000*
CMIN/ df <3.0	1.707	1.746
GFI>0.95	0.865	0.866
AGFI >0.80	0.835	0.837
NFI >0.95	0.833	0.837
TLI >0.95	0.908	0.908
CFI >0.90	0.922	0.922
PRATIO	0.849	0.851
P Close > 0.05	1	1
RMSEA <0.05	0.038	0.039
HOELTER 0.05	312	306
HOELTER 0.01	320	314

* Significant at 0.01 level

Table 6.46: 1st order model revised CR and AVE

	CR	AVE	MSV	ASV
Corp	0.812	0.593	0.171	0.058
PE	0.868	0.623	0.194	0.057
Info Support	0.787	0.481	0.139	0.037
SE Support	0.812	0.592	0.139	0.060
Ext	0.860	0.606	0.138	0.052
Neu	0.844	0.648	0.171	0.020
Open	0.852	0.660	0.138	0.027
Agr	0.750	0.502	0.366	0.068
Consc	0.756	0.508	0.366	0.068
Fas	0.745	0.495	0.187	0.061
Novelty	0.678	0.347	0.156	0.034
Quiet	0.832	0.712	0.259	0.067
Escape	0.910	0.835	0.138	0.046
Coh	0.904	0.825	0.166	0.071
Safety	0.651	0.385	0.283	0.084
PAtt	0.752	0.507	0.283	0.109
PDep	0.902	0.822	0.259	0.071
Part	0.771	0.531	0.189	0.072

CR = Composite Reliability, AVE = Average Variance Extracted

6.4.3 Construct Validity

Convergent validity and discriminant validity were examined to determine the construct validity.

6.4.3.1 Convergent validity

Significant ($p < 0.001$) standardized factor loadings (standardized regression weights) above 0.70 confirms convergent validity (Hair et al., 2010) yet value above 0.50 is also accepted (Hair et al., 2006). The standardized regression weight ranged from 0.53 to 0.96 and the

convergent validity was further established by the p-values ($p < 0.001$) of all items. Overall, convergent validity was present in the model.

6.4.3.2 Discriminant validity

Next, the discriminant validity was examined to determine how one construct was different from other constructs measured. Discriminant validity was clearly evident in the EFA stage as the items loaded on its factor with high factor loading without cross loading.

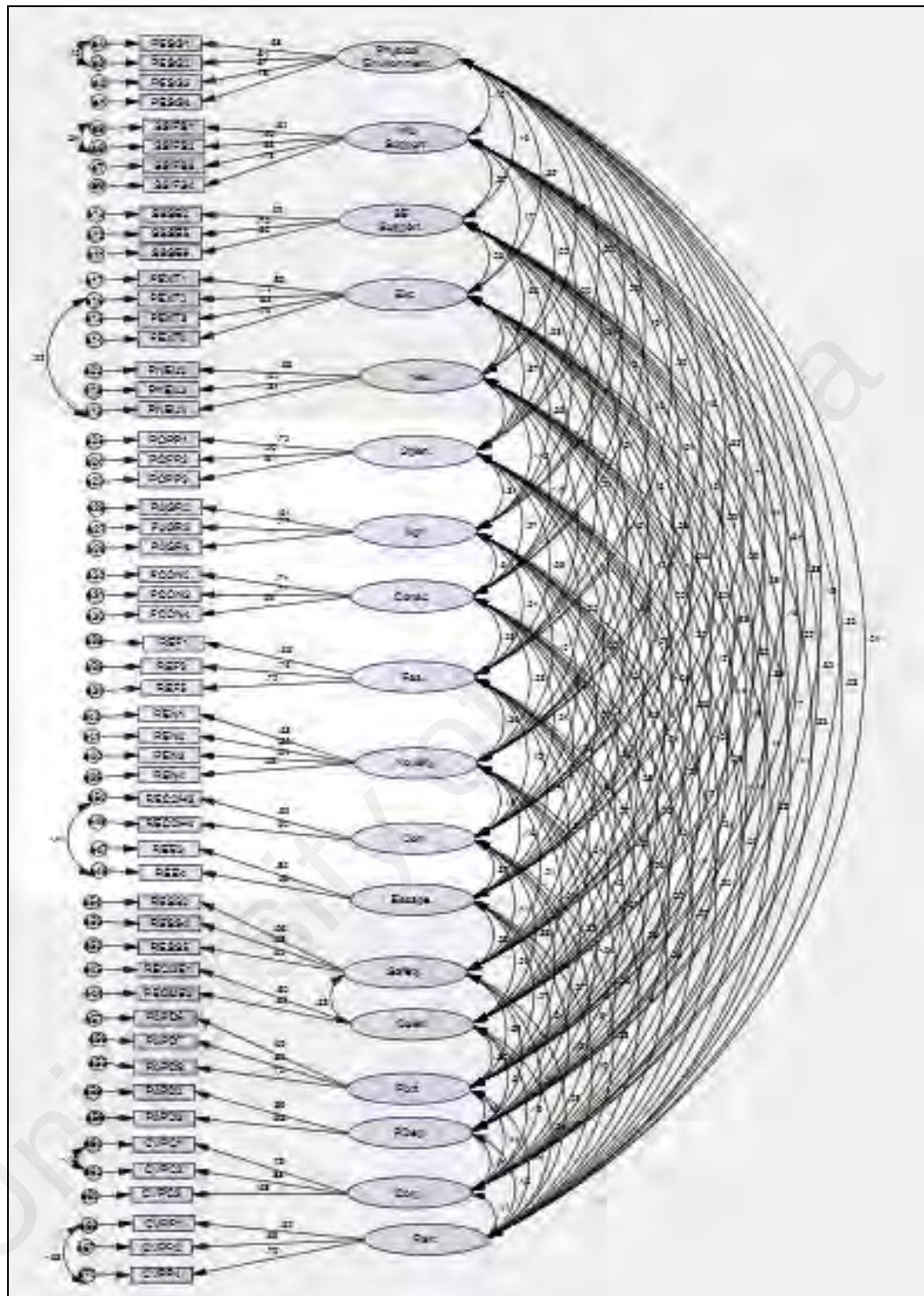
Another approach to evaluate discriminant validity was through assessing the pair-wise comparison of square root of average variance extracted (AVE) of the construct and correlation between constructs (Fornell & Larcker, 1981; Hair et al., 2006). Table 6.38 demonstrates square root of AVE score of all the dimensions score was higher than the correlation shared between two variables. This implies that all the dimensions were strong in discriminating each of its own items from other constructs. In addition, discriminant validity is established when Maximum Shared Variance (MSV) < Average Variance Extracted (AVE) and Average Shared Variance (ASV) < Average Variance Extracted (AVE) (Hair et al., 2010). Table 6.47 exhibits that the discriminant validity is achieved as all the MSV and ASV values are lesser than AVE.

Table 6.47: 1st order model discriminant validity

	Corp	PE	Info Support	SE Support	Ext	Neu	Open	Agr	Cons	Fas	Novelty	Quiet	Escape	Coh	Safety	PAtt	PDep	Part
Corp	0.77																	
PE	0.221	0.789																
Info Support	0.317	0.151	0.694															
SE Support	0.166	0.162	0.373	0.769														
Ext	0.142	0.25	0.168	0.233	0.779													
Neu	-0.155	0.014	0.017	0.032	-0.162	0.805												
Open	0.238	0.02	0.2	0.034	0.371	0.111	0.812											
Agr	0.173	0.198	0.236	0.158	0.354	-0.152	0.308	0.708										
Consc	0.197	0.193	0.125	0.136	0.359	-0.414	0.27	0.605	0.713									
Fas	0.248	0.202	0.097	0.207	0.237	-0.035	0.091	0.243	0.23	0.704								
Novelty	0.249	0.132	0.043	0.13	0.151	-0.113	-0.051	0.1	0.228	0.395	0.589							
Quiet	0.191	0.339	0.078	0.327	0.119	0.046	0.036	0.08	0.068	0.237	0.055	0.844						
Escape	0.152	0.172	0.204	0.26	0.202	-0.07	0.096	0.202	0.153	0.166	0.161	0.26	0.914					
Coh	0.179	0.321	0.163	0.282	0.116	-0.09	0.017	0.314	0.24	0.19	0.185	0.359	0.372	0.908				
Safety	0.249	0.441	0.048	0.324	0.285	-0.078	0.054	0.246	0.182	0.308	0.208	0.334	0.276	0.408	0.621			
PAtt	0.41	0.38	0.178	0.297	0.139	-0.049	0.07	0.227	0.198	0.432	0.32	0.386	0.272	0.367	0.532	0.712		
PDep	0.171	0.178	0.217	0.35	0.175	0.219	0.097	0.153	0.056	0.267	-0.04	0.509	0.236	0.269	0.185	0.427	0.906	
Part	0.414	0.236	0.23	0.323	0.136	-0.029	-0.002	0.204	0.198	0.285	0.131	0.258	0.191	0.282	0.278	0.435	0.429	0.729

Note: Values for the diagonal elements are those for the square root of the average variance extracted (AVE). Values below the diagonal are correlations

The model has met the unidimensionality, construct reliability (CR and AVE) and construct validity (convergent and discriminant validity). Therefore, it was concluded that the measurement model fits quite well with the data and therefore the findings of this study can be generalized.



* Significant at 0.05 level

Figure 6.11: 1st order measurement model

6.5 SECOND ORDER MODEL

All the constructs examined in this study are second order constructs comprising several dimensions based on the literature review (theoretical). Physical environment consists of space, function and sign and symbol (Bitner, 1992), while social support consists of social-emotional, instrumental and informational dimensions (Faulkner & Davies, 2005; House, 1981; Langford et al., 1997; Rosenbaum, 2006; Rosenbaum & Massiah, 2007; Rosenbaum et al., 2009; Wong et al., 2010). Personality consists of five dimensions namely extraversion, neuroticism, agreeableness, conscientiousness and openness to experience (McCrae & Costa., 1985). Researchers reported that restorative experience is represented by novelty, escape, fascination, coherence and compatibility aspects (Hartig et al., 1997b; Kaplan & Kaplan, 1989; Kaplan, 1995; Laumann et al., 2001; Lehto, 2013; Pals, 2011; Pals et al., 2009). Place dependence and place identity represent place attachment (Budruk, 2010; Jorgensen & Stedman, 2001; Kyle et al., 2005; Smith et al., 2010; Williams & Vaske, 2003). Customer voluntary performance (CVP) is measured using three dimensions namely loyalty, participation and corporation (Bettencourt, 1997). The EFA result demonstrates that physical environment is the only construct with one factor solution which is not in tandem with the theoretical structure. For a second order construct, Byrne (2001) proposed that it is essential to establish the dimensions of the construct to be correlated and there is a structural relationship between the dimensions of the construct.

The GOF of the first order model was slightly better than the second order model with significant p ($p < 0.001$). The second higher-order model showed reasonable model fit - $CMIN/DF = 1.946 < 3$, significant p at 0.05 level, $GFI = 0.837$, $AGFI = 0.819$, $NFI = 0.801$,

TLI = 0.884, CFI = 0.891, RMSEA = 0.044 > 0.05. Hoelter's critical N^c for 0.5 and 0.1 level was above 200, indicating that the sample was adequate. The CAIC value of the second order model (3658.80) is lower than the first order model (4053.31). This indicates that the second order model demonstrates 'better fit of the hypothesized model' (Hu and Bentler, 1995) (Table 6.48 and Table 6.49).

Table 6.48: Comparative fit statistics & indexes for competing models

	χ^2	df	P<0.001	χ^2/df	CFI	RMSEA	CAIC
Second-order	2605.463	1339	0.000*	1.946	0.891	0.044	3658.796
First-order	2127.014	1218	0.000*	1.746	0.922	0.039	4053.314

* Significant at 0.01 level

Table 6.49: CFA result for second-order conceptualization

Indicator	Direction	Construct	SRW	Estimate	S.E.	C.R.	P
PESG4	<---	PE	0.774	1			
PESG3	<---	PE	0.879	1.021	0.054	19.065	***
PESG2	<---	PE	0.808	0.946	0.052	18.114	***
PESG1	<---	PE	0.678	0.751	0.051	14.759	***
SSIFS4	<---	Info Support	0.803	0.81	0.065	12.415	***
SSIFS3	<---	Info Support	0.666	1			
SSIFS2	<---	Info Support	0.686	0.627	0.053	11.842	***
SSIFS1	<---	Info Support	0.595	0.548	0.052	10.519	***
SSSE6	<---	SE Support	0.861	1.115	0.071	15.69	***
SSSE5	<---	SE Support	0.749	1			
SSSE2	<---	SE Support	0.688	0.734	0.052	14.17	***
PEXT4	<---	Ext	0.763	1			
PEXT3	<---	Ext	0.831	1			
PEXT2	<---	Ext	0.718	0.798	0.044	18.347	***
PEXT1	<---	Ext	0.799	1.148	0.054	21.13	***
PNEU4	<---	Neu	0.833	1			
PNEU3	<---	Neu	0.926	1.076	0.057	18.952	***
PNEU2	<---	Neu	0.629	0.767	0.052	14.865	***

Table 6.49: CFA result for second-order conceptualization continued

Indicator	Direction	Construct	SRW	Estimate	S.E.	C.R.	P
POPP3	<---	Open	0.821	0.932	0.049	18.956	***
POPP2	<---	Open	0.887	1			
POPP1	<---	Open	0.719	0.808	0.048	16.917	***
PAGR4	<---	Agr	0.717	1			
PAGR3	<---	Agr	0.774	1.08	0.074	14.608	***
PAGR2	<---	Agr	0.624	1			
PCON4	<---	Consc	0.703	1			
PCON3	<---	Consc	0.693	0.819	0.066	12.401	***
PCON2	<---	Consc	0.741	0.925	0.072	12.843	***
REF5	<---	Fas	0.731	1			
REF3	<---	Fas	0.759	1.044	0.088	11.875	***
REF1	<---	Fas	0.612	0.816	0.074	11.029	***
REN4	<---	Novelty	0.547	1			
REN3	<---	Novelty	0.646	1.15	0.136	8.433	***
REN2	<---	Novelty	0.532	0.966	0.124	7.766	***
REN1	<---	Novelty	0.625	1.2	0.143	8.362	***
REQUE3	<---	Quiet	0.863	1.215	0.098	12.422	***
REQUE1	<---	Quiet	0.821	1			
REE4	<---	Escape	0.94	1			
REE3	<---	Escape	0.883	1.001	0.072	13.879	***
RECOH4	<---	Coh	0.919	1			
RECOH3	<---	Coh	0.899	0.923	0.053	17.54	***
RESS5	<---	Safety	0.608	1			
RESS4	<---	Safety	0.719	1.052	0.111	9.454	***
RESS2	<---	Safety	0.524	0.736	0.088	8.391	***
PAPD8	<---	PAtt	0.715	1			
PAPD7	<---	PAtt	0.794	1.044	0.076	13.778	***
PAPD6	<---	PAtt	0.608	0.896	0.077	11.633	***
PAPD3	<---	PDep	0.978	1			
PAPD2	<---	PDep	0.838	0.815	0.052	15.782	***
CVPC3	<---	Corp	0.757	1.013	0.103	9.823	***
CVPC2	<---	Corp	0.795	1			
CVPC1	<---	Corp	0.646	0.76	0.055	13.763	***
CVPP4	<---	Part	0.569	0.725	0.071	10.252	***
CVPP2	<---	Part	0.751	1			
CVPP1	<---	Part	0.688	1.194	0.103	11.539	***

Table 6.49: CFA result for second-order conceptualization continued

Indicator	Direction	Construct	SRW	Estimate	S.E.	C.R.	P
Info Support	<---	SS	0.481	1			
SE Support	<---	SS	0.77	1.871	0.367	5.099	***
Ext	<---	Personality	-0.527	-1.349	0.273	-4.941	***
Neu	<---	Personality	0.317	1			
Open	<---	Personality	-0.371	-1.06	0.243	-4.362	***
Agr	<---	Personality	-0.732	-1.175	0.226	-5.189	***
Consc	<---	Personality	-0.808	-1.653	0.321	-5.143	***
Fas	<---	RE	0.489	2.289	0.542	4.228	***
Novelty	<---	RE	0.313	1			
Coh	<---	RE	0.58	4.113	0.908	4.531	***
Escape	<---	RE	0.451	4.193	0.973	4.311	***
Safety	<---	RE	0.652	2.567	0.593	4.326	***
Quiet	<---	RE	0.572	4.433	1.004	4.417	***
PAtt	<---	PA	0.791	0.655	0.075	8.696	***
Pdep	<---	PA	0.56	1			
Corp	<---	CVP	0.634	1			
Part	<---	CVP	0.789	1.566	0.216	7.265	***

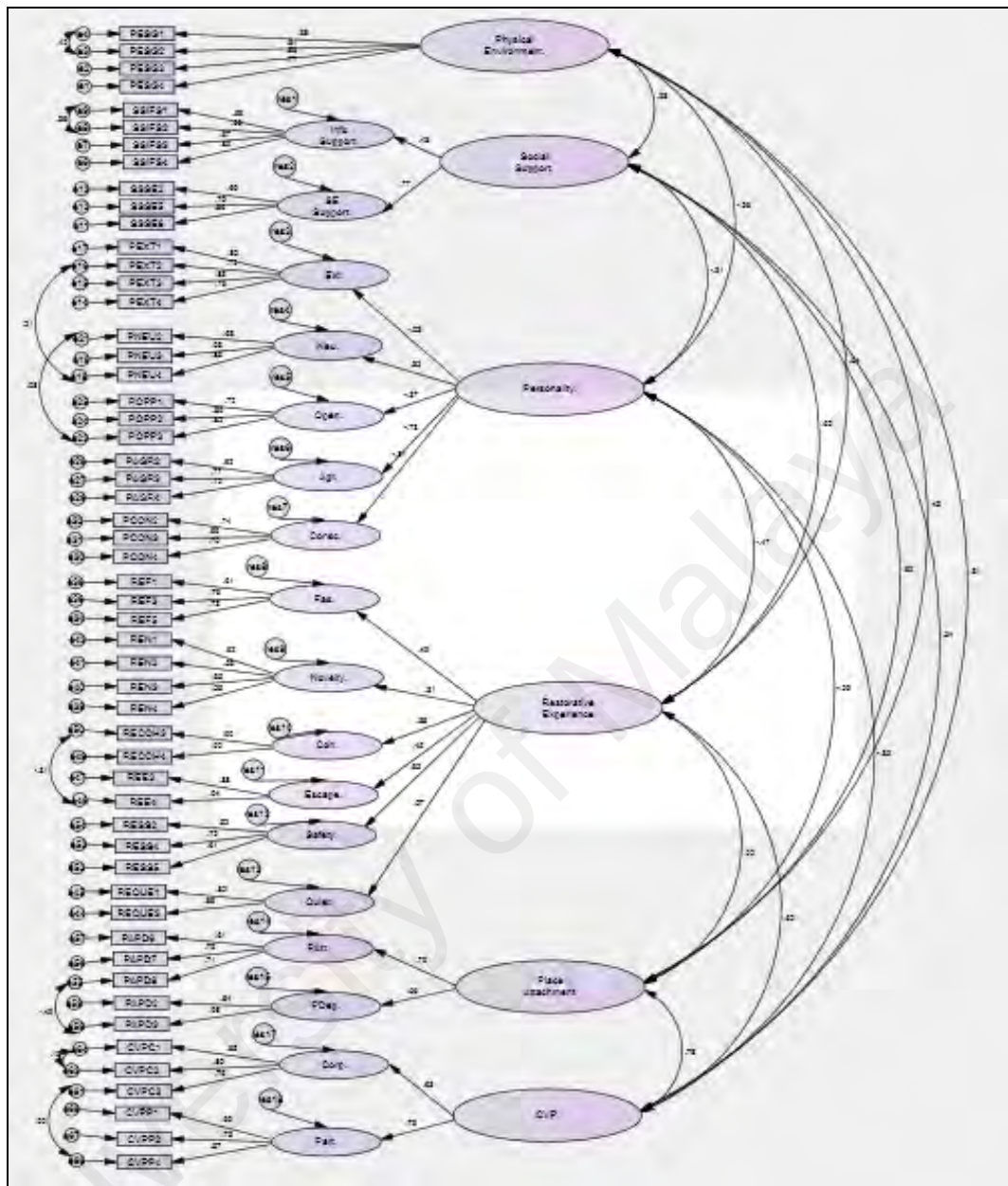
SRW = Standardized Regression Weight

S.E = Standard Error

C.R = Critical Ratio

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

Hair et al. (2006) stated that the “first order model will always fit better in absolute terms because it uses more paths to capture the same amount of covariance and the higher order model is more parsimonious” (p.817). In addition, researchers pointed out that the second-order model will increase the validity of the construct (Byrne, 2001; Hair et al., 2006). In this study, the model fit of both models was somewhat acceptable, however the second order model was chosen as suggested by theoretical structure and CAIC value. In addition, RMSEA indices that reflect parsimony were below the threshold for the second order model.



* Significant at 0.01 level

Figure 6.12: Second-order model

6.6 PHASE 3: STEP 1 –HYPOTHESES TESTING

6.6.1 Structural Models and Hypotheses Testing

The causal relationship can be determined based on structural models as it depicts the relationship between independent and dependent variables (Cheng, 2001). The proposed model was validated by EFA (Phase 2: Scale Development) and CFA (Phase 3: Scale Evaluation) was forwarded to structural model for hypotheses testing purposes.

The structural model showed reasonable model fit - CMIN/DF = 1.952 < 3, significant p at 0.01 level, GFI = 0.836, AGFI = 0.819, NFI = 0.799, TLI = 0.883, CFI = 0.89, RMSEA = 0.044 > 0.05. The fit indices were lower than the threshold with exception of CMIN/ df < 3.0, AGFI, P Close > 0.05, RMSEA < 0.05, HOELTER 0.05 and HOELTER 0.01 (See Table 6.50).

Table 6.50: GOF of structural model

Model fit	GOF Structural Model
P-value > 0.05	0.000*
CMIN/ df < 3.0	1.952
GFI > 0.95	0.836
AGFI > 0.80	0.819
NFI > 0.95	0.799
TLI > 0.95	0.883
CFI > 0.90	0.89
PRATIO	0.94
P Close > 0.05	1
RMSEA < 0.05	0.044
HOELTER 0.05	273
HOELTER 0.01	280

* Significant at 0.01 level

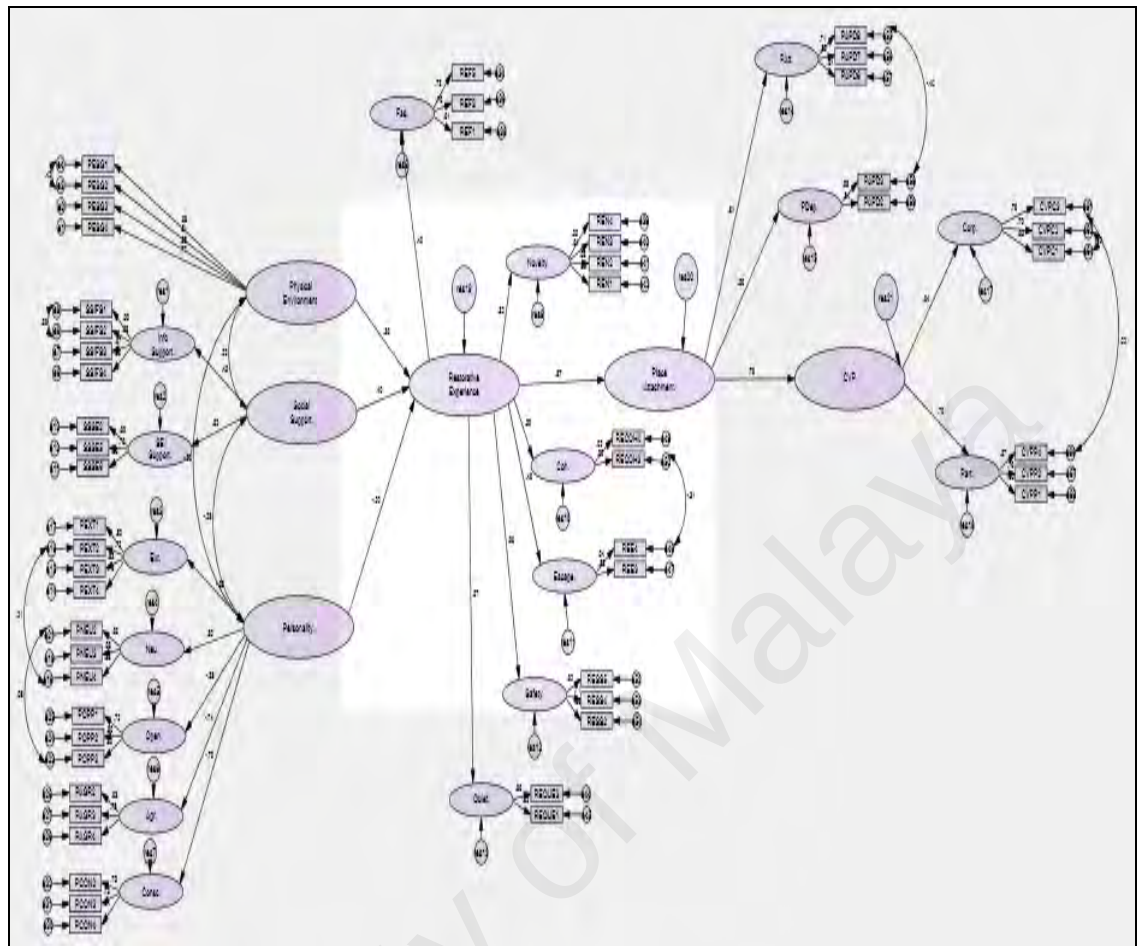


Figure 6.13: Basic structural model

It can be concluded that the model fit of the proposed model was somewhat acceptable which consequently enabled the researcher to make conclusions on the hypothesized relationships as proposed in Chapter Two.

6.6.2 Structural Models for Direct Path

The basic structural model tested five hypotheses (H1, H2, H3, H4 and H5) and the results exhibited in Table 6.51 demonstrate that all the hypotheses are supported. The physical

environment, social support and personality explained 57.8% (R^2) of the association between these constructs and restorative experience (Figure 6.14).

Table 6.51: Hypotheses testing results on direct paths

Path	Hypotheses	β	P	S.E	C.R	Support	R^2
PE - RE	H1	0.365	***	0.014	4.027	Yes	
SS - RE	H2	0.486	***	0.062	3.591	Yes	
PERSONALITY - RE	H3	-0.2	0.015*	0.037	-2.426	Yes	
RE - PA	H4	0.873	***	0.988	4.503	Yes	.762
PA - CVP	H5	0.755	***	0.056	6.772	Yes	.571

* Significant at 0.05 level

***= regression weight of the prediction between the items is significantly different from zero at the 0.001 level (two-tailed)

H1: There is a [positive] relationship between physical environment and restorative experience (PE & RE)

The path that connects physical environment yielded a coefficient value of 0.365 which was significant at 0.001 alpha (SE=0.014; C.R=4.027). This implies that physical environment is significantly correlated with restorative experience. The results therefore supported H1.

H2. There is a [positive] relationship between social support received by backpackers and restorative experience (SS & RE)

The coefficient value for the social support to restorative experience was 0.486 and this was significant at 0.001 alpha (SE=0.062; C.R=3.591). Thus, H2 is supported, indicating a significant relationship between both constructs.

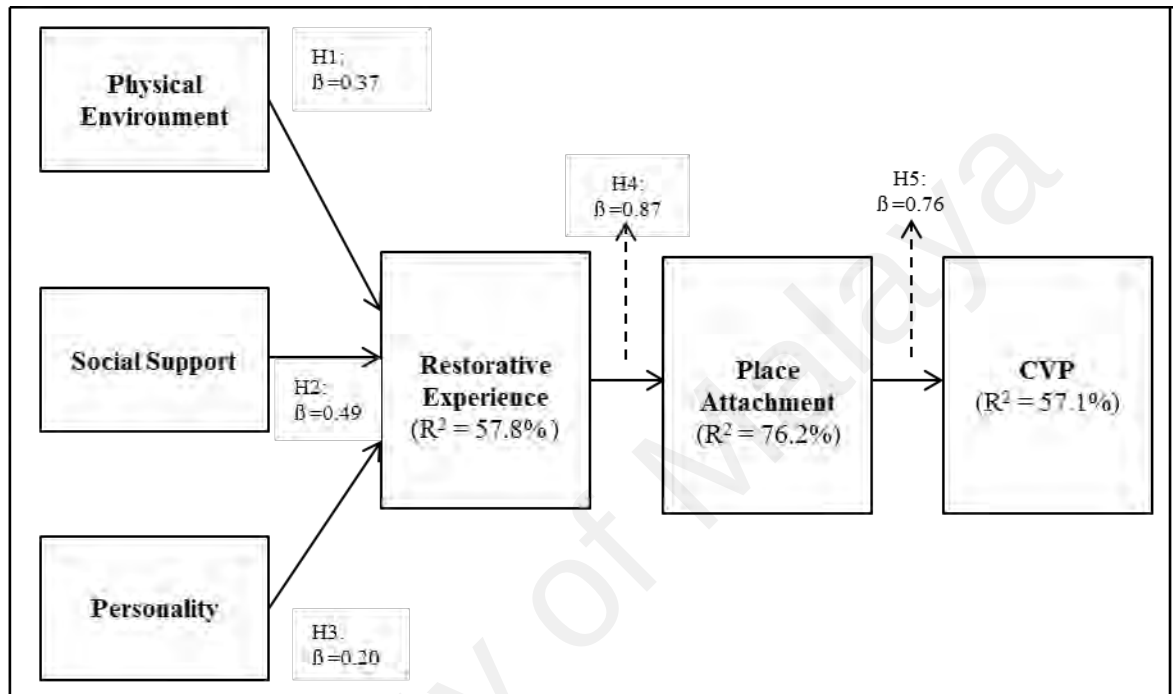


Figure 6.14: Direct path model

H3. There is a relationship between backpacker's personality and restorative experience (PERSONALITY & RE)

The coefficient value produced between personality and restorative experience was -0.200. This value resulted an alpha which was less than 0.05 (SE=0.037; C.R= -2.426). In conclusion, this path is also considered significant and as such supports H3.

H4. There is a [positive] relationship between restorative experience and place attachment (RE & PA)

The significant relationship between restorative experience and place attachment was established by the coefficient value of 0.873. This value was also significant at 0.001 alpha (SE=0.988; C.R=4.503). Consequently, there is confirmation to state that restorative experience is a significant determinant of place attachment. Hence, H4 is supported.

H5. There is a [positive] relationship between place attachment and customer voluntary performance (CVP) (PA & CVP)

The link between place attachment and customer voluntary performance (CVP) generated a coefficient value of 0.755 and this was significant at 0.001 (SE=0.056; C.R=6.772). This means that place attachment has significant relationship with customer voluntary performance (CVP). Hence, H5 is supported in this study.

SUMMARY

All the direct paths indicated support all the respective hypotheses (H1, H2, H3, H4, and H5). Among these significant paths to restorative experience, the highest coefficient values were scored by social support ($\beta=0.486$), followed by physical environment ($\beta=0.365$) and personality ($\beta= - 0.200$). This result implies that social support was the strongest predictor of restorative experience while the weakest was personality. Among the proposed relationship, the restorative experience to place attachment path was the strongest ($\beta=0.873$) and this was followed by place attachment to customer voluntary performance (CVP) path ($\beta=0.755$).

6.6.3 Structural Models for Mediating Effects

Hypothesis 6 and 7 are pertaining to restorative experience and place attachment as the mediating variable. Mediation effect is created when a third variable/construct intervenes between two other related constructs (Hair et al., 2006, p. 866).

The direct and the indirect relationship are examined whereby the correlation of the constructs must be significant. First, the indirect relationship is examined (independent – mediation – dependent) and the model fit is checked. Good model fit indicates the mediation role is supported. Secondly, the direct relationship is examined (independent – dependent). The model fit of both indirect and direct relationship is compared. If the direct relationship fit improves significantly, it proves that mediation is not supported (Hair et al., 2006).

6.6.3.1 Restorative experience (RE) as mediator

Table 6.52 and Table 6.53 exhibits the goodness of fit (GOF) of both indirect and direct paths of physical environment (PE), social support (SS), personality (P), restorative experience (RE) and place attachment (PA). The model of the PE, SS and P – RE –PA (indirect) provides an acceptable fit, thus it supports RE mediating role. The model fit is compared with the direct path of PE, SS and P – PA as reported in Table 6.54.

Table 6.52: RE comparative fit statistics & indexes for indirect and direct path

	χ^2	df	P<0.001	χ^2/df	CFI	RMSEA
Indirect Path	1963.18	1052	0.000*	1.87	0.912	0.042
Direct Path	901.83	444	0.000*	2.03	0.935	0.045
Difference (Δ) between indirect and direct models	1061.35	608	0.000*	0.16	0.023	0.003

* Significant at 0.01 level

Table 6.53: RE GOF indirect and direct path

Model fit	Indirect Path GOF	Direct Path GOF
P-value >0.05	0.000*	0.000*
CMIN/ df <3.0	1.866	2.031
GFI>0.95	0.861	0.9
AGFI >0.80	0.844	0.882
NFI >0.95	0.829	0.88
TLI >0.95	0.905	0.927
CFI >0.90	0.912	0.935
PRATIO	0.933	0.895
P Close > 0.05	1	0.961
RMSEA <0.05	0.042	0.045
HOELTER 0.05	287	274
HOELTER 0.01	296	286

* Significant at 0.01 level

Table 6.54: RE P value of indirect and direct path

	Indirect path	Direct Path
PE ----> RE	0.000	
SS ----> RE	0.000	
P ----> RE	0.009	
RE----> PA	0.002	
PE ----> PA		0.001
SS ----> PA		0.001
P ----> PA		0.700

H6. Restorative experience (RE) mediates the relationship between physical environment (PE), social support (SS), personality (P) and place attachment (PA)

The difference in chi-square between both models was examined. There is a large decrease in chi-square value ($\Delta = 1061.35$) and degree of freedom ($\Delta = 608$) of the direct path between the constructs. Therefore the role of restorative experience (RE) as mediation is supported as the model fit of the direct relationship did not improve significantly ($\Delta \chi^2/df = 0.16$, $\Delta CFI = 0.023$, $\Delta RMSEA = 0.003$) (Hair et al., 2006). All the indirect relationships were significant ($p < 0.05$) while the direct relationships were significant except for Personality (P) ----> Place Attachment (PA).

H6a. Restorative experience (RE) mediates the relationship between physical environment (PE) and place attachment (PA)

Both indirect effects of PE on RE ($p=0.000$) and RE on PA ($p=0.002$) were significant ($p<0.005$). The direct relationship which connects PE through PA was $0.001(p<0.005)$. Hence, Restorative Experience partially mediates the relationship between Physical Environment (PE) and Place Attachment, indicating a support to H6a (Figure 6.15).

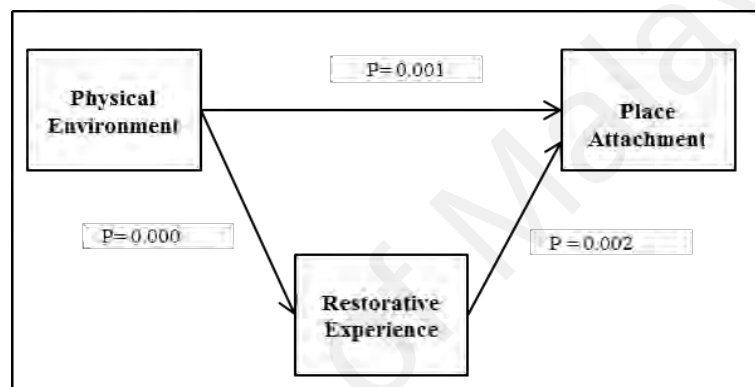


Figure 6.15: RE mediates between PE and PA

H6b. Restorative experience (RE) mediates the relationship between social support (SS) and place attachment (PA)

The relationship between SS and RE ($p=0.000$) and RE on PA ($p=0.002$) revealed that the indirect path was significant. The p value of SS to PA was 0.001 which means both indirect and direct paths were significant. It is concluded that RE functions as a partial mediator in the relationship between the two constructs. Therefore, H6b is supported (Figure 6.16).

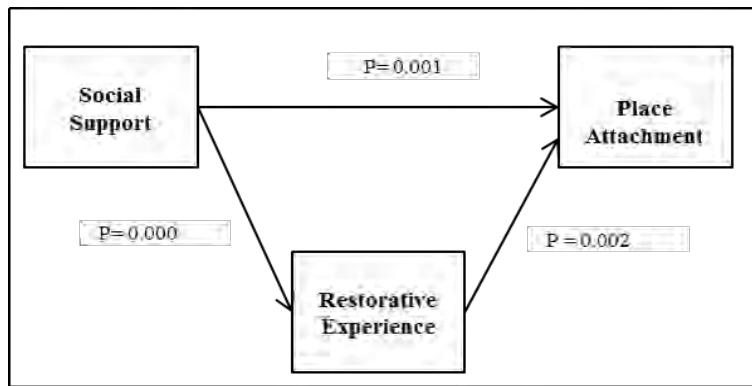


Figure 6.16: RE mediates SS and PA

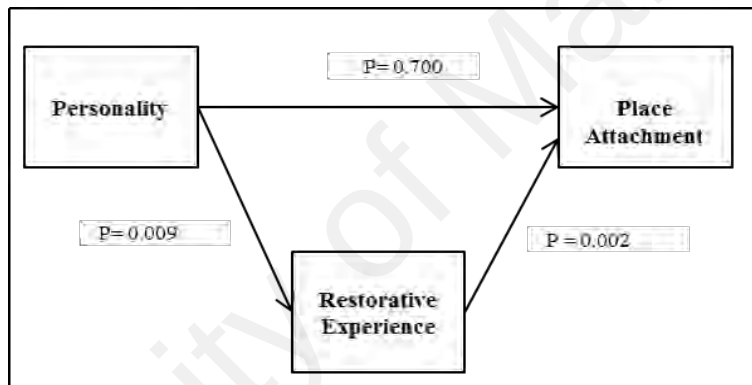


Figure 6.17: RE mediates Personality and PA

H6c. Restorative experience (RE) mediates the relationship between personality (P) and place attachment (PA)

The paths between P and RE ($p=0.009$) and between RE and PA ($p=0.002$) were both significant ($p<0.001$). The p value of direct relationship between P and PA was 0.700 ($p>0.05$). This implies that RE fully mediates the relationship between P and PA as the

indirect path was significant while the direct path was not significant. Thus, H6c is supported.

6.6.3.2 Place attachment (PA) as mediator

The goodness of fit (GOF) of both indirect and direct path of restorative experience (RE) place attachment (PA) and customer voluntary performance (CVP) is presented in Table 6.55 and Table 6.56. The indirect relationship model of the RE–PA–CVP revealed a reasonable goodness of fit, which indicates that PA was a mediator. The model fit was compared with the direct path of RE–CVP; there were no significant changes in GOF. The difference of GOF between the models was trivial ($\Delta \chi^2/df = 0.156$, $\Delta CFI = 0.018$, $\Delta RMSEA = 0.003$). Therefore the role of place attachment (PA) as mediator is established.

Table 6.55: PA comparative fit statistics & indexes for indirect and direct path

	χ^2	df	P<0.001	χ^2/df	CFI	RMSEA
Indirect Path	706.40	308	0.000*	2.294	0.921	0.051
Direct Path	421.26	197	0.000*	2.138	0.939	0.048
Difference (Δ) between indirect and direct models	285.14	111	0.000*	0.156	0.018	0.003

* Significant at 0.01 level

Table 6.56: PA GOF indirect and direct path

Model fit	Indirect Path	Direct Path
P-value >0.05	0.000*	0.000*
CMIN/ df <3.0	2.294	2.138
GFI>0.95	0.9	0.925
AGFI >0.80	0.878	0.903
NFI >0.95	0.869	0.892
TLI >0.95	0.91	0.928
CFI >0.90	0.921	0.939
PRATIO	0.877	0.853
P Close > 0.05	0.373	0.713
RMSEA <0.05	0.051	0.048
HOELTER 0.05	248	274
HOELTER 0.01	261	292

* Significant at 0.01 level

H7. Place attachment (PA) mediates the relationship between restorative experience (RE) and customer voluntary performance (CVP)

Both the indirect effects of RE on PA ($p=0.002$) and PA on CVP ($p=0.001$) were significant ($p<0.005$). The p value of the direct relationship which connects RE and CVP was 0.001 (Table 6.57). This indicates that both indirect and direct paths were significant, hence PA partially mediates the relationship between RE and CVP; with that H7 is supported.

Table 6.57: PA P value of indirect and direct path

	Indirect path	Direct path
RE ----> PA	0.002	
PA ----> CVP	0.001	
RE ----> CVP		0.001

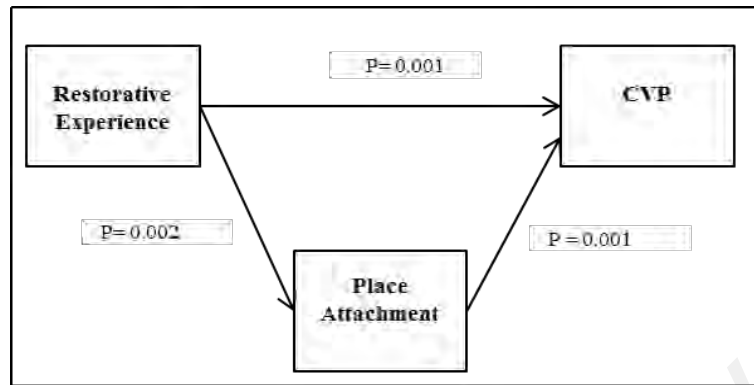


Figure 6.18: PA mediates RE and CVP

6.6.4 Structural Models for Moderating Effects

A moderator **is** the relationship between two variable changes with the level of another variable/construct (Hair et al., 2006, p. 870). The study attempts to test one moderating effect of the source of social support in the relationship between social support and restorative experience. There are numerous ways to test the moderating effect in SEM as a moderator can be categorical or continuous. For the categorical variable, multi-group analysis can be used as it is classified into different groups (e.g. gender) while interaction method can be utilized for continuous variables (Hair et al., 2006).

H8. The sources of social support moderate the relationships between social support (SS) and restorative experience (RE)

The effect of sources of social support (backpackers, employees and local people) on the relationship between social support and restorative experience were examined in this study.

The respondents were asked to select the source of social support they received the most. Thus, the model was analysed in three separate samples.

First, the model was estimated freely ($\chi^2 = 2625.188$, $df = 1345$) and a constraint was added to the second model ($\chi^2 = 2648.58$, $df = 1346$). The change in chi square was 23.4 reflecting that there was a moderation effect. The chi square and degree of freedom of the three groups were compared as Hair et al. (2006) stated that the effect of fit can be evaluated by $\chi^2 \Delta$. The highest chi square values were scored by employees ($\chi^2 = 406326.2$, $df = 2080$) followed by other backpackers ($\chi^2 = 349236.8$, $df = 2080$) and local people ($\chi^2 = 117847.9$, $df = 2080$). The p value of the groups was significant ($p < 0.05$) except for local people (Refer Table 6.58). Thus, only the employees and other backpackers enhance the relationship between social support and restorative experience. The regression weight for both groups (0.706) revealed that they share equal effect. Hence, it concludes the model is moderated by sources of social support; hypothesis 8 is therefore supported in this study.

Table 6.58: Moderation chi square and df comparison

Group	χ^2	df	Regression weight	P	CR
Other backpackers	349236.80	2080	0.706	0.024	2.256
Employees	406326.20	2080	0.706	0.024	2.256
Local people	117847.90	2080	0.321	0.351	0.932

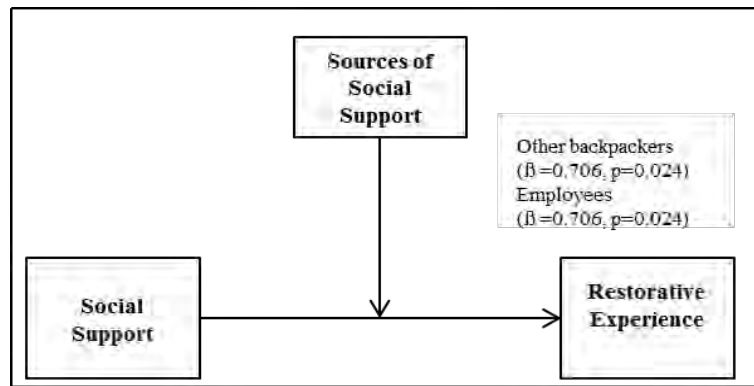


Figure 6.19: Source of social support as moderator

SUMMARY

The researcher used a total of 840 cases in this study whereby 340 were for the scale development and the remaining 500 were for the scale evaluation. The generation of 85 items from the in-depth interview and literature review was presented in Phase 1. The items developed were subjected to face and content validity. 17 items were omitted as the CVR score was below the minimum standard ($CVR < 0.50$).

In the second phase (Scale Development), 68 items were forwarded for exploratory factor analysis (EFA). Some items were deleted based on analyses of item-to-total correlations, Cronbach's Alpha and factor loadings.

In the third phase (Scale Evaluation), EFA was performed on the second set of sample before proceeding to CFA. The EFA extractions of the first and second sample were similar. The goodness of fit (GOF) of each construct was assessed before combining all the constructs for the first order. Second order construct was performed before the hypotheses testing (structural model) and based on the theory, second order construct was proposed. In

the structural model, the direct paths between the constructs measured were analysed before testing the mediating and moderating effect. The results indicate that all the proposed hypotheses are accepted. Table 6.50 presents the summary of the research questions, research objectives, and hypotheses.

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Table 6.59: Summary of RQ, RO and hypotheses

Research Questions (RQ)	Research Objectives (RO)	Hypotheses (H)	Accepted / Rejected
RQ 1: What are the predictors of restorative experience of backpackers?	RO 1: To examine the relationship between physical environment and restorative experience	H1	√
	RO 2: To identify the relationship between social support and restorative experience	H2	√
	RO 3: To determine the relationship between personality and restorative experience	H3	√
RQ 2: Are backpackers who experience restoration likely to exhibit place attachment?	RO 4: To explore the relationship between backpackers' restorative experience and place attachment	H4	√
RQ 3: Does place attachment lead to customer voluntary performance (CVP)?	RO 5: To investigate relationship between backpackers' place attachment and customer voluntary performance (CVP)	H5	√
RQ 4: Does restorative experience mediate the relationship between physical environment, social support, personality and place attachment?	RO 6: To examine whether restorative experience mediates between physical environment, social support, personality and place attachment	H6	√
RQ 5: Does place attachment mediate the relationship between restoration experience and customer voluntary performance (CVP)?	RO 7: To examine whether place attachment mediates the relationship between restorative experience and customer voluntary performance (CVP)	H7	√
RQ 6: Do the sources of social support moderate the relationship between social support and restorative experience?	RO 8: To examine whether sources of social support moderate the relationship between social support and restorative experience	H8	√

CHAPTER 7

DISCUSSION OF RESULTS AND CONCLUSIONS

7.1 INTRODUCTION

The first section of this chapter discusses the demographic of the respondents particularly on the backpacking profile, functions of backpacker enclaves, stress, enclaves visited by backpackers and usage of technology. This is followed by the discussion based on the constructs examined in this study. The discussion revolves around qualitative findings (for new scale) and later on the dimension(s) extracted from exploratory factor analysis (EFA) and the contribution of the dimensions representing the constructs. Next, the discussion is based on the research questions which focus on the direct relationships (RQ 1 to RQ3), mediating (RQ4 and RQ5) and moderating (RQ6) effects. The contribution of the study is discussed in great detail in relation to theoretical, methodological, managerial and marketing implications. The limitations of the study are presented followed by the directions for future research.

7.2 DISCUSSION

According to Attention restoration theory (ART), one should take a break when mentally exhausted in an environment that does not require directed attention. A restorative environment consists of elements such as fascination, coherence, extent, novelty, escape and compatible. Backpacking can be stressful to some extent due to various reasons such as new language, culture and, etc. This study explores the potential restorative qualities of the backpacker enclaves. One of the objectives of the study is to identify the factors that influence restorative experience. Based on the literature, physical environment and social support are found to be antecedents of restorative experience. Personality is an additional variable that is examined in relation to restorative experience. Place attachment is the outcome of restorative experience. Place attachment theory is used to explain the phenomenon pertaining to sense of belongingness towards a destination. Finally customer voluntary performance (CVP) is examined as the behavioural outcome of place attachment. As mentioned in chapter three, four new scales were developed for physical environment, social support, restorative experience and place attachment constructs. Thus, a mixed method was used; the items were generated through in-depth interview and literature review. The findings from qualitative study were validated in the quantitative phase. The following section discusses the empirical results of the study.

7.2.1 Backpacking Profile

The respondents that participated in the in-depth interview were mainly female, Europeans with the average age of 27.5 years. As noted by other researchers, this may reflect that female participants are more willing to comply for interview request (Moore, Smallman, Wilson, & Simmons, 2012; Tawil, 2011). The quantitative findings indicate that the majority of the backpackers are males (Chitty et al., 2007; Maoz & Bekerman, 2010; Paris, 2010a, 2012) with the average age of 30 years (Musa & Thirumoorthi, 2011; Tourism Malaysia, 2008). About 8.6% of the respondents are above the age of 40 years with the oldest participant being 65 years, which is higher than 5.2% recorded by Musa and Thirumoorthi (2011). Thus backpacking is becoming popular among older adults, as has been observed by other researchers (Cave et al., 2008; Maoz & Bekerman, 2010; Newlands, 2004; Speed, 2008; Speed & Harrison, 2004). Slightly more than half of the respondents are European (Ian & Musa, 2008; Musa & Thirumoorthi, 2011; Niggel & Benson, 2008; Speed, 2008), with the most represented nationality being the British. It is important to acknowledge the emergence of Asian backpackers (9.3%) which coincides with findings by Tourism Malaysia (2008), Ian and Musa (2008) and Musa and Thirumoorthi (2011).

Kuala Lumpur International Airport (KLIA) is the main entry and exit point for the majority of the backpackers. The finding supports Tourism Malaysia (2008) which claimed that Penang is no longer the country's main gateway among backpackers. KLIA connects backpackers to the main cities in Malaysia if they prefer to travel by air and it also provides direct flights to various countries. The accessibility of travelling to numerous destinations

could be the reason why KLIA is currently the main gateway for the backpackers in Malaysia.

The main enclaves visited by the respondents are Kuala Lumpur, Penang, Melaka, Perhentian Islands and Cameron Highland and the average length of stay is 18.3 days. This is similar to Ian and Musa (2008) who reported the average length of stay among backpackers is 19.5 days. Most of the respondents stated that it is their first visit to Malaysia. There are various functions of backpacker enclaves; however among the common role of an enclave is a place for relaxation. The enclave is used as a space for replenishing energy from travelling in unfamiliar territory (Hottola, 2005b). It is also a place where all the backpackers interact with each other (Cohen, 2004; Murphy, 2001; Richards & Wilson, 2004d; Wilson & Richards, 2008) and establish their status as a backpacker (Richards & Wilson, 2004d). As recorded by previous studies, the respondents make travel arrangement when they are in the enclave (Richards & Wilson, 2004b) and used it as a base for activities (Cohen, 2004; Wilson & Richards, 2008). Similar to Wilson and Richards (2008), Richards and Wilson (2004d) and (Hottola, 2005b), the present study provides evidence of the role played by the backpacker enclaves as places for suspension of harsh reality, refuelling stations and relaxation.

It is interesting to note that some backpackers said that the enclave facilitates separation from the locals and their cultural norms. This may be due to their preference to cling with backpackers from the same country (Maoz & Bekerman, 2010). Only 40.0% of the respondents stated that they learn about local culture during their stay in the backpacker enclaves. This confirms some of the researchers' standpoint that the backpackers are less

keen in understanding the local culture (Muzaini, 2006; Scheyvens, 2002; Visser, 2003). In the in-depth interview, a number of backpackers said that they dislike the enclave since it limits their need to explore the surrounding areas as everything is available in the enclave. In addition, it also lessens the opportunity to experience local culture when the enclave becomes too touristic.

Backpackers may experience pressure due to overload of travelling or stress that is caused within the enclave itself. The former refers to moving from one point to another, obtaining reliable information, language barrier, unplanned travel and new environment while the latter is due to theft, overcharging taxi drivers, lack of signage. This contradicts with Larsen et al. (2011)'s findings which state that backpackers are likely to worry about poisoning, accidents, and traffic accidents, disease and terror.

This study addresses the concern raised by Wilson and Richards (2008) who point out that researchers tend to label the respondents as backpackers without asking them how they identified themselves. The majority of respondents identified themselves as backpackers followed by travellers and tourists parallel to the previous reviews (Ian & Musa, 2008; Newlands, 2004; Richards & Wilson, 2004c). Only a small percentage saw themselves as drifters and nomads.

Internet and Lonely Planet are the main sources of information. The latter is known as the backpackers' bible (Newlands, 2004; Richards & Wilson, 2004c) as it is used to obtain information on the destinations. Both sources are used to seek information pertaining to destinations, transportation mode, food, local culture context, cost, accommodation, do's and don'ts, entertainment and, etc. Internet allows the backpackers to compare various

websites to obtain information before decision making. Recently, the usage of technology gadgets is common among travellers.

Flashpackers are known for travelling with technology gadgets (Crislip, 2006; Hannam & Diekmann, 2010; Paris, 2010a; Schwieter, 2008). The findings demonstrate that backpackers also use camera, Wi-Fi PDA/Cell phone, laptop and iPod / MP3/ MP4. Backpackers use these gadgets for planning trips, listening to music, reading e-books, keeping in touch with family and friends, updating travelling status in social network (Facebook and Twitter) or travel blog and working while travelling. It is more convenient to surf Internet on the mobile as most of the backpacker's hostels offer Wi-Fi. Even Lonely Planet developed a mobile application (insurewithease.com, 2010) which can be accessed via smart phones. They no longer need to carry the guidebook everywhere as everything is accessible within a touch. This shows that information and gadgets become inseparable among backpackers while travelling.

7.3 DISCUSSION BASED ON CONSTRUCTS

7.3.1 Physical Environment (New scale)

The respondents describe the size, infrastructure and facilities, level of crowd, culture and the atmosphere of the enclaves. The interviewees mentioned that there are various facilities available in the enclave such as restaurants, transportation, convenience stores, accommodation, ATM, bars/pub, Internet café, laundry and, etc. Generally the respondents stated that the facilities in the enclaves are sufficient. However, further improvement could be attained from better provision of information centres, signage, public transport (buses).

Some of the respondents stressed on social issues such as drugs, prostitution and safety aspects. Among the recommendations made to improve the enclave are to provide more garbage bins, improve the pedestrian walkways, increase the number of ATMs, and improve safety and cleanliness. There was a mixed opinion on maintaining the local culture and assimilation with foreign culture. Some were afraid that the enclave will lose its identity and authenticity if the culture is not preserved.

On the other hand, some backpackers expressed the need for assimilation as it will make them feel at home. Based on the qualitative findings, items were created to represent the space, atmosphere, signs and symbols and infrastructure & facilities dimensions (Bitner, 1992). There is no significant difference in the level of agreement on the items measuring the physical environment construct. The item ‘it is easy to move round with local transportation’ scored the highest mean and was followed by ‘the infrastructure and facilities are good’; both of which indicate that the infrastructure in the enclave is acceptable.

Items that were derived from in-depth interview and literature representing factors such as space, atmosphere, infrastructure & facilities did not load in EFA. Only four items were retained in EFA which represent sign and symbol dimension. This implies that physical environment is a first order model.

Other physical aesthetic appeal such as space and atmosphere and utilitarian function of the space such as infrastructures and facilities available in the enclave are less important for the backpackers. Backpackers are more concerned about the sign and symbol aspects of the

enclave. The four items are important in measuring the visibility and the properness of the signage available in the enclave.

7.3.2 Social Support (SS) (New scale)

The findings of both qualitative and quantitative studies reflect that the backpackers receive social support from multiple sources as earlier observed by Rosenbaum (2006) and Tombs and McColl-Kennedy (2003). Backpackers do rely on both employees and other backpackers (customers) for social support. Additionally, backpackers also receive social support from local people in the enclave. The backpackers receive social support from the employees of the service establishments in the enclave particularly in backpacking hostels. This could be due to the amount of time they spent in the backpacker hostel as compared to other service establishments. Based on the in-depth interview, the respondents mentioned that the employee –customer relationship is not merely at superficial level and the bond that they share may resemble personal friendship as stated by Bitner (1992) and Goodwin (1996). Based on Goodwin (1996)'s definition, the inter-customer support among backpackers reflects that backpackers act as friends. This coincides with studies that stated social interaction is part of backpacking experience (Adkins & Grant, 2007; Axup & Viller, 2006; Axup et al., 2006; Enoch & Grossman, 2010; Murphy, 2001; Musa & Thirumoorthi, 2011; Peel & Steen, 2007). Backpackers may form bonding with other backpackers they encounter, and they exchange information, travel routes and experience (Murphy, 2001). This explains the reliance on backpackers for social support. From the in-depth interviews, local people in the enclave also provided social support to the backpackers. This contradicts the statement by Howard (2005) who claimed that backpackers are less likely to mingle

with the host or local people. Even though, backpackers do travel with technology gadgets, they still rely on the other backpackers, employees and local people to guide them on their travelling plans.

The empirical evidence of the present study points out that backpackers receive various types of social support during their stay in the enclave, which implies that social support is multidimensional in nature. Backpackers receive informational, instrumental and social emotional supports, in accordance with previous empirical findings (Faulkner & Davies, 2005; Helgeson, 2003; House, 1981; Langford et al., 1997; Rosenbaum et al., 2007; Wong et al., 2010). A backpacker enclave does not provide only utilitarian support, but also offers social and psychological support to the backpackers. This is in tandem with Bagozzi (1975). Backpackers rely on other backpackers to obtain information pertaining to places to visit and directions on how to get there. The respondents stated that fellow backpackers advise them on the transportation modes and prices. The employees of the service establishments provide maps, information about the enclave and places of attraction in the city. Similarly, local people also guide the backpackers who are lost by providing direction and some of the backpackers stated that they tend to rely more on local people for information support, owing to their greater familiarity with the enclave compared with other backpackers. The backpackers said that often travel decisions are made based on the information received from these social support sources. Similarly, researchers such as Helgeson (2003), Langford et al. (1997), Wills and Shinar (2000), Faulkner and Davies (2005) and Clouse (2007) stated that information support facilitates problem solving and it can be received verbally in form of advice.

This study is consistent with Helgeson (2003) who stated emotional support is obliging regardless of the source(s). In addition, this finding also substantiates studies (Cooke et al., 1988; Faulkner & Davies, 2005; Helgeson, 2003; House, 1981; Langford et al., 1997; Rosenbaum et al., 2007; Suurmeijer et al., 1995; Vaux, 1988) that suggest emotional support is one of the dimensions to measure social support. The backpackers stated that they receive social companionship and emotional support from the employees as some of them go beyond what is necessary in commercial settings. Employees' characteristics such as courtesy, individualized attention, willingness to help customers' and the ability to convey trust pointed out by Musa and Thirumoorthi (2011) may explain the commercial friendship between the backpackers and the employees. The findings demonstrate that the backpackers share their personal problems to other backpackers and the emotional support received from other backpackers makes them feel better. Other backpackers are deemed to be emotionally supportive in disappointing experiences encountered by the respondents. In addition, other backpackers offer social companionship whereby they travel and do things together. Local people provide encouragement to the backpackers and they also help those who are in need. Based on the backpackers' description, this study replicates the previous studies' findings (Cooke et al., 1988; Helgeson, 2003; Langford et al., 1997; Wills & Shinar, 2000) which stated that emotional support is indication of caring and acceptance, sense of empathy and make one to feel valued and loved.

Backpackers receive instrumental support from all three sources; employees, other backpackers and local people. They even lend money and other valuable things to the backpackers. This is consistent with researchers who regarded instrumental support as help offered in tangible form (Helgeson, 2003; House, 1981; Langford et al., 1997; Wills &

Shinar, 2000). Backpackers interact more with the employees and other backpackers as compared to the local people and the tendency to rely on instrumental support from local people is very much less compared to the others. In addition, backpackers also provide social support to other backpackers, indicating reciprocal nature of the activity. It is clearly evident that there are two parties namely recipient and provider in the context of social support provision. This finding supports the notion that social support is best when it is provided and received among people in the same boat (Kelly et al., 2004). The qualitative research findings are verified in the quantitative research. The descriptive results demonstrate that backpackers regularly receive informational support. They frequently receive social support mainly from employees, followed by other backpackers and local people. Generally backpackers come into initial contact with the first two groups, before receiving social support from local people. Some backpackers however prefer not to rely on information provided by local people. Asians are known to save face, and do not wish to admit that they do not know about something.

The final model of Social Support indicates that there are only two types of social support – Informational Support ($\beta=0.48$) and Social-Emotional Support ($\beta=0.77$). The Social-Emotional Support refers to social companionship, sense of empathy, genuinely interested and friendly. Informational Support is providing or sharing information pertaining to destinations, directions and transportation mode. The findings reflect that Social-Emotional Support is more important than Informational Support. This may be due to the ability of backpackers to obtain information themselves from other sources such as Internet, Lonely Planet, friends, other backpackers and travel magazines.

7.3.3 Personality (Adapted scale)

Five personality dimensions were derived namely neuroticism, extraversion, openness to experience, agreeableness and conscientiousness which is in tandem with McCrae and Costa. (1985). The statistic demonstrates that the backpackers are more likely to belong to the Conscientiousness ($\beta=-0.81$) and Agreeableness ($\beta=-0.73$) traits. This is followed by Extraversion ($\beta=-0.53$), Openness ($\beta=0.37$) and Neuroticism ($\beta=0.32$). They are with high conscientiousness which reflects their traits of being pro-social (Friedman, 2008) and thoughtful (Costa & McCrae, 1992). Backpackers largely belong to the agreeableness traits and they are more likely to enjoy interaction with others (Jensen-Campbell et al., 2003; Letzring, 2008). They are moderately extrovert hence they are somewhat enthusiastic and outgoing (Howard & Howard, 1998). The respondents were not extremely open to new experience and according to Heinstrom (2005), those with low level of openness prefer familiarity (Howard & Howard, 1998). The backpackers are less likely to have neuroticism personality traits, such as easily depressed, worried and become nervous (Costa & McCrae, 1992). It clearly indicates that backpackers have a range of personalities and their personality shapes their restorative of experience. For instance, two backpackers are in the same setting; one with high neuroticism (A) and another with high openness trait (B) will vary in terms ability to restore themselves. A might prefer to have own personal space to relax himself while B might opt to mingle with others. An environment can have restorative qualities however it depends on the individual's perception whether the setting is taxing or otherwise which can be influenced by one's personality traits (Kaplan et al., 1993).

7.3.4 Restorative Experience (RE) (New scale)

Slightly over than 60% of the respondents agreed that backpacking is stressful. Among the reasons for backpacking stress are ‘travelling from one point to another’ and ‘absorbing so many things’. Sometimes their minds are still attached to the previous destination and after arriving at a new place, this demands immediate engagement with new information and experience. Time factor does influence the degree of stress. The more time they spend at a destination, the less stressful is the experience, displaying a negative relationship between time and the stress level. As stated earlier, some backpackers mentioned that they have difficulties in obtaining reliable information, when Asian people frequently are concerned to ‘save face’. They attempt to answer the question despite not knowing the correct information. In addition, backpackers also have language barrier when communicating with the local people who are unable to understand their language of communication. Backpackers also experience stress with unplanned travel, new environment, new culture and when dealing with the immigration department. In the questionnaire, an open ended question was provided to allow the expression of additional stress causes among backpackers. Backpackers’ other sources of stress are money, transportation, travel companion, climate, accommodation, energy consuming activity and travel disruptions.

The qualitative and quantitative study results indicate that backpacker enclaves possess the required restorative experience components. This study extends research focus of restorative potential in non-natural environment, in line with Rosenbaum (2009b), Rosenbaum et al. (2009), Herzog et al. (1997), Ouellette et al. (2005), Kaplan et al. (1993) and Pals et al. (2009). The findings strongly confirm the existence of four restorative

experience dimensions in the backpacker enclave: Novelty, Fascination, Coherence and Escape (Hartig et al., 1991; Kaplan & Kaplan, 1989; Kaplan, 1995; Kaplan et al., 1993; Laumann et al., 2001; Pals, 2011; Pals et al., 2009). They add to the existing knowledge that restorative experience is achievable in built environments and uniquely in this study the context is the backpacker enclaves. Additionally, the study discovered three new restorative experience dimensions which are Safety, Quietness and Social Acceptance. Backpackers described themselves as being detached from their usual environment and familiar people.

The physical novelty of the backpacker enclave is a physical setting away from the backpackers' usual environment. Absence from daily routine creates a sense of freedom, during which backpackers are free from the requirement of directed attention. In a compatible environment, backpackers would require little effort to achieve restorative experience. Their remarks showed that backpackers regarded the enclaves as providing compatible support to their activities with a multitude of offerings to fulfil their interests. There are many options of accommodation, restaurants, street vendors, shopping malls, convenience stores, Internet cafes and, etc. in the enclaves themselves, within walking distance. The enclave locations are convenient and strategically positioned within an hour's drive to the country's gateway (Kuala Lumpur International Airport). They have easy access to other parts of the city with cheap transport such as trains, taxis, and buses. Backpackers also expressed a sense of coherence among elements within the enclave. It is seamless and integrated. There are many things to explore in the area such as food, shops, nightlife, restaurants, shopping malls and, etc. With everything within reach, they did not have to go out of the enclave.

Most of the backpackers also needed less mental effort to familiarise with the environment in the enclave. They absorbed and understood elements of the environment (e.g. people, facilities and signage) with minimum effort. Their stay in the enclaves was effortless, permitting fascination. Time also influences backpackers' ability to absorb the elements without directed attention. Backpackers require more directed attention when newly arrived in the enclave. As time passes, they become more familiar with the enclave's elements and increasingly absorb the experience more effortlessly. Contrary to the original conception of ART, this study result supports other researchers' observations that novelty and escape are two separate restorative experience components (Bagot, 2004; Laumann et al., 2001; Lehto, 2013; Pals et al., 2009). While novelty refers to being physically away from the usual environment, escape means being away psychologically and free from daily thoughts. This was further validated in the quantitative study, whereby two separate dimensions were extracted in both scale development and evaluation stage. Backpackers are free from unwanted distraction in the enclave. Some have quit their jobs while others took a break from their work or studies. However, some could not detach from their daily thought even though being physically away from the familiar environment. Indicating that even though one is physically away (Novelty), it does not mean that at the same time one is psychologically away (Escape).

Three newly discovered restorative experience dimensions in this study are Safety and Security, Quietness and Social Acceptance. A safe and secure environment is essential for backpackers, who are away from the usual home environment. Being in a different environment and surrounded by strangers create insecure feelings. A safe and secure environment therefore is a pertinent dimension for backpackers to reduce attention fatigue

and to achieve restorative experience. Backpackers also value quietness, and noise exacerbates mental fatigue. This may explain why backpacker enclaves are mainly situated in relatively secluded and isolated corners of the city. Social Acceptance is another new restorative experience dimension discovered in this study. Here, Social Acceptance relates to sociability, the fact that other tourists and local people accept backpackers for who they are. Backpackers feel comfortable if people in the area know their presence in the enclave is to learn about the country and local culture. The author categorized these three dimensions as new dimensions, since they can be distinguished conceptually from the ART dimension classification. Additional information obtained from the interview is pertaining to how the types of destination and backpacking experience influence the level of stress.

The findings of the in-depth interview indicate a total of 8 dimensions and the items representing these dimensions were validated. The items of both Compatibility and Social Acceptance did not load on the EFA. It can be concluded that only six factors represent the backpackers' restorative experience namely Safety ($\beta=0.65$), Coherence ($\beta=0.58$), Quietness ($\beta=0.57$), Fascination ($\beta=0.49$), Escape ($\beta=0.45$) and Novelty ($\beta=0.31$). The safety aspect is crucial for backpackers in experiencing restoration. They are concerned for their safety as they are in new environment and encounter new people. The uncertainty elements make them more cautious of the surrounding than the usual settings. The findings corroborate with Yakushiji (2010) who mentioned that safety and security is essential in "successful backpacking".

Coherence and Quietness are among the factors that influence restorative experience. The backpackers are able to explore and make sense of the surrounding, thus they are more likely to experience restoration in the enclaves. A calm and quiet atmosphere enhances restorative experience in the backpackers' enclaves. Being away psychologically (Escape) contributes to restoration more than Novelty (being away physically). The compatibility of the enclave and social acceptance within the environment and the people in it may not be crucial elements for relaxation in the backpackers' enclaves. This differs to Lehto (2013) who found that restorative experience of tourists consists of compatibility, extent, mentally away, physically away, discord, and fascination factors. It indicates that the restorative experience is context specific and it cannot be generalized to other contexts. Backpacker enclaves that have restorative qualities offer backpackers spaces to relieve their stress that enable them to recover from mental fatigue.

Service establishments do gain financial return by offering restorative experience to their customers (Rosenbaum, 2009b). Those who experience restoration in a particular establishment will be more likely to engage in repeat purchases and this enhances the business sustainability of the establishment (Rosenbaum, 2009b). In the enclaves, backpackers may decide to stay longer, revisit the place, or make recommendation to others. Restorative experience induces place attachment (Korpela & Hartig, 1996; Rosenbaum et al., 2009) and preference for the environment (Laumann et al., 2001).

7.3.5 Place Attachment (New scale)

The items derived from the in-depth interview were classified into two dimensions namely Place Attachment and Place Identity (Budruk, 2010; Jorgensen & Stedman, 2001; Kyle et al., 2005; Smith et al., 2010; Williams & Vaske, 2003). The enclave character creates impact on the backpackers. One of the backpackers describe the attachment towards the enclave is similar to being in a relationship with someone. Some feel connected because of the enclave's nature, which is convenient and easy to get around. Perhaps, being mobile without facing many difficulties could contribute to the attachment. One of the respondents mentioned that she cannot describe words her connected feeling with the enclave. Emotional attachment towards a place is subjective, with different people feeling connected to the same place for various reasons. Being familiar and feeling comfort also influence place attachment. Place familiarity creates emancipation for the backpackers, allowing them to roam free in the enclave with little worry. The awareness of the space, atmosphere, culture and norms of the enclave and its people influence the level of attachment. The items that describe the physical attributes were categorized into place dependence while the emotional aspects were classified as place identity. Some of the respondents mentioned that they do not feel emotionally attached towards the enclave because the post effect of the previous destination stays. They do not belong to the place, and regard the enclave as just another stop. In addition, the time spent in the enclave influences the attachment level. In the EFA (scale development and evaluation), the items represent Place Identity did not load onto any factor. The descriptive statistic demonstrates that the Place Identity items recorded lower means, compared to other items. Statement of it is really easy to get around (PAPD6) scored the highest mean followed by there are lots of attractive places nearby

(PAPD8). These reveal that the functional attributes of an enclave is important to the backpackers. The items which were initially categorized as Place Dependence in the interview split into two dimensions which termed as Place Dependence ($\beta=0.56$) and Place Attractiveness ($\beta=0.79$). The former refers to the contentment of staying in the enclave and to what extent the enclave is important, compared to the rest. The latter refers to the enclave utilitarian aspect such as the atmosphere, convenient and places of attractions.

7.3.6 Customer Voluntary Performance (CVP) (Adapted scale)

Customer voluntary performance (CVP) measures three dimensions namely loyalty, participation and corporation. Loyalty is commonly measured by intention to recommend and return / repurchase. In EFA (scale development), three factors were extracted namely Participation, Corporation and Loyalty which parallel to the previous study (Bettencourt, 1997). However, the loyalty dimensions were omitted in scale evaluation stage as AVE and CR scores were lower than the threshold. The loyalty factor measures the intention to recommend and revisit. Backpackers are less likely to visit the same destination once they have explored a place. They travel with limited budget and time, thus this may restrain them from visiting a place more than once. The intention to return may not be relevant in the case of backpackers and this factor must be taken into consideration in examining the backpackers' loyalty. This signifies that in the backpacker's context, Corporation ($\beta=0.63$) and Participation ($\beta=0.79$) are more important than loyalty. The backpackers are more keen in providing constructive suggestions and acknowledging the employees when the service level is good. They also cooperate well by observing the rules and keeping the service establishments clean.

7.4 SUMMARY OF SCALE DEVELOPMENT

7.4.1 Physical Environment Scale Development

A total of 13 items were generated from in-depth interview and literature review. Seven items were omitted in the content validity and followed by deletion of 9 items in the scale development phase. In the scale development process (EFA 1st sample), only four items were retained (PESG1, PESG2, PESG3, PESG4) which represent the signs and symbols.

Table 7.1: PE scale development item deletion summary

Phase	Items
Item generation	20 items
CVR	Omitted 7 items
Scale development	Omitted 9 items
Scale evaluation	-
Total items representing the construct	4 (PESG1, PESG2, PESG3, PESG4)
Model	First order model

Table 7.2: PE construct definition

In-depth interview	Final Model
Physical environment refers to the size, crowd, range and numbers of guesthouse and vendors, infrastructure and facilities, culture and atmosphere	The visibility and the suitability of the signage available in the enclave

7.4.2 Social Support Scale Development

16 items generated based on the qualitative findings were forwarded to validation process. A total of 9 Social Support (SS) items were omitted in various phases of the study. All the items measuring instrumental support did not load on the factor analysis. This implies that

the backpackers do not rely on others for tangible help or benefits. Social Support is a second order construct as the final model consists of two dimensions which were termed as Social-Emotional Support and Informational Support. The backpackers rely more on the former than the latter from other backpackers and employees.

Table 7.3: SS scale development item deletion summary

Phase	Items
Item generation	16 items
CVR	Omitted 3 items
Scale development	Omitted 4 items
Scale evaluation	Omitted 2 items
Total items representing the construct	7 items
Dimensions	Informational support (SSIFS1, SSIFS2, SSIFS3, SSIFS4) Social emotional support (SSSE2, SSSE5, SSSE6)
Model	Second order model

Table 7.4: SS construct definition

In-depth interview	Final Model
Social-emotional support – Social companionship, genuinely interested, encouragement, personalize attention, genuinely interested, helpful and care	Social emotional support - Social companionship, sense of empathy, genuinely interested and friendly
Instrumental support - Tangible benefits such as monetary aid, sharing valuable items (hand phone, laptop) and exchanging things among themselves.	Informational support - Providing or sharing information pertaining to destinations , directions and transportation mode
Informational support- The exchange of information on the places to visit, direction, transportation mode, travelling experiences and, etc.	

7.4.3 Restorative Experience Scale Development

In the item generation phase, 35 items were derived and 19 items were omitted in content validity, scale development and scale evaluation phases. The final model consists of Safety, Novelty, Quietness, Fascination, Coherence and Escape. Safety and Quietness are the two dimensions derived from the in-depth interview which contribute to restorative experience. It has to be noted that safety is the main dimension that affects restoration among backpackers followed by Coherence and Quietness.

Table 7.5: RE scale development item deletion summary

Phase	Items
Item generation	35 items
CVR	Omitted 4 items
Scale development	Omitted 10 items
Scale evaluation	Omitted 5 items
Total items representing the construct	Safety (RESS2, RESS4, RESS5) Coherence (RECOH3, RECOH4) Quietness (REQUE1, REQUE3) Fascination (REF1, REF3, REF5) Escape (REE3, REE4) Novelty (REN1, REN2, REN3, REN4)
Model	Second order model

Table 7.6: RE construct definition

In-depth interview	Final Model
Novelty - Being detached from their usual environment and familiar people.	Novelty - Being detached from their usual environment and familiar people.
Escape - Absence from daily routines and thoughts	Escape - Absence from daily routines and thoughts
Fascination - Making sense of the environment with less mental effort	Fascination - Making sense of the environment with less mental effort
Coherence - Seamless and integrated environment	Coherence - Seamless and integrated environment
Compatibility – Supportive and convenient environment	Safety- Safe and secure environment
Safety- Safe and secure environment	Quietness – Quiet and calm environment
Quietness – Quiet and calm environment	
Social Acceptance – Acceptance of the backpackers among the local people	

7.4.4 Place Attachment Scale Development

Initially, place attachment construct consists of 14 items. A total of 9 items were removed in the later stage. EFA produces two factor solutions of Place Dependence and Place Attractiveness, contrasting with the literatures which consist of Place Dependence and Place Identity. None of the items representing place identity loaded on EFA, thus the initial items measuring Place Dependence dimension are now representing two factors namely Place Dependence and Place Attractiveness (Table 7.7). This is not similar to the issue faced by Buta et al. (2014) who reported that both Place Dependence and Place Identity dimensions cannot be discriminated due to high correlation. Among the items that measure Place Identity are “I am very interested in what other people think about this enclave”, “When someone criticizes this enclave, it feels like a personal insult”, “The success of this enclave is my success”, “When someone praises this enclave, it feels like a personal compliment”. This indicates that Place Identity is not an essential element that creates sense of belongingness towards the enclaves. The backpackers do not attach themselves to the enclave deep enough to form identity for the enclaves. The definition of the place dependence of the final model differs from in-depth interview. The PAPD2 and PAPD3 representing Place Dependence measures “I get more satisfaction staying in this enclave than I do from staying at any other enclave” and “Staying at this enclave is more important to me than staying at any other enclave” item respectively. This explains the reason why the definition of the Place Dependence was changed (Table 7.8). The remaining three items (PAPD6, PAPD7, PAPD8) illustrates the utilitarian functions thus it was termed as Place Attractiveness. Backpackers rated Place Attractiveness ($\beta=0.79$) dimension as a more vital factor in influencing attachment towards the enclave as compared with Place Dependence

($\beta=0.56$). The functional aspects of the enclave enable the backpackers to explore new destination and its culture.

Table 7.7: PA scale development item deletion summary

Phase	Items
Item generation	14 items
CVR	Omitted 3 items
Scale development	Omitted 6 items
Scale evaluation	-
Total items representing the construct	Place Dependence (PAPD2, PAPD3) Place Attractiveness (PAPD6, PAPD7, PAPD8)
Model	Second order model

Table 7.8: PA construct definition

In-depth interview	Final Model
Place dependence - Refers to the atmosphere, attractions, convenience aspects, and infrastructure	Place dependence – Contentment of staying in the enclave and to what extent the enclave is important, compared to the rest.
Place identity - Refers to comfort, familiarity, feel at home, feel relax, friendly and welcoming people	Place attractiveness - Utilitarian aspect such as the atmosphere, convenience and places of attractions.

7.5 DISCUSSION BASED ON RESEARCH QUESTIONS

This section discusses the results in detail based on the research questions. Figure 7.1 demonstrates the final model which illustrates the relationships examined in this study.

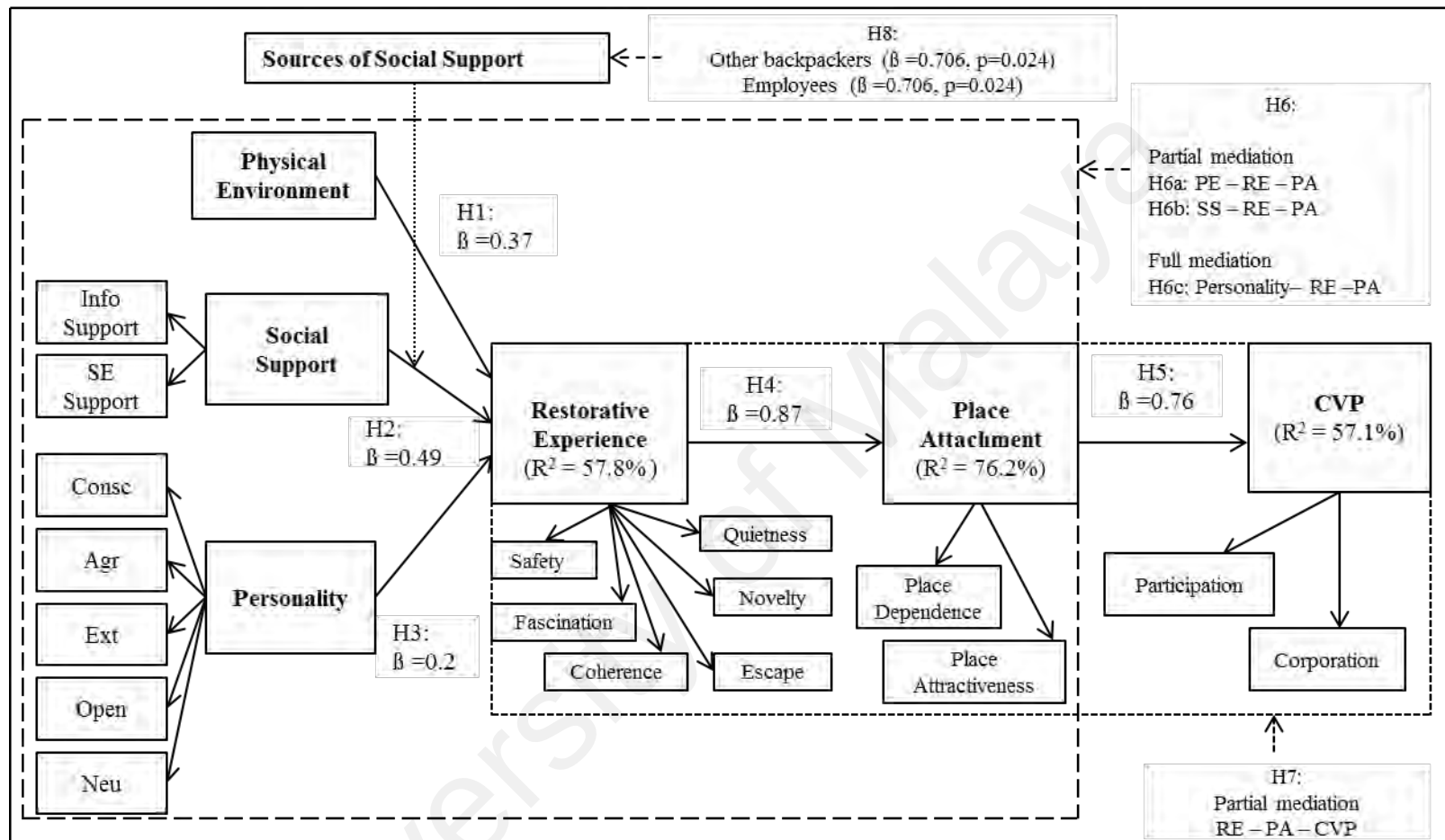


Figure 7.1: Final Model

7.5.1 Research Question 1

What are the predictors of restorative experience of backpackers?

Staats et al. (2010) and Kaplan, Kaplan, and Ryan (1998) stated that physical environment and social support influence restoration experience. Therefore, this study examines both the physical environment (H1) and social support (H2), along with personality (H3) as the determinants in backpackers' restorative experience. All the three hypotheses are supported. All the relationships are in positive direction except for personality variable. Social support ($\beta=0.49$) has more effect on restorative experience as compared to physical environment ($\beta=0.37$) and personality constructs ($\beta=-0.2$).

Social support received by backpackers promotes restorative experience (Kaplan et al., 1998; Rosenbaum et al., 2009; Staats et al., 2010). In this study, social emotional support received from both the employees and other backpackers are vital in facilitating restorative experience, compared with informational support. Backpackers are more likely to experience high restoration if they receive social emotional support from the employees and other backpackers. The non-tangible support from these two sources includes physical comfort, care and attention which reduce the backpackers' stress level. Receiving emotional support from strangers in a new destination could alleviate their stress and enable them to experience restoration. The informational support enables them to access information pertaining to destination, mode of transportation and, etc. from Internet, guidebook or other sources.

In relation to physical environment, the findings indicate that having clear and visible signs and symbols in the enclave enable the backpackers to restore themselves, as they can find

their way around without any difficulties. This is in tandem with Bitner (1992) and Musa and Thirumoorthi (2011) who mentioned that sign and symbols is one of the factors that represent physical environment.

Personality also influences restorative experience. It is interesting to note that all the personality dimensions are negatively correlated except for neuroticism and openness. This implies that backpackers who are easily worried and easily become nervous will attain high restorative experience from their mental exhaustion. It contradicts Matzler et al. (2005) who pointed that the individual with neuroticism trait has low tendency to experience positive emotion. Backpackers who exhibit high level of openness are more likely to experience restoration. They are more open to new information (Heinstrom, 2005) and able to voluntarily respond to the environment and this increases the likelihood of restoration. They are able to adapt to the new culture, people and settings which made them more flexible even though they are outside their comfort zone. Those who are with low level of extraversion, agreeableness and conscientiousness are able to relieve their mental fatigue in the enclave. This contradicts with Matzler et al. (2005) who mentioned that those who are extrovert are more likely to experience positive emotion. In this study, it is found that backpackers with low extraversion have higher tendency to experience restoration. Those who are extrovert tend to engage in social interaction with other backpackers and employees. The social companionship received from others may minimize the need for restoration as the interaction with others itself can be regenerating. Backpackers with low agreeableness do not prefer to engage in interaction (Jensen-Campbell et al., 2003; Letzring, 2008). Those with low conscientious are not pro-social in their attitude towards others (Friedman, 2008), and thus able to experience restoration. These groups of

backpackers are less keen in expanding their social circle however it does not mean that they are anti-social. Individuals are more prone to experience restoration when one's personality is similar to the environment pattern" (Holland, 1985). In this case, if backpackers are open to new experience, the tendency to experience restoration is higher in an unfamiliar setting as their degree of adaptability is high.

7.5.2 Research Question 2

Are backpackers who experience restoration likely to exhibit place attachment?

The relationship is significant between restorative experience and place attachment (H4) and the coefficient value ($\beta=0.87$) is the highest among the relationships tested in this study. Thus, backpackers who are able to restore themselves are more likely to exhibit place attachment which echoes the findings from the previous studies (Korpela & Hartig, 1996; Rosenbaum et al., 2009). Those who are able to experience restoration are more likely to develop sense of belonging towards the enclaves. This implies that positive experience is vital in creating place attachment.

7.5.3 Research Question 3

Does place attachment lead to customer voluntary performance (CVP)?

The structural model demonstrates that there is a positive relationship between place attachment and customer voluntary performance (CVP) (H5). The coefficient value ($\beta=0.76$) implies that backpackers who exhibit place attachment are more likely to cooperate and participate in the service establishments in the enclave. This is parallel with studies of Alexandris et al. (2006) and Kyle et al. (2004f) both of which recorded the place

attachment role on behaviour and attitudinal loyalty. The finding also shares the same sentiments with Smith et al. (2010) who expressed that those who prefer a space for its utilitarian function may not opt to visit the destination in the future. The functionality attributes can be emulated in other space thus the tendency for repeat visit is low.

7.5.4 Research Question 4

Does restorative experience mediate the relationship between physical environment, social support, personality and place attachment?

Restorative experience mediates the relationship between physical environment and social support with place attachment. The role of physical environment and social support in fostering place attachment is low if the backpackers do not experience restoration. Restorative experience fully mediates the relationship between personality and place attachment. Backpackers who belong to neuroticism trait tend to develop high sense of belonging towards the enclave as they will be highly restored.

7.5.5 Research Question 5

Does place attachment mediate the relationship between restoration experience and customer voluntary performance (CVP)?

Place attachment partially mediates the relationship between restorative experience and customer voluntary performance (CVP). This implies that restorative experience will less likely lead to customer voluntary performance (CVP) unless the backpackers develop attachment towards the enclaves. In other words, backpackers who are able to restore

themselves will be somehow cooperative and participative in the service establishment if they develop the sense of belonging towards the enclaves.

7.5.6 Research Question 6

Do the sources of social support moderate the relationship between social support and restorative experience?

The role of sources of social support as a moderator between social support and restorative experience is supported. Accordingly, with the increase in social emotional and informational support from other backpackers and employees, backpackers will be able to experience restoration in the enclave. The more social support they receive from these two groups, the more likely they will be able to recover from mental fatigue.

7.6 CONTRIBUTION

7.6.1 Theoretical contributions

Tourism is multidisciplinary as a phenomenon within which the discipline cannot be studied using a single discipline (Matthews & Richter, 1991). Franklin and Crang (2001) expressed concern about lack of theories in tourism. Thus, both Attention Restoration Theory (ART) and Place Attachment Theory (PAT) are used to explain the phenomenon investigated in this study. This study is indeed an attempt to 'marry' academic theory to backpacker experience (Wilson & Richards, 2008). Many models have been developed in tourism to explain the backpackers' experience, but none totally focus on establishing a model to explain the experience of backpackers in the enclave itself.

This study extends the research line by investigating the determinants of restorative experience, place attachment and customer voluntary performance (CVP) in the backpacking context. This study is pioneering in the sense that it links the following relationships in backpacker enclave settings:

- the restorative potential of backpacker enclave
- the relationship between personality and restorative experience
- the determinants of restorative experience
- the relationship between restorative experience and place attachment
- the relationship between place attachment and customer voluntary performance (CVP)
- the mediating role of restorative experience and place attachment
- the moderating role of sources of social support

Two additional dimensions namely Quietness and Safety are discovered apart from Coherence, Fascination, Novelty and Escape (ART), all of which represent backpackers' restorative experience. Even though there is no agreement in the restorative dimensions in the literature, it is clear that backpacker enclaves have restorative qualities similar to natural settings, thus it extends the applicability of Attention Restoration Theory (ART) in backpacker enclaves. While these new dimensions may not represent other types of settings or environment, nevertheless it allows researchers, particularly in tourism to explore the restorative potential of other tourist destinations. The empirical evidence contributes to the literature on restorative experience in non-natural environment particularly in backpacker tourism.

In addition, this study provides a baseline in understanding the influence of personality on restorative experience as the literature proves limited interest on the direct relationship between these constructs. The finding demonstrates that backpackers with different traits differ in their restoration potential. Even though personality does not have high impact on the restorative experience of backpackers compared to physical environment and social support, it cannot be overlooked as the personal traits do affect restorative experience. The backpackers themselves are not homogeneous as they tend to self-define themselves as travellers, tourists, explorers and, etc. Nevertheless, personality trait is more specific context in differentiating the backpackers as compared to typologies. Even though researchers categorize the backpackers into various groups (e.g. institutionalized vs. non-institutionalized tourist), the differences (traits) among the members of the same group cannot be ignored. To a certain degree, this study successfully examined the personality of backpackers and established the direct relationship with restorative experience which is first of its kind.

The empirical evidence illustrates that physical environment, social support and personality influence restorative experience among backpackers in the enclaves. It is an integrative model which includes all three determinants of restorative experience which is normally examined in isolation. The physical layout, interaction between the people in the space (other backpackers, employees and local people) and personality trait of the backpackers enabling them to restore themselves within the space.

It is evident that backpackers who experience restoration are more likely to develop emotional bonding towards the enclaves which consequently leads to their participative and cooperative behaviours. An enclave is dynamic; it is more than a space that offers

experience to backpackers. This study provides evidence on how backpackers form connection with the space and how it influences the behavioural outcome.

Both restorative experience and place attachment are established as mediators. The contribution acknowledges the social support source as a moderator between social support and restorative experience construct. The role of restorative experience as an independent and mediating variable broaden the horizon of environmental psychology in the context of non-nature touristic setting. This study provides insights into backpacking tourism particularly in reference to Attention Restoration Theory (ART) and Place Attachment Theory (PAT).

7.6.2 Methodological contribution

This study employs mixed method research strategy to address the research questions and objectives. Qualitative research strategy is employed in the first phase of the study and followed by quantitative research in the second phase. The philosophical assumption of the study is neo-positivist and this enables the researcher to incorporate the subjective values from the respondents' perspectives. All the items generated for scale development are derived from previous study and in-depth interviews. Even though, the qualitative findings are validated using quantitative analysis, the value laden approach minimizes the positivist criticism. The qualitative approach sheds light in comprehending the backpackers' perspective of their experiences in the enclaves. Merely adapting the instruments utilized by previous studies will not provide a holistic perspective in the conceptualization of the research as the respondents experience is ignored. Commonly, qualitative method is often argued by positivists as lacking in general application of the findings. To address this issue,

quantitative method is employed to validate the findings for this study. Thus, the combination of both research strategies provides a solid approach in understanding the phenomenon and also to conceptualize the research framework.

The main contribution of the study lies in the development of new scale / instrument for physical environment, social support, restorative experience and place attachment constructs. These constructs are developed for creating valid measures based on the specific context (backpacker enclave). Rigorous scale development process ensures the validity and reliability of the developed constructs and other researchers can usefully adopt the scale for future studies. All the constructs are second order with the exception of physical environment.

7.6.3 Managerial Contributions

The findings provide a basis for managerial and policy recommendations in the development and maintenance of backpacker enclaves and also enhancing backpackers' experience. Numerous suggestions have been provided from the perspective of destination management.

Physical environment affects the ability of restoration. The municipal council must provide clear signs and symbols (Bitner, 1992) in a visible location predominantly at the entrance of the street. The signs must provide directions to the bus station, train station, places of attraction and, etc. Maximum information must be displayed in the area so that the backpackers will be able to locate the direction. The municipality also must maintain the signboards as sometimes they are blocked with advertisement or shielded with trees.

It is clearly evident that social support is essential in creating restorative experience (Kaplan et al., 1998; Rosenbaum et al., 2009; Staats et al., 2010). Backpackers rely more on the employees and other backpackers to obtain social emotional support. The backpackers will confide or share their problems to the employees, thus the staff of the service establishments particularly backpacker hostel must be friendly, have high sense of empathy, and willing to listen to them. In addition, they also may wish to create an atmosphere which allows the backpackers to communicate with other backpackers. For example, the hostel's employees can encourage communication among backpackers by providing a cosy communal area (Musa & Thirumoorthi, 2011). Besides that, the employees can create opportunities for the backpackers to tag along with others by introducing the guests to each other and making the backpackers feel at ease to communicate. Nevertheless, the employees should pay attention on the backpackers' personality as some of them maybe reserved and may not enjoy other's company, thus they need offer personalized attention in order to enhance positive experience.

The safety aspect must be improved, to minimize their anxiety as insecure feeling will lead high stress. A few researchers reported that female western backpackers are very concerned about their safety particularly in the less developed countries as they are subjected to gaze by local men (Elsrud, 2001; Wilson & Ateljevic, 2008; Yakushiji, 2010). Thus women are more concerned about safety issues than their male counterparts. It is important to create a safe environment not only for the backpackers, but also others who are in the enclave. A police booth should be stationed at the enclave and regular patrolling by the local authorities especially at night can minimize unwanted incident. The backpackers must be careful while travelling as they cannot solely rely on the authorities to safe guard them.

Safety measures must be taken such as watchful of their valuable properties, not to travel alone at night, being vigilant when encountering with strangers and wearing proper attire. The local authorities must take corrective measures pertaining to the social issues such as drugs and prostitution which were raised by the respondents during the interview as this will affect the image of the destination.

The pedestrian walkways' lightings can be improved for visual comfort especially at night. Pedestrians will be more comfortable walking in brightly lighted walkways and crime can be deterred with more pedestrian activities. These measures will improve the safety aspect of the enclaves which eventually facilitates the achievement of restorative experience among backpackers.

The enclave must be able to hold backpackers attention with its rich elements (Kaplan & Kaplan, 1990). The structure and orderly way of the urban enclaves allow the backpackers to explore without much attention. Besides, the connectedness of the elements in the enclave such as accommodation, restaurants, attraction places, transportation, ATMs, shopping and, etc. are vital for backpackers. Well-designed enclaves are fundamental as poor integration between the facilities and infrastructures particularly transportation will restrict the mobility of the backpackers. Well-connected and attractive backpacker enclaves enable restorative experience to take place thus the destination planner must utilize the full potential of the space which designed to cater for backpackers.

The respondents said they are less likely feel disengaged with their usual environment and thoughts when they are in the backpacker enclave. Assimilation of foreign culture somehow changed the local identity of the enclaves, thus some pointed out that they do not

feel away from home as the presence of westernization culture remains their feeling of being in home country, but in a different geographical setting. Thus, it is vital to maintain the local identity of the enclaves, to create backpackers' detachment from their usual setting. This factor must be taken into consideration in the planning and developments of backpacker enclaves as it enhance restoration.

Positive experience leads to ~~an~~ approach behaviour" (Cacioppo, Gardner, & Berntson, 1999) which facilitates the engagement of an individual to his/her environment (Fredrickson, 2001). This implies that positive experience affects one's psychological state hence it creates the connection towards the place. According to Rosenbaum (2009b), restorative experience produces emotional bond towards a place, therefore it is crucial to create a delightful experience during the stay in the enclaves. The enclave stakeholders must be mindful of the important elements for restorative experience in the area, to ensure it remains as a relevant and vibrant destination. A thoughtful approach is needed to redesign and rejuvenate the existing enclaves besides improving the visual quality as it will create rich environment. The layout of the enclave must be designed in way that creates sense of place.

Backpackers are connected to the enclave for its utilitarian function. The atmosphere, accessibility, attraction and convenience aspects of the enclave affect sense of belonging. More places of interest can be created surrounding the enclaves providing easy access for the backpackers to move from one point to another. The attractiveness of the enclaves must be given emphasis as it creates emotional bond towards the enclave which consequently influences customer voluntary performance (CVP) (Bettencourt, 1997; Rosenbaum & Massiah, 2007).

It is clearly evident that the backpackers are exhibiting participative and cooperative behaviour in the service establishments in the enclaves. They provide feedbacks on how to improve the services particularly in backpacker hostels, voice out the problems they face in the service establishments and help the employees by doing some chores voluntarily. The service providers must welcome the feedbacks, be attentive and take prompt action to resolve the problems raised by the backpackers. Delighting customers is one of the challenges faced by the hostels and employees play an essential role in delivering the services. Positive response from the employees will encourage backpackers to engage actively in the service establishments. Failing to respond to the feedbacks will result in negative word of mouth. Hence, proactive approach in dealing with customers grievances is necessary as unpleasant experiences encountered by the backpackers can be shared with others within a click in the social networks. Backpackers' feedbacks are the catalyst for goodwill between service providers and backpackers.

7.6.4 Marketing Contributions

Various marketing implications can be derived from the findings of the study. Kuala Lumpur, Penang, Melaka, Perhentian Island and Cameron Highland are the main enclaves visited by backpackers in Malaysia. These are the well-known enclaves which are mapped out as backpacking routes in Malaysia. Enclaves in East Malaysia such as Kota Kinabalu, Kuching and Sandakan receive less backpackers compared to other enclaves, perhaps because of more limited air capacity to the area. These destinations should be further developed and promoted by Tourism Malaysia to the backpackers, together with the increase air capacity. Besides that, other potential destinations such as Sepilok, Kinabatangan, Tawau, Redang Island, Kapas Island, Cherating, Sukau and, etc. should

also be marketed, to disperse the backpackers within the country, and to provide economic benefits to the less popular backpacker enclaves. Over concentration on certain enclaves can be avoided as the backpackers will be distributed across the enclaves in Malaysia which may lead to less crowding and perhaps better satisfaction.

Relatively, the backpackers spend 1 to 2 weeks in most of the enclaves and length of stay can be extended by keeping them engaged with various activities. More events and activities must be created and promoted in order attract backpackers to visit Malaysia besides increasing the duration of stay. Some researchers stated that (Muzaini, 2006; Scheyvens, 2002; Visser, 2003) backpackers are less keen in learning the local culture which is supposed to be one of the main reasons they backpack. Efforts must be taken by relevant government bodies such as Ministry of Tourism, Ministry of Arts, Culture and Heritage and Tourism Malaysia to formulate activities related to culture and heritage for the backpackers.

In relation to the marketing implications, destination marketers may improve their marketing communication to include the restorative qualities that the enclave offers in their promotional messages. This message can be included in the hostel, Tourism Malaysia and backpacking websites, brochures, social network (Facebook and Twitter). Online promotional activities should be given emphasis as Internet is the main source of information for the backpackers. Many decisions are made based on the information available on the websites (Westerhausen & Macbeth, 2003), thus the marketing messages on the Internet must be relevant and reliable. Inaccurate information and failing to fulfil the expected attributes may result in the negative word of mouth which could be detrimental to the success of backpacker enclaves.

Any advertisement related to backpacking tourism in Malaysia must emphasis on the Safety, Coherence and Quietness, Fascination, Novelty and Escape aspects which create added values to the destinations. Restorative experience is very subjective as it relates to the individual's experience with a particular setting, thus the marketing elements must be catered to various market segments such as backpackers, travellers, tourists and flashpackers. Safety element is the most important aspect of restorative experience of backpackers. Therefore, the destination marketers need to provide more information on the safety aspect as preventive measure particularly when the destination's image is negative.

Even though this study examined the restorative qualities of the enclaves, it can be extended to the backpacker's hostels. Thus, the hostels can be designed to facilitate the achievement of restorative elements found in this study. This study succeeds in providing evidence that backpackers' enclaves possess elements of restorative experience. The aforementioned aspects are crucial for further enhancement and development to ensure the continuous flow and patronization of backpackers' enclaves.

7.7 LIMITATIONS AND FUTURE STUDIES

Although much has been done, this study is not without limitations. The first limitation is pertaining to the examination of only urban enclaves. The rural enclaves may differ from the urban enclaves in the settings, layouts, movement patterns, characteristics facilities, infrastructures, interaction of people and geographical scale. These elements will affect the restorative experience, types and sources of social support, sense of belongingness and customer voluntary performance. Thus, the findings cannot be generalized to rural backpacker enclaves. Future study may carry out comparative studies between urban and

rural enclaves. The rural enclave may be comparable to restorative qualities of natural setting however the ability of the local people to converse in English, new culture, norms, customs and lack of infrastructure will influence backpacker's restoration. This will provide insights on how the backpackers envision the physical and social settings of space particularly in touristic enclaves. It will contribute significantly to the body of knowledge as limited studies have been done on the spatial features in the backpacking context.

The second limitation is that, it did not examine activity construct which is also a contributing factor to restorative experience. Additional construct will require more samples as there will be an increase in the total number of items. Thus, this construct was not included due to time and costs constraints. Future studies could incorporate this construct as those who are stressed tend to differ in selecting the activity that they would like to engage in. The activity that one may feel could de-stress him/herself may not be the same for others. In tourism, the type of activities that travellers can engage in depends on the type of attractions that can be found in a destination. Backpackers engage in visiting sites, walking, trekking and participating in adventurous activities such as skydiving, bungee jumping, diving, rafting and, etc. There is lack of assessment on to what extent these activities possess restorative qualities. Those who are in need of restoration will engage in behaviours that are not mentally demanding or challenging. However, backpackers who prefer adventurous activities may also experience restoration. Activities engaged by an individual in a particular setting cannot be generalized to different settings/environment. Two individuals who engage in the same activities may not necessarily experience restoration; one may feel highly restored after the activity and simultaneously the other person may not be able to rejuvenate or restore himself. Thus, it is

important to also identify the activities that enable one to meet his/her restoration needs. In addition, the antecedents of the restorative experience examined in this study only explains 57.8%, thus researchers may conduct exploratory study to identify the other relevant factors that may affect backpackers' restoration.

Investigation of the personality construct as a moderating variable on the relationship between the independent variables and restorative experience could be a future research stream. In addition, the reverse relationship of how customer voluntary performance affects restorative experience can provide insights on whether the feedback given by the backpackers were actually used to improve the restorative experience by the service providers in the enclaves.

This study investigated the mediating effect of restorative experience and place attachment in isolation. Researchers can also examine the parallel mediating of the variables in relation to the independent variables (physical environment, social support and personality) and the dependent variable (customer voluntary performances).

The AVE and CR values of both novelty and safety dimensions were relatively low. These constructs can be refined by adding more items in the future studies besides expanding the discriminant validity. The loyalty aspect must be treated cautiously by the researchers as large majority of the backpackers do not prefer to visit the same destination in the future, and prefer to explore new places. The present study adapted the customer voluntary performance scale (CVP) by Bettencourt (1997) which measured the loyalty dimension using three items on intention to return and recommend. More items can be added to measure the latter as intention to return is not relevant in the backpacking context.

Another limitation is that, the study assumes backpackers use the enclaves to restore themselves from the experiential overload of travelling even though they might travel to experience the enclaves themselves. In addition, this investigation also disregards whether the primary purpose of the respondents is in fact recreational. Future studies can measure the relationship between motivation and restorative experience. This will provide an overview of how different purposes of travelling affect the restoration process. For instance, those who travel for recreational purpose may be able experience better restoration than those who travel for other reasons such as exploring others' culture, interacting with local people, to increase knowledge and, etc.

This study also did not ask the respondents on how much time they spent in the backpacker enclaves. Researchers may wish to find out the length of stay in the backpacker enclave and compare between two groups (long and short duration) in relation to restorative experience. Perhaps, those who spent more time in the enclaves will be able to restore themselves better compared to those spent less time. It would be interesting to investigate how different typologies (backpacker, flashpackers, travellers, tourists and, etc.) differ in restorative experience. Are the flashpackers able to experience restoration better than the backpackers as the former prefer comfort and are willing to pay more money to obtain it? Are the budget conscious backpackers less likely to restore from mental fatigue? Researchers may address these issues in the future studies, to provide a better view on how various factors affects the restoration process.

The findings reflect that the travelling duration and travel experience influence restorative experience, thus future studies could examine these factors in detail. Those who travel within short span of time might be more stressed than their counterparts who have been backpacking for longer duration. Similarly, experienced backpackers will be more laid back than the novices who have to comprehend new culture, language, strangeness and feeling of uncertainty. Besides that, researchers may also examine the demographic variables such as gender, age and nationality as a moderator in relation to the direct relationships examined in this study.

It is found that place dependence and place attractiveness factors create emotional bonding towards the backpacker enclaves. This study did not include other place attachment dimensions such as lifestyle, social bonding and affective thus it warrants further investigation. Place identity is not an essential factor of place attachment in the backpacking context and researchers may replicate and verify the findings of this study in different settings. In the interview, some respondents mentioned that the post effect of the previous destination hinders the emotional bonding towards the current enclave. Future studies may wish to gather information on the previous enclaves visited by the backpackers and also the length of stay.

Future studies may concentrate on the restorative potential of backpacker hostels which mimic the non-natural setting. The findings will provide insights on how the hostel owner can design the layout and atmosphere in order to improve the ability of the backpackers to restore themselves. Moreover, it would be interesting to investigate the interaction between backpackers and the employees to further understand the social support element.

7.8 CONCLUSION

This research furnished insights on the restorative potential of backpacker's enclaves (built environment). With significant contribution of the tourism sector economically and ensuing increase of backpacker tourism in many countries, the insights will help scholars, policy makers and players in the tourism industry. Hence, this research has theoretical, economic and societal value.

This research contributes scientifically in three ways. Firstly, the research contributes to theory building as it merges the anthropological and market-based approaches to backpacker research. This differentiates it from existing studies that are mainly concentrated on the practical applications. Secondly, theoretically, this research verifies the applicability of attention restoration theory (ART) and Place Attachment Theory (PA) in the backpacker's enclave thus locating its contribution to the environmental psychology research field. Thirdly, it has impact to the research methodology in the backpacker tourism research through the scale development for physical environment, social support, restorative experience and place attachment constructs. It is accomplished by qualitative approach which was utilized for item generation purposes followed by validation of the conceptual model which warrants a mixed methodology.

The managerial and marketing implications provide useful insights in planning and development of backpacker enclaves. Various stakeholders such as hostel owners, local authorities, Tourism Malaysia and destination planner can benefit from the outcome of this research. The restorative elements can be used for marketing and promotion purposes. Besides that, the local authorities and destination planners can improve the layout and the

design of the enclaves to enhance the restorative potential of the space. Employees particularly from the backpacker's hostel need to play a vital role in providing social support to the backpackers.

This research is noteworthy as it provided an understanding to the backpackers' experience in the enclaves bringing to light its dynamic culture thus unlocking the key to future researches on backpackers' culture.

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Thirumoorthi, T. (2012). Exploring the factors which influence restorative experience, place attachment and customer voluntary performance among backpackers in their enclaves in Malaysia. Presented in Tourism Services Seminar (September 5). Faculty of Business of Accountancy (organized by Services Research and Innovation Centre (ServRI)).