

Appendix A – Questionnaire Sample

Instruction: Please indicate the degree of your *agreement* or *disagreement* with each statement by marking (X) in the provided boxes, according the following scale:

1	2	3	4	5
Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree

Note: Please choose **only one** option.

Section A:

SC01	I prefer to be different rather than doing things the way other people do.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SC02	I like products that are unique.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SC03	I like to receive attention.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SC04	I don't mind to be different from others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SC05	I will <i>not</i> buy anything that my friends <i>dislike</i> .	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SC06	I have more self-confidence than most people	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section B:

AS01	I always stand up for what I believe in.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AS02	I am a leader rather than a follower.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AS03	I am an assertive person.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AS04	It is difficult to express my complaint.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AS05	I usually keep my opinion to myself.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section C:

CV01	I always listen to advice given by my elders.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
CV02	I <i>do not like</i> today's fast pace of change.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
CV03	I like to stick to the usual ways of doing things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
CV04	Conforming to social norms is important to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
CV05	I <i>do not</i> like to express my ideas to public.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section D:

RT01	I like the feeling that comes with taking risks.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
RT02	I <i>never</i> let fear get in the way of me doing things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
RT03	I don't let people' judgments prevent me from doing new things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
RT04	I don't care what people think of what I do.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
RT05	I consider myself as a risk-taker.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section E:

SJ01	Complaining about unsatisfactory products is my <i>duty</i> .	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SJ02	It bothers me if I don't complain about an unsatisfactory product.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SJ03	People have a <i>responsibility</i> to inform the seller about a defective product/ service.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SJ04	I should express my pleasant experience of a product/service to others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
SJ05	It is <i>not fair</i> to my friends if I do not tell them about an unsatisfactory product/service.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Note: *Travel Services* in this survey refer to the following services: ***hotels, package holidays, airlines, car rentals, cruise lines, railways*** and ***sightseeing tours***.

Section F:

AC01	Before travelling to a new destination, it is helpful to ask from family and friends who have been there before.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AC02	I'm positive to recommend good travel service to my family and friends.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AC03	If I have a bad experience with a travel service, I let my friends know about it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AC04	When a family or friend recommends a travel service to me, I usually trust them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AC05	I like to share the information that I have about a travel service with my family and friends	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section G:

AO01	Writing an online review might help to make improvement to the company's travel service	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AO02	I don't like to write an online review because it takes so much time/effort.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AO03	Online websites are too complicated for me to write a review about a travel service	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AO04	Before travelling to a new destination, it's helpful to check online reviews about the city, tourist attractions and hotels.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
AO05	I trust the independent online reviews about a travel service.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section H:

BC01	If I have a bad experience with a travel service I'll let my friends know about it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BC02	I often recommend good travel services to my family and friends.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BC03	Before travelling to a new destination, I usually seek information from family and friends who have been there before.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section I:

BO01	Before travelling to a new destination, I check online reviews about the city, tourist attractions and hotels.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BO02	If I'm satisfied with a travel service, I often write a positive online review about it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
BO03	If I'm dissatisfied with a travel service, I often write a negative online review/complaint about it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section J:

IU01	I browse internet quite often (regardless of the purpose).	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
IU02	I regularly check my emails.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
IU03	I'm an active social networker (i.e. Facebook, Twitter, ...)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section K:

NF01. Have you ever visited any of the following websites? (*More than one answer is possible*)

- www.tripadvisor.com
- www.agoda.com
- www.travelocity.com
- www.mytravelguide.com
- www.travbuddy.com
- www.travel.com
- www.holidaywatchdog.com
- Other travel-related websites

NF02. What was the purpose of your visit to the above websites? (*More than one answer is possible*)

- Check out the ratings of a hotel
- Check the online reviews
- Write a review
- Rate a hotel or travel package
- Book a hotel or travel package
- Check for promotions
- View photos of a hotel or travel destination
- Other reasons

NF03. Have you ever recommended a travel service to your family and friends? Yes No

NF04. Have you ever left a review or comment about a travel service in an online network? Yes No

Section L: Respondent Profile

Instruction: Please mark (X) for the answer and fill in the blanks when necessary

RP1. **Gender:** Female Male

RP2. **Age:**

Under 18 years

18 - 22 years

23 - 30 years

31 - 40 years

41 - 50 years

51 - 60 years

Above 60 years

RP3. **Marital Status:**

Single

Married

Divorced/ Widow

RP4. **Citizenship:**

Australia

China

Germany

Iran

Malaysia

Norway

United States

United Kingdom

Other, please specify.....

RP5. **Country of Residence:**

Australia

China

Germany

Iran

Malaysia

Norway

United States

United Kingdom

Other, please specify.....

RP6. **Ethnicity:**

White/Caucasian

Middle Eastern

Chinese

Malay

Indian

Black/African American

Other

RP7. **Highest level of education**

SPM/STPM

Bachelor degree

Certificate or Diploma

Post Graduate degree (Masters or PhD)

Other

RP8. **Occupation:**

Manager/Professional

Supervisory/Technical

Clerical/Sales/Production

Self-employed

Housewife

Student

National Service

Unemployed

Other

RP9. **Gross monthly income level:** (Please convert your salary to **USD\$**)

Less than \$499

\$500 - \$999

\$1000 - \$2999

\$3000 - 4999

\$5000 - \$7999

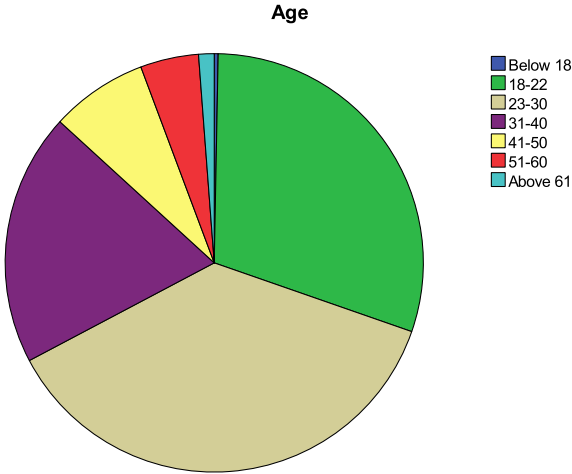
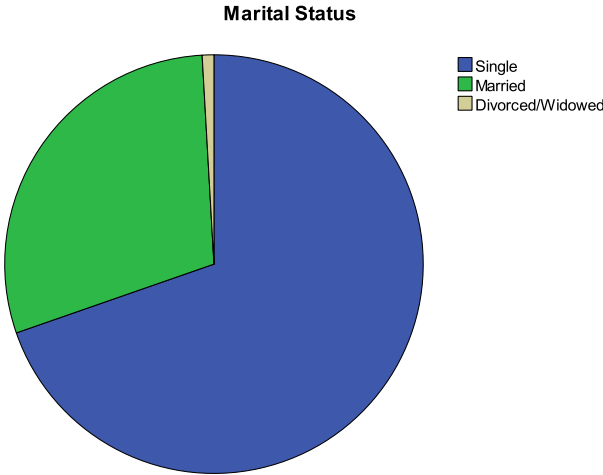
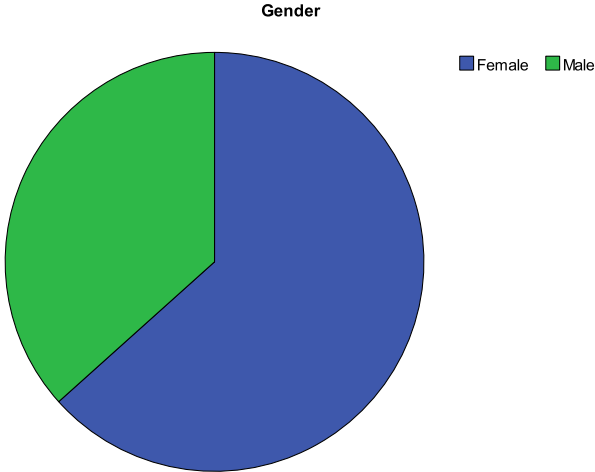
Above \$8000

I prefer not to answer

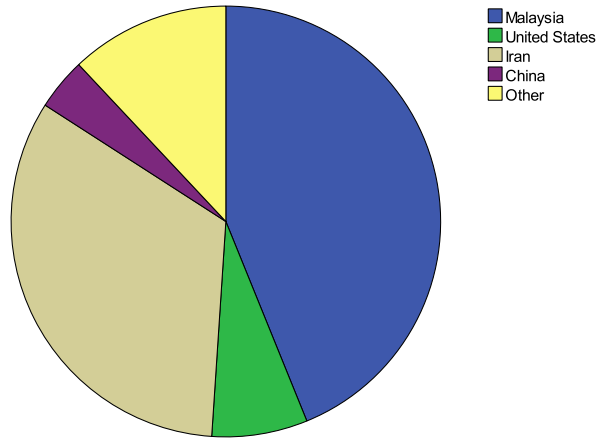
RP10. If you are interested in my study, you may leave your email here and I would be happy to share the results with you

.....**👉 Thank you for your participation.👈**.....

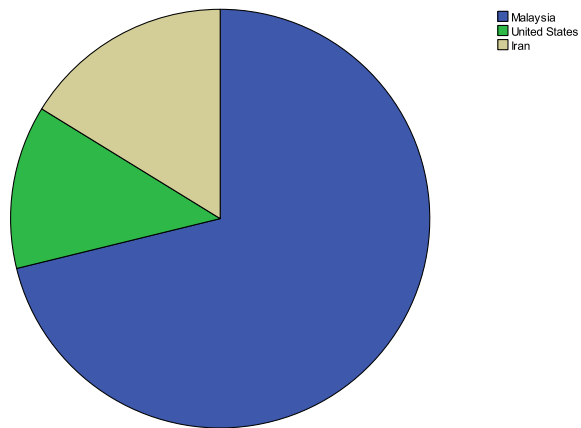
Appendix B – Descriptive Analysis



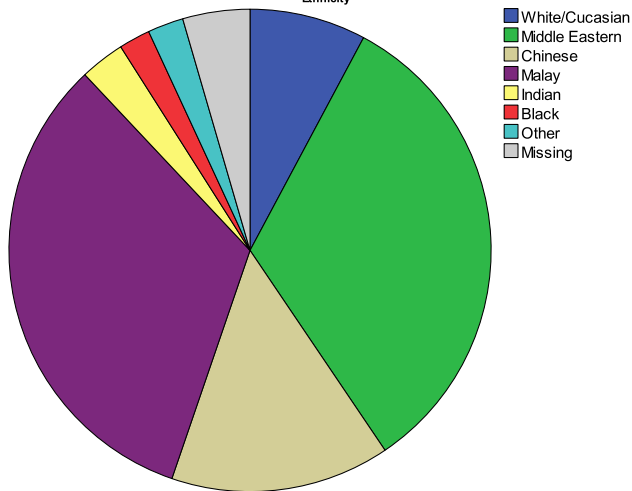
Citizenship



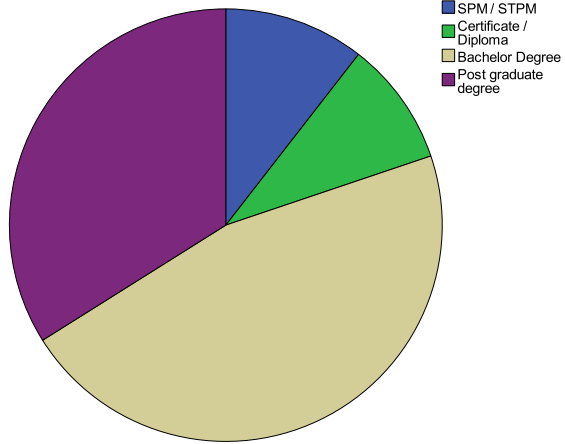
Country of residence



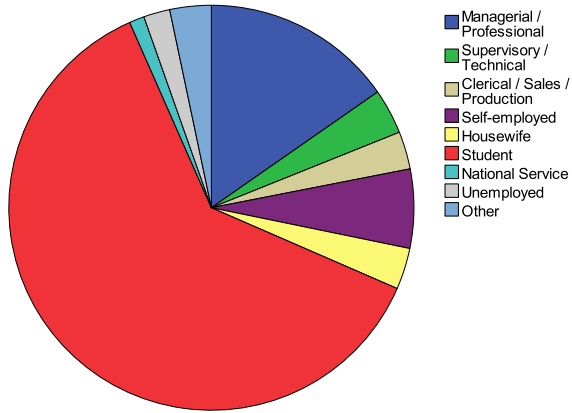
Ethnicity



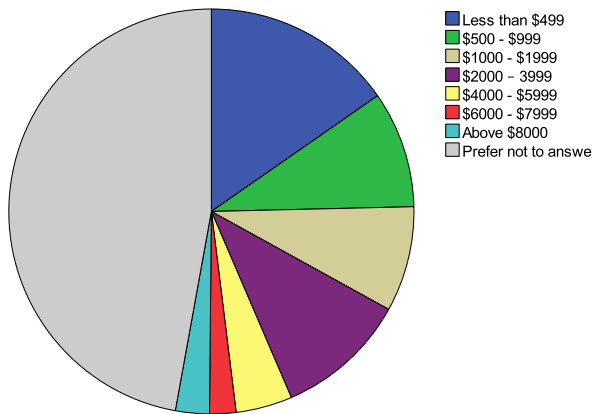
Highest level of education



Occupation

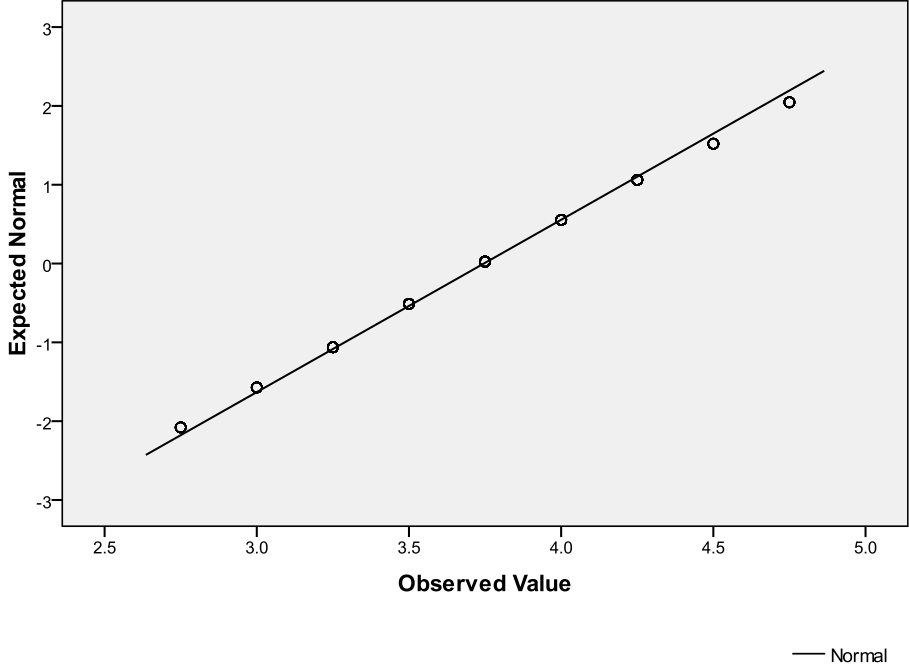


Gross Monthly Income Level

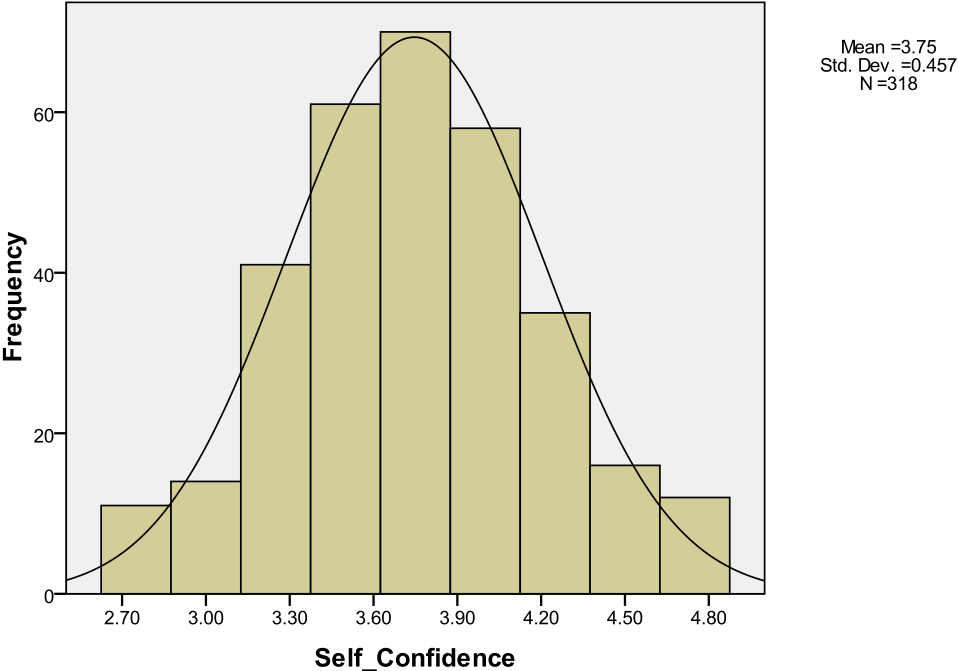


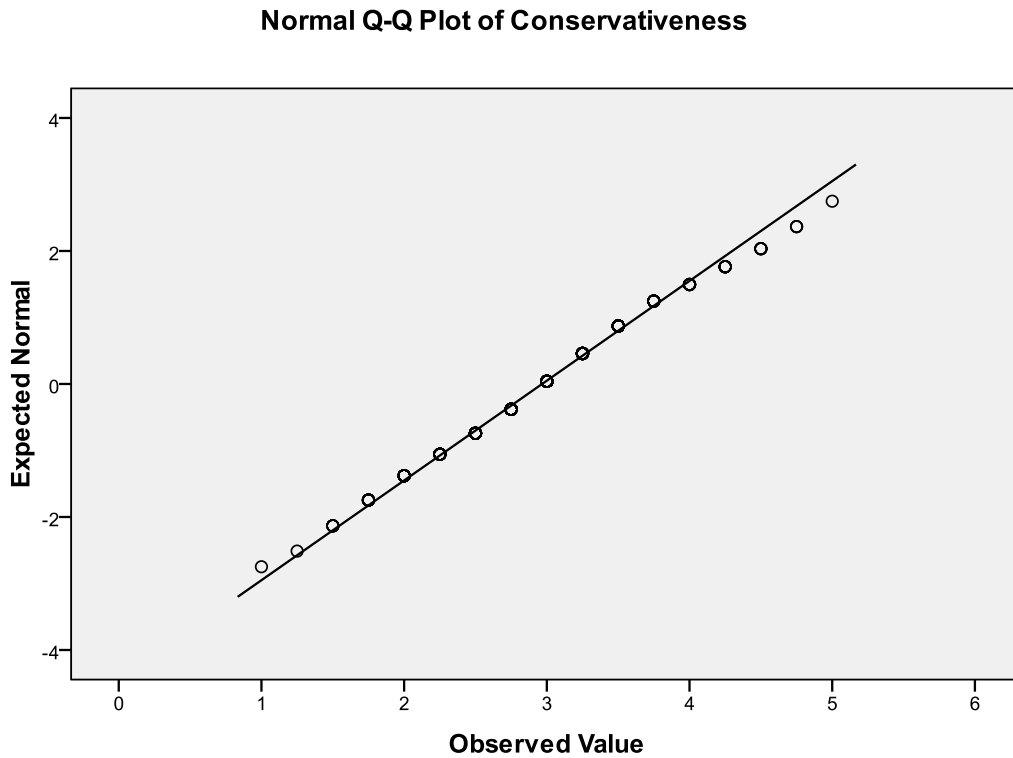
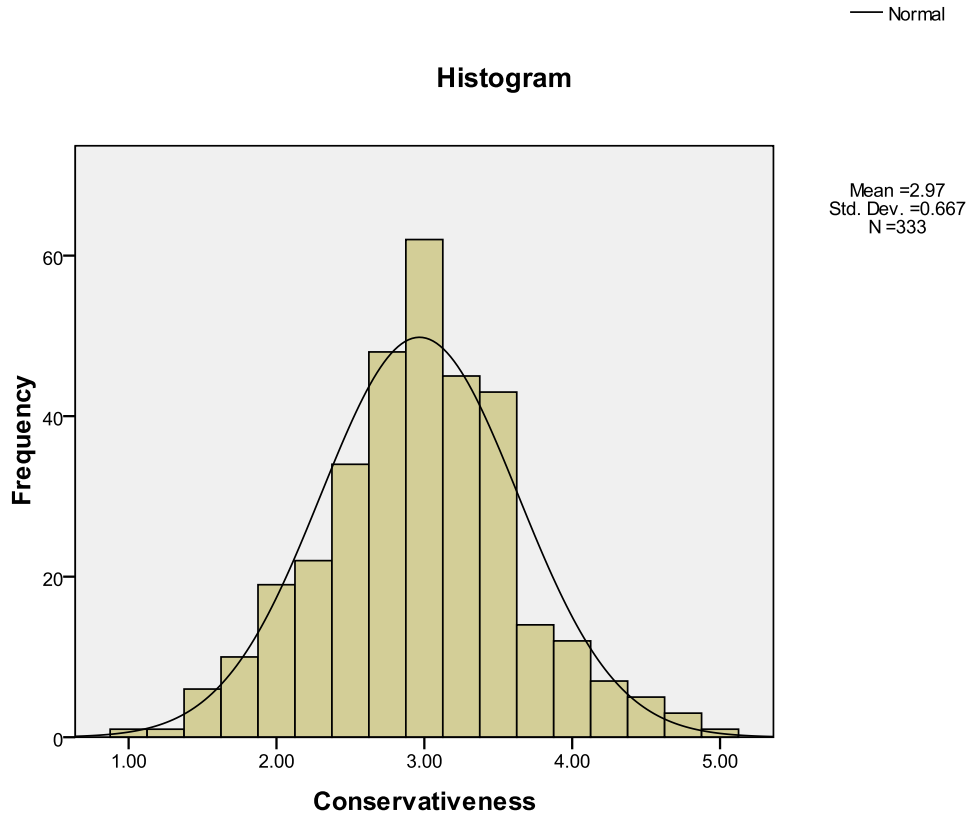
Appendix C – Normality Test Results

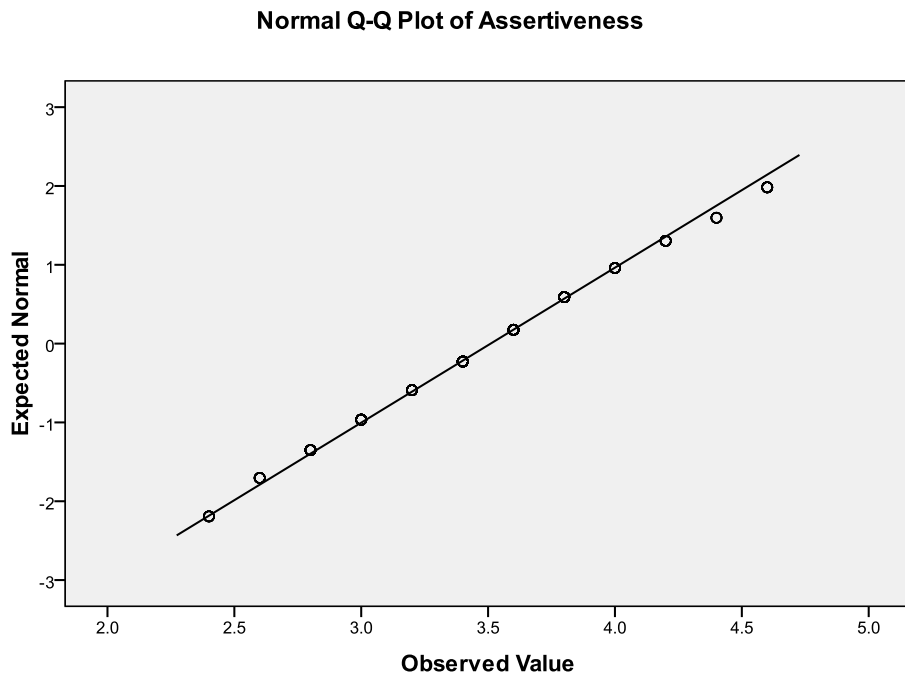
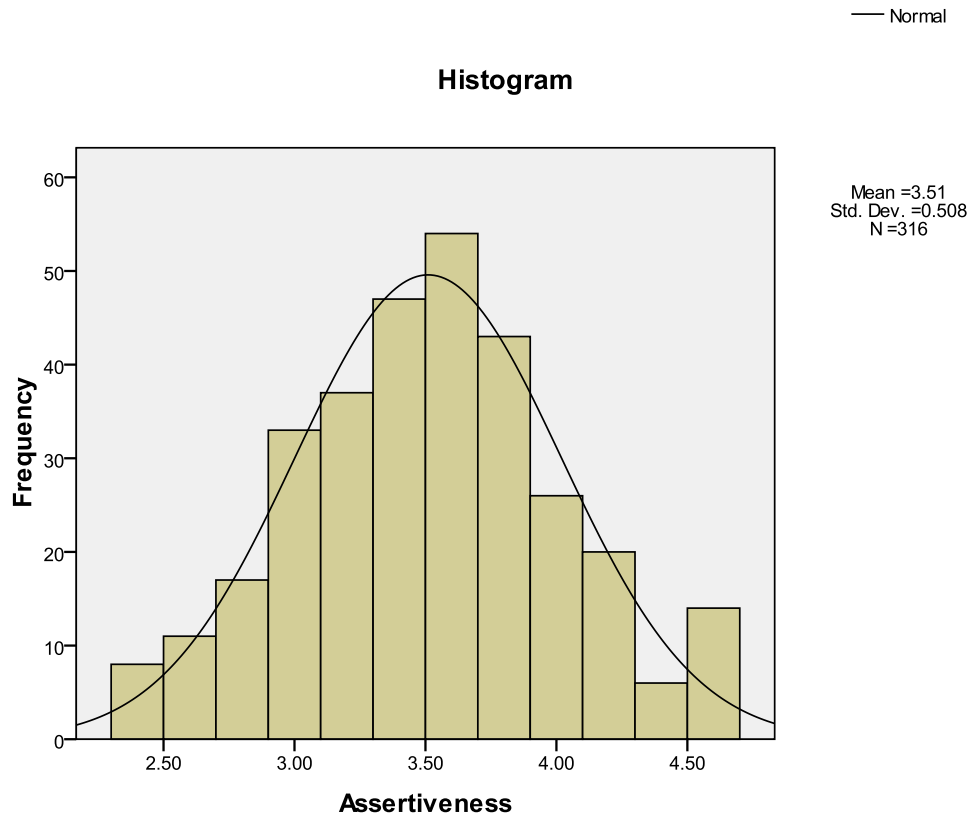
Normal Q-Q Plot of Self_Confidence



Histogram

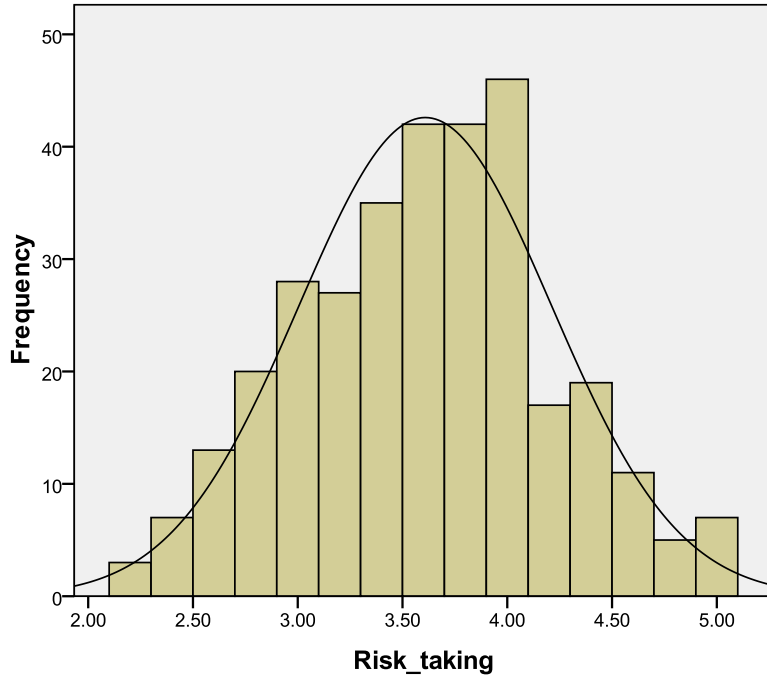




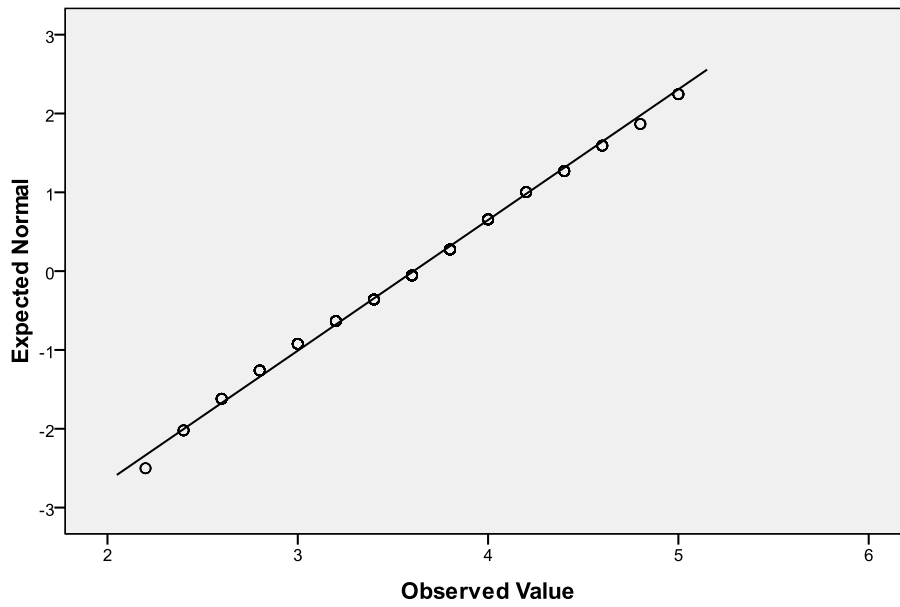


— Normal

Histogram

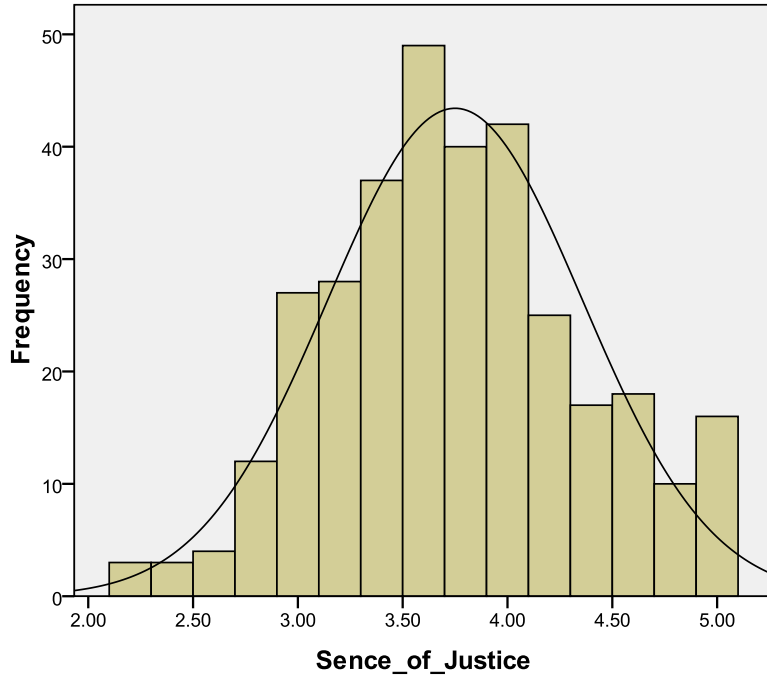


Normal Q-Q Plot of Risk_taking



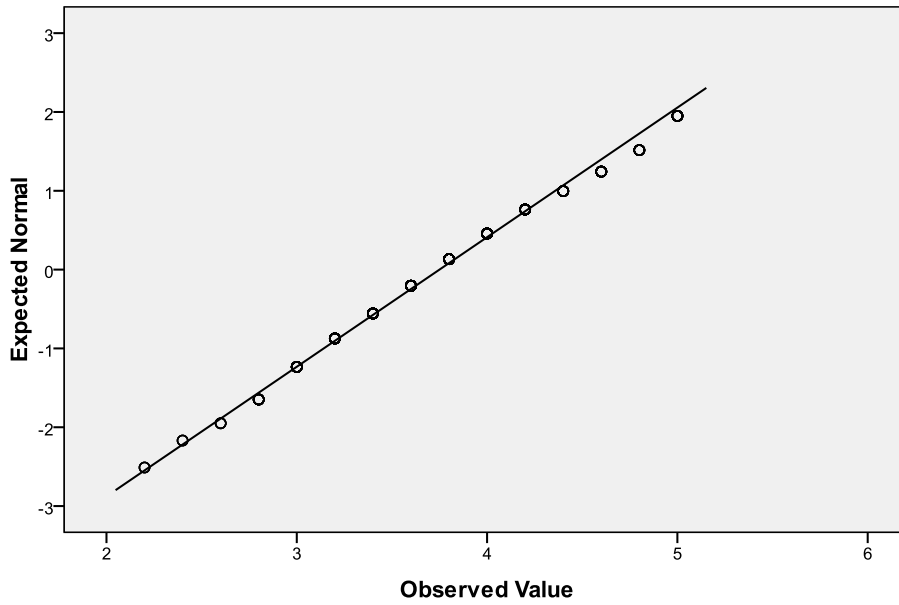
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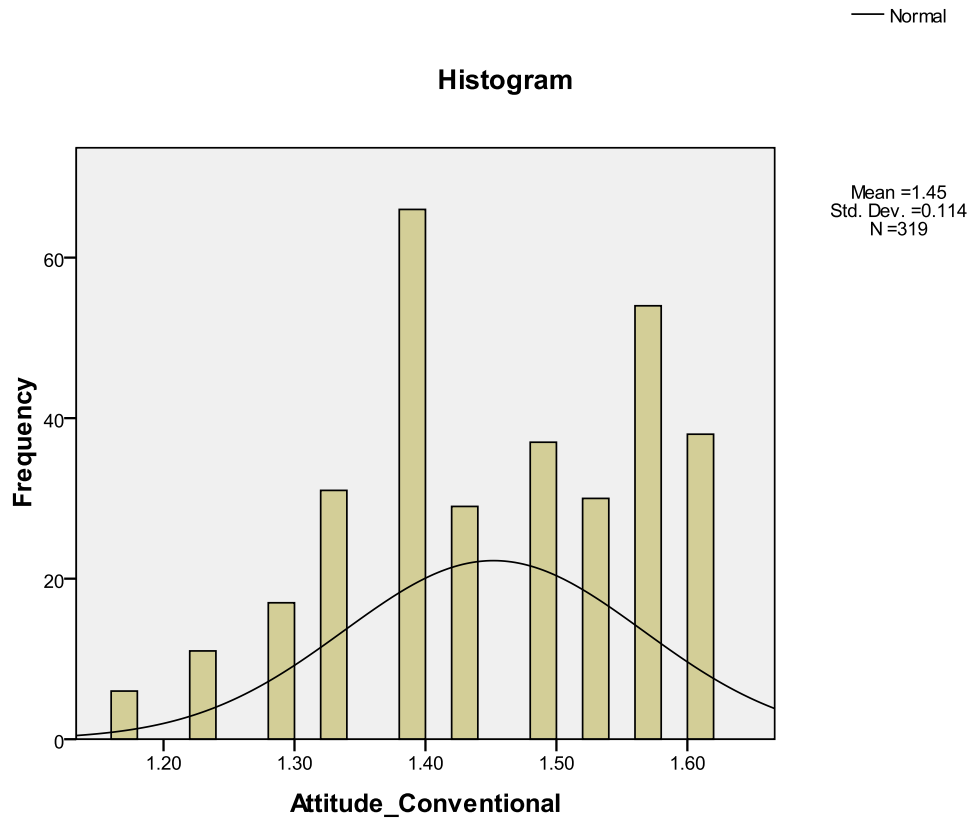
Histogram



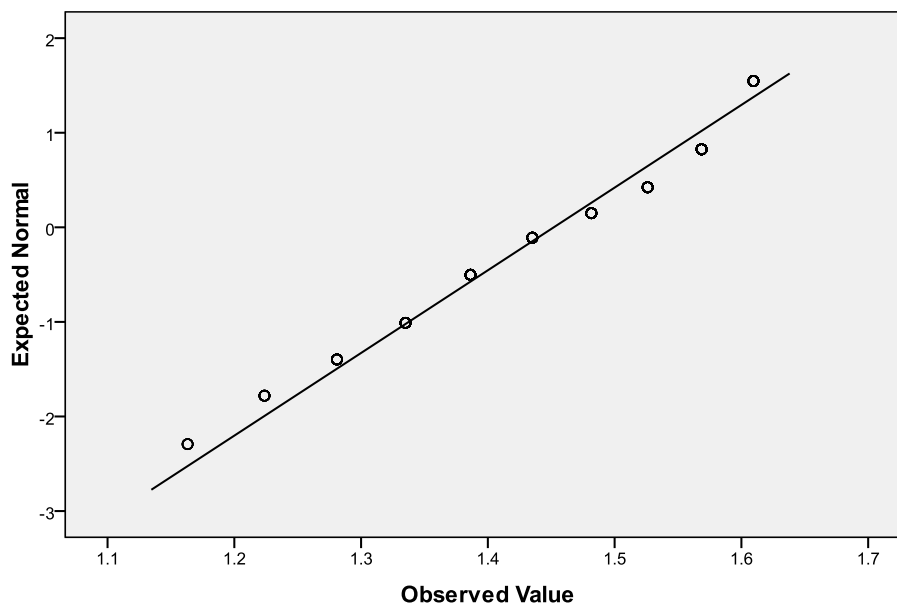
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Std. Dev. =0.608
N =331

Normal Q-Q Plot of Sence_of_Justice



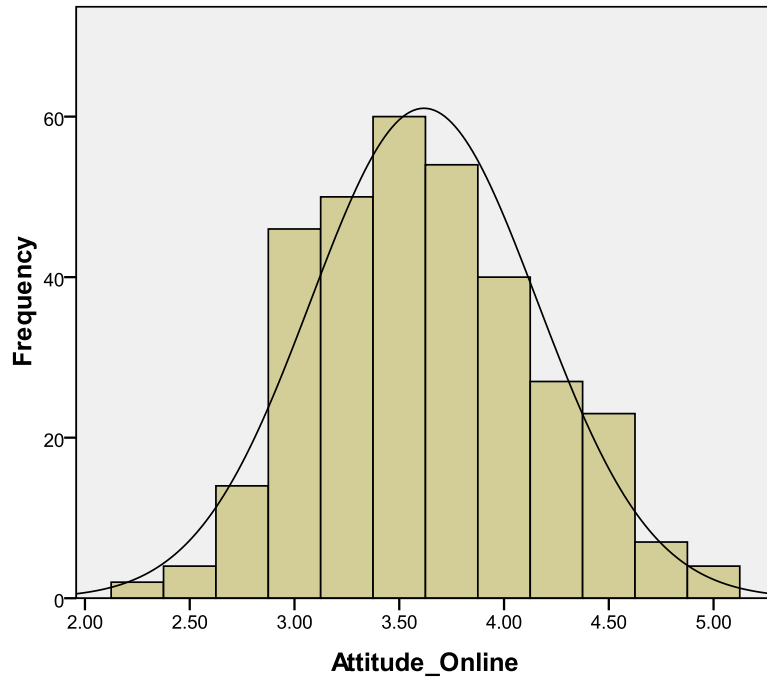


Normal Q-Q Plot of Attitude_Conventional



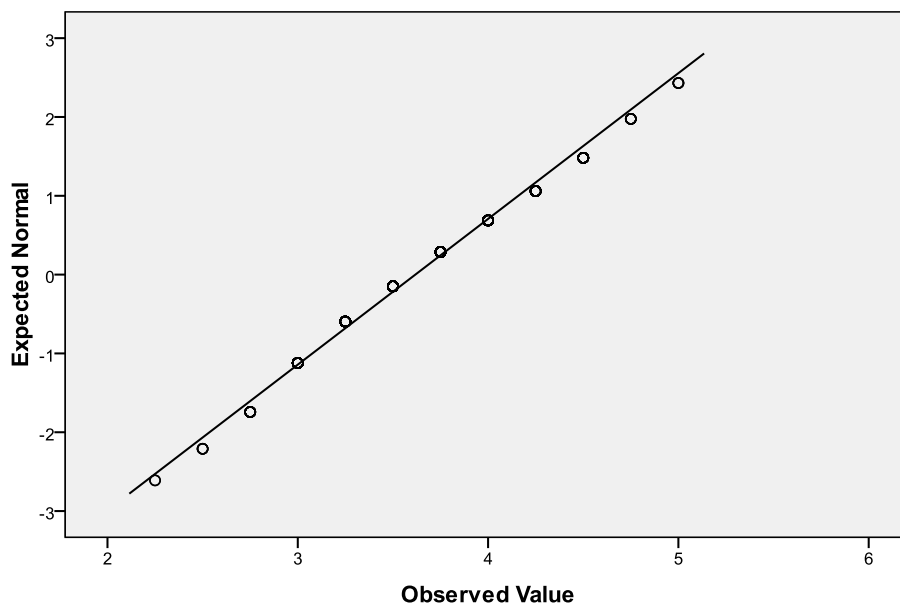
— Normal

Histogram



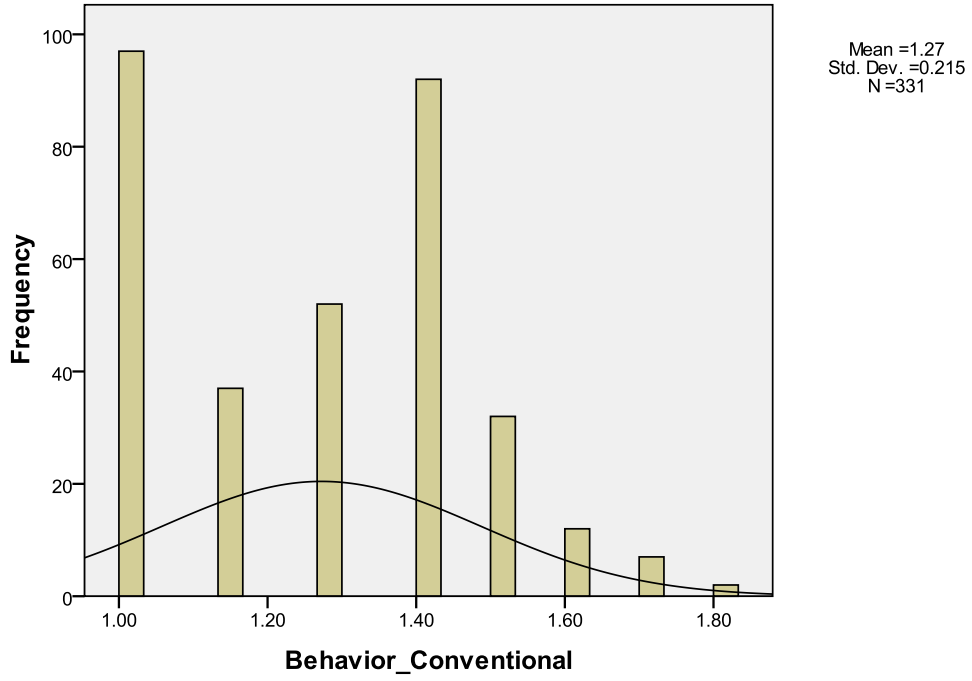
Mean =3.62
Std. Dev. =0.541
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Normal Q-Q Plot of Attitude_Online

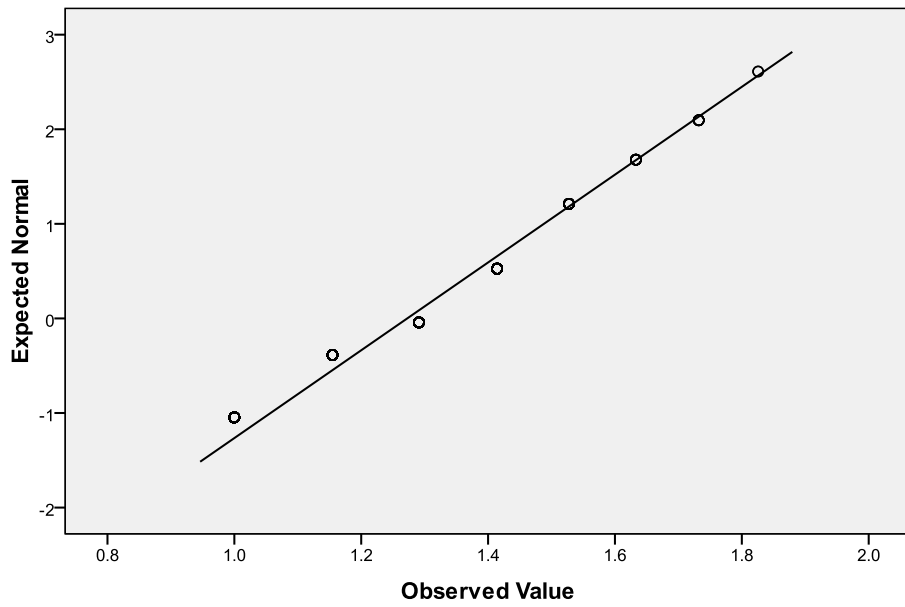


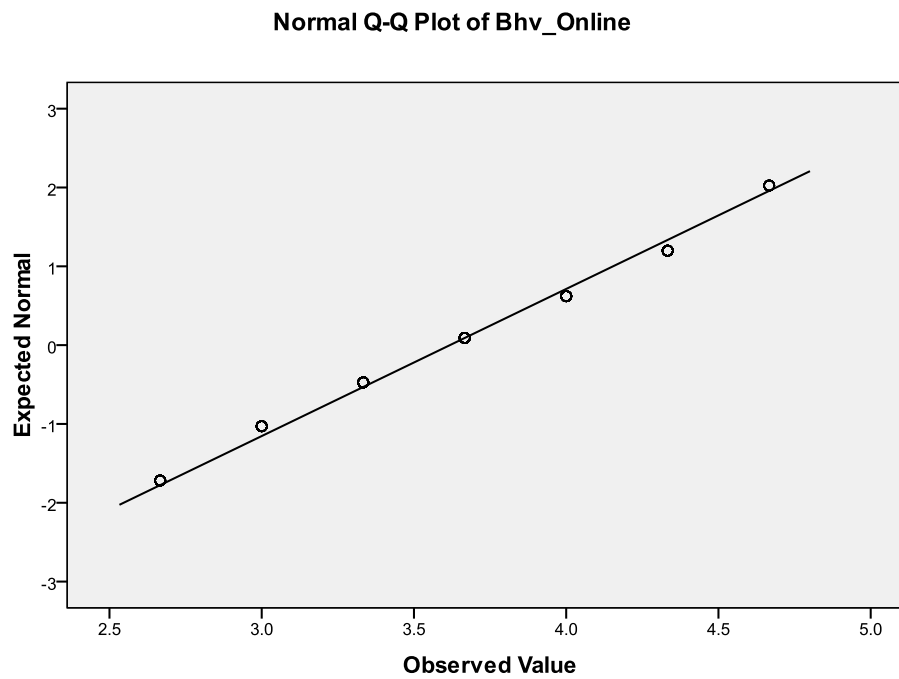
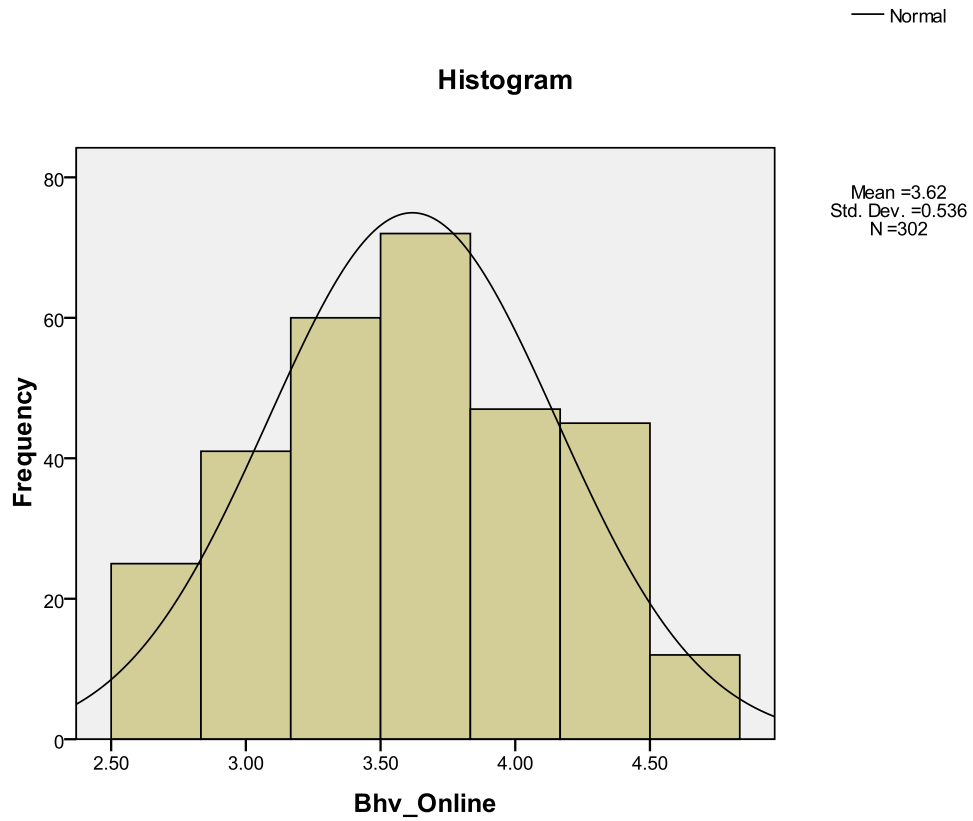
— Normal

Histogram



Normal Q-Q Plot of Behavior_Conventional





Appendix D – Regression Analysis of Independent Variables and Dependent Variable (Behavioral)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344 ^a	.118	.103	.50750

a. Predictors: (Constant), Sence_of_Justice, Conservativeness, Self_Confidence, Risk_taking, Assertiveness

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.750	5	1.950	7.572	.000 ^a
Residual	72.630	282	.258		
Total	82.380	287			

a. Predictors: (Constant), Sence_of_Justice, Conservativeness, Self_Confidence, Risk_taking, Assertiveness

b. Dependent Variable: Behavior of Online WOM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.097	.416		5.040	.000
1 Self_Confidence	.000	.073	.000	-.005	.996
Conservativeness	.046	.050	.057	.916	.360
Assertiveness	.083	.068	.079	1.219	.224
Risk_taking	.019	.057	.021	.334	.738
Sence_of_Justice	.274	.051	.315	5.373	.000

a. Dependent Variable: Behavior of Online WOM

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 ^a	.152	.138	.51526

a. Predictors: (Constant), Sence_of_Justice, Conservativeness, Self_Confidence, Risk_taking, Assertiveness

b. Dependent variable: Behavior of Conventional WOM

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.230	5	2.846	10.720	.000 ^a
Residual	79.118	298	.265		
Total	93.348	303			

a. Predictors: (Constant), Sence_of_Justice, Conservativeness, Self_Confidence, Risk_taking, Assertiveness

b. Dependent Variable: Behavior of Conventional WOM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.030	.411		4.938	.000
Self_Confidence	.091	.072	.075	1.267	.206
Conservativeness	.093	.049	.112	1.878	.061
Assertiveness	.116	.067	.106	1.725	.086
Risk_taking	.076	.056	.083	1.364	.174
Sence_of_Justice	.269	.050	.298	5.327	.000

a. Dependent Variable: Behavior of Conventional WOM