


THE INFLUENCE OF INNOVATIVENESS ON REVISIT INTENTION: THE MEDIATING ROLE OF WORD-OF-MOUTH IN AUGMENTED REALITY FOR TOURISM IN THAILAND

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 26 May 2023</p>	<p>Purpose: This study aims to identify the motivational factors that encourage travelers to adopt augmented reality (AR) applications when exploring tourism destinations and to investigate the mediating effects of personal word-of-mouth (WOM) on the relationships between innovativeness and revisit intention outcomes among travelers.</p>
<p>Keywords:</p> <p>Augmented Reality (AR); Word-of-Mouth(WOM); Innovativeness; SEM.</p>	<p>Theoretical framework: This study developed a conceptual framework that determines travelers’ inclination to use AR applications at tourism destinations, based on three primary variables: Innovativeness, Word-of-Mouth and Revisit Intention.</p>
	<p>Design/methodology/approach: A sample size of 430 was collected through an online self-administered survey. The proposed model was subjected to analysis using the structural equation modeling to examine the mediator effect of Word-of-Mouth.</p>
	<p>Findings: The results of the study indicate that service innovation and technology innovation have a significant and direct impact on travelers' WOM communication regarding their intention to revisit tourist destinations that offer AR applications. The revisit intention towards AR-based tourism applications is indirectly influenced by service innovation as mediated by WOM.</p>
	<p>Research, Practical & Social implications: This current study enhances comprehension of the determinants that drive tourists to utilize AR applications at tourism destinations by integrating established theoretical frameworks and adapting them to the specific context of tourism.</p>
	<p>Originality/value: As prior studies focused on the post-experience aspects of AR adoption, the motivations of travelers to reconsider their intention to use ART in Thailand remained unclear. Insufficient comprehension of tourists' inclination to revisit and utilize AR in Thailand’s tourism destinations may result in the failure of these destinations to attract new or returning visitors, ultimately leading to a decline in revenue.</p>
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A INFLUÊNCIA DA INOVAÇÃO NA INTENÇÃO DE REVISITAR: O PAPEL MEDIADOR DO BOCA A BOCA NA REALIDADE AUMENTADA PARA O TURISMO NA TAILÂNDIA

RESUMO

Objetivo: Este estudo tem como objetivo identificar os fatores motivacionais que encorajam os viajantes a adotar aplicações de realidade aumentada (AR) ao explorar destinos turísticos e investigar os efeitos mediadores do boca a boca pessoal (WOM) nas relações entre a inovação e a intenção de visitar os resultados entre os viajantes.

Referencial teórico: Este estudo desenvolveu uma estrutura conceitual que determina a inclinação dos viajantes para usar aplicativos de RA em destinos turísticos, com base em três variáveis principais: inovação, boca a boca e intenção de visitar.

Desenho/metodologia/abordagem: Um tamanho de amostra de 430 foi coletado por meio de uma pesquisa online auto-administrada. O modelo proposto foi submetido à análise por meio da modelagem de equações estruturais para examinar o efeito mediador do boca-a-boca.

Resultados: Os resultados do estudo indicam que a inovação de serviços e a inovação tecnológica têm um impacto significativo e direto na comunicação WOM dos viajantes em relação à sua intenção de visitar destinos turísticos que oferecem aplicativos de RA. A intenção de visitar as aplicações turísticas baseadas em AR é indiretamente influenciada pela inovação de serviços mediada pelo WOM.

Pesquisa, implicações práticas e sociais: Este estudo atual aumenta a compreensão dos determinantes que levam os turistas a utilizar aplicativos de RA em destinos turísticos, integrando estruturas teóricas estabelecidas e adaptando-as ao contexto específico do turismo.

Originalidade/valor: Como estudos anteriores se concentraram nos aspectos pós-experiência da adoção de RA, as motivações dos viajantes para reconsiderar sua intenção de usar o TARV na Tailândia permaneceram obscuras. A compreensão insuficiente da inclinação dos turistas para visitar e utilizar AR nos destinos turísticos da Tailândia pode resultar na falha desses destinos em atrair visitantes novos ou recorrentes, levando a um declínio na receita.

Palavras-chave: Realidade Aumentada (AR); Boca a Boca (WOM); Inovatividade; SEM.

LA INFLUENCIA DE LA INNOVACIÓN EN LA INTENCIÓN DE REVISITA: EL PAPEL MEDIADOR DEL BOCA A BOCA EN LA REALIDAD AUMENTADA PARA EL TURISMO EN TAILANDIA

RESUMEN

Objetivo: Este estudio pretende identificar los factores motivacionales que animan a los viajeros a adoptar aplicaciones de realidad aumentada (RA) cuando exploran destinos turísticos e investigar los efectos mediadores del boca a boca personal (WOM) en las relaciones entre los resultados de la innovación y la intención de revisita entre los viajeros.

Marco teórico: Este estudio desarrolla un marco conceptual que determina la inclinación de los viajeros a utilizar aplicaciones de RA en destinos turísticos a partir de tres variables principales: innovación, boca a boca e intención de revisita.

Diseño/metodología/enfoque: Se recogió una muestra de 430 personas mediante una encuesta autoadministrada en línea. El modelo propuesto se sometió a análisis mediante modelos de ecuaciones estructurales para examinar el efecto mediador del boca a boca.

Resultados: Los resultados del estudio indican que la innovación en servicios y la innovación tecnológica tienen un impacto significativo y directo en la comunicación WOM de los viajeros en relación con su intención de volver a visitar destinos turísticos que ofrecen apps de RA. La intención de volver a visitar aplicaciones turísticas basadas en RA se ve influida indirectamente por la innovación de servicios mediada por WOM.

Implicaciones para la investigación, la práctica y la sociedad: Este estudio aumenta la comprensión de los factores determinantes que llevan a los turistas a utilizar aplicaciones de RA en destinos turísticos mediante la integración de marcos teóricos establecidos y su adaptación al contexto turístico específico.

Originalidad/valor: Dado que los estudios anteriores se han centrado en los aspectos posteriores a la experiencia de la adopción de la RA, las motivaciones de los viajeros para reconsiderar su intención de utilizar la RA en Tailandia siguen sin estar claras. Una comprensión insuficiente de la inclinación de los turistas a volver a visitar y utilizar la RA en los destinos turísticos de Tailandia puede hacer que estos destinos no consigan atraer a visitantes nuevos o recurrentes, lo que conllevaría un descenso de los ingresos.

Palabras clave: Realidad Aumentada (RA); Boca a Boca (WOM); Innovación; SEM.

INTRODUCTION

The rapid expansion of the tourism industry in the Asia Pacific region has not only contributed significantly to the region's economic growth, but also made it the second largest tourist-receiving region in the world (Liu and Lee, 2016). In this regard, the concept of repeat visits is extremely important in the travel and tourism industry (Ayuningtiyas et al., 2014) and it is widely regarded as one of the most pertinent issues in modern marketing (Wu et al., 2015). However, convincing visitors to return to their previous destination is one of the most challenging obstacles (Ayuningtiyas et al., 2014). A common marketing myth asserts that attracting repeat customers is five to six times more effective than acquiring new ones. Despite this, there have only been a limited number of studies conducted on the relationship between travel satisfaction and behavioral intent during the post-purchase phase of the destination selection process (Guntoro and Hui, 2013). As a direct response to this challenge, the level of competition among airlines has increased and the quality of service offered by airlines is receiving more attention than ever before (Hussain et al., 2015). Furthermore, service quality and perceived value are cognitive responses to the experience of a consumer, with "service quality" referring to the enhancement of airline services to meet the demands and expectations of customers (Seo et al., 2015). According to Kim, Duncan, and Chung (2015), a customer's perception of the quality of a product or service is a significant factor in determining the level of satisfaction the customer experiences. In general, service quality precedes the broader notion of customer satisfaction (Cantallops and Salvi, 2014). Anderson et al. (1997) state that the importance of each dimension of service quality which influences customer satisfaction varies depending on the circumstances. Thus, the relative impact of service quality on customer satisfaction in the aviation industry is distinct from other industries. Customer satisfaction is a compelling issue in the service industry because customer retention is more essential than customer acquisition (Kim and Lee, 2011). Word-of-mouth (WOM) is one of the criteria considered in the customer decision-making process (Cantallops and Salvi, 2014). It relates to the informal communication of consumers who have used a product or a service and convey their experiences whether positive or negative—about the qualities of a service or a product to another consumer who intends to purchase it (Suki, 2014). According to Yoon and Uysal (2005), WOM is one of the most frequently consulted sources of travel-related information.

This research aims to investigate adoption issues associated with AR in Thailand's tourism industry and to identify individual characteristics that influence revisit intention to engage in augmented reality (AR) tourism in Thailand, despite the technology's growing

popularity in the country. Despite the existence of these relationships and the emphasis placed on them, the question of whether "WOM" mediates the influence of Service Innovation and Technology Innovation on the individual's revisit intention remains unresolved. As a response to this inquiry, the authors present three objectives of this study aims to identify the motivational factors that encourage travelers to adopt augmented reality (AR) applications when exploring tourism destinations and to investigate the mediating effects of personal word-of-mouth (WOM) on the relationships between innovativeness and revisit intention outcomes among travelers.

LITERATURE REVIEW

Researchers, scientists, and other academics have recently regained their interest in analyzing and evaluating customers' intentions about the global adoption of AR technology (Fan et al. 2020; Faqih, 2016; Feng and Mueller, 2019). Using a variety of methodologies and theoretical foundations, the researchers sought to explore how the consumers' intent to adopt technological applications is formed (Flikkema et al. 2010; Fornell and Larcker, 1981; Gopalakrishnan and Damanpour, 1997) Although WOM has been traditionally studied from the perspective of face-to-face communication (Gupta and Harris, 2010), some researchers view it as a credible and powerful consumer-to-consumer communication tool that influences consumer behavior. WOM refers to the communication about products and services that occurs between people who are believed to be independent of the company providing the product or service, and via a medium that is perceived to be independent of the company. It is also acknowledged that WOM plays a significant role in influencing and forming the attitudes and behaviors of consumers (Jalilvand et al., 2013). Because of the widespread accessibility of the Internet, engaging in virtual conversations with other tourists has become ubiquitous. This has led some researchers to conclude that electronic word-of-mouth (e-WOM) is an important factor in tourist retention and acquisition in this age of e-commerce (Litvin et al., 2008). The concept of e-WOM represents a shift from traditional WOM, which is restricted to conversations about products and services, to internet-based WOM, which can reach a larger audience (Sen and Lerman, 2007). E-WOM is a type of informal communication tool directed towards consumers using internet-based technologies. It is based on the application of goods and services as well as their particular characteristics (Ladhari and Michaud, 2015b). E-WOM refers to feedback – positive or negative – made by prospective, existing, or previous consumers regarding a product or service offered by a business, which is subsequently disclosed to a

significant number of Internet users and organizations (See-to and Ho, 2014). WOM communicates through a variety of channels, such as a website, Twitter, Facebook, Instagram, and a web-based platform (Hennig-Thurau et al., 2004). The information provided by WOM is more up-to-date, entertaining, and reliable than the information provided by travel agencies, which is why many tourists searching for travel destinations use WOM (Abubakar and Ilkan, 2016). As a result, the e-WOM of a tourist destination influences not only the image of the destination but also the levels of satisfaction experienced by tourists and their future travel intentions (Abubakar and Ilkan, 2016). According to the findings of the research, e-WOM has the potential to influence how travelers perceive a destination as a place to vacation (Abubakar and Ilkan, 2016; Setiawan, 2014). WOM plays a significant part in forming the image of a destination that tourists form after a holiday, and it can also influence the level of satisfaction travelers have when acquiring information for a trip, such as through research (Setiawan, 2014; Woo et al., 2015). WOM may also affect an individual's decision to travel to a particular destination (Abubakar and Ilkan, 2016; Chen et al., 2014; Jalilvand et al., 2013; Kim and Jun, 2016; Ladhari and Michaud, 2015a; Luo and Zhong, 2015). The visit intentions of tourists can be influenced by variables such as their opinion of the place and level of satisfaction with it (Abubakar and Ilkan, 2016; Hultman et al., 2015; Reza et al., 2013; Reza Jalilvand et al., 2012; Shawn and Feng, 2007; Stylos et al., 2016; Tan, 2016).

Revisit Intention

The value of WOM research is widely acknowledged, particularly within the hospitality and tourism industries (Litvin et al., 2008; Salim et al., 2023). It has been suggested that WOM has a direct effect on revisit intention. Thus, when customers are satisfied with the services provided by the hotel, they will be inclined to recommend the hotel to others and are more likely to avail the same services in the future (Cantallops and Salvi, 2014). In a study of low-cost airline passengers conducted by Kim and Lee (2011), positive WOM was found to increase revisit intention. Kim et al. (2009) demonstrated empirically that the customers' WOM communication was recognized as an important antecedent for future behavioral intentions to revisit. To illustrate this, a tourist who is extremely satisfied with a service will be more likely to recommend the destination's unique characteristics to others and to return in the future. Thus, WOM praise should have a positive correlation with revisit intention.

Users of online applications will perceive potential benefits with performance expectancy and decisions to endorse services when using online applications in conjunction

with eWOM, as demonstrated by Handi et al. (2018). Previous studies suggest the crucial role of revisit intention in bridging the adoption of services or products on a website by users, considering factors such as privacy and security issues, and perceived risk (Faqih, 2016). Based on the findings of Choi et al. (2013), attitudes are intrinsically linked to both the intention to revisit and the perceived benefits of attitudes. The study also put emphasis on the mediating effect that exists between perceived levels of risk and intentions to return to a location. As postulated by Dinev and Hu (2007), the intention to revisit a website is essential for anchoring economic relations in website services by taking into account information security, website design, website-specific information, and user protection technology in general. Several prior research have also highlighted the significance of return intent in online setting (Wibowo et al., 2020). Kitcharoen (2019) also described the influence of perceived benefits on the booking intents of Thai online travel firms. Roca et al. (2009) has also established the connection between intention and its important antecedent, namely ease of use and perceived usefulness. Several studies (Vijayasathy, 2004; Ha and Stoel, 2009) have provided empirical evidence of a positive correlation between user's revisit intention and their actual behavior (Dabholkar and Bagozzi, 2002).

Innovativeness

The degree to which customers are willing to try new things is a crucial factor in establishing how well new goods or services will be widely adopted (Midgley and Dowling 1978). Innovativeness is described as the way an individual accepts innovations at a substantially earlier stage than others (Rogers 1983). Innovative consumers are more likely to be intrinsically motivated to use technology-based products or services and to appreciate the stimulation of exploring novel solutions to old issues (Hirschman 1980). Furthermore, innovative consumers often prefer to test out brand-new products or services based on emerging technologies, regardless of how dependable they are or how simple they are to employ (Dabholkar and Bagozzi 2002). Thus, the perception of ease of use or usefulness may not be a critical mediating component that influences the consumers' attitudes toward utilizing technology-based services (Dabholkar and Bagozzi 2002). As a result of these investigations, the present study hypothesized that innovativeness has a direct effect on consumers' repurchase intentions. Consumers with a high level of innovativeness should be open to adopting and experimenting with a variety of services. Using this trend in the current context, innovative Thai consumers are more inclined to adopt a wide variety of AR-based tourism services.

According to Schumpeter (1934), innovation is the conduct of developing new technology and establishing processes that disrupt the economic structure and allow the emergence of novelties. Drucker (1988) also viewed innovation as a determined and dedicated effort to realize an organization's economic or social potential. The author emphasized that innovation is a process for fostering organizational growth. Growth can occur in a variety of ways, including improved service quality and shortened lead times in non-profit organizations, cost reduction, cost avoidance and increased turnover in profit-driven enterprises. As defined by Al-Otaibi and Al-Zahrani (2009), innovation is the process of generating and releasing a new or substantially modified version of a product or service into the market to meet customer demands. Additionally, Crossan and Apaydin (2010) referred to innovation as the production or adoption, assimilation and exploitation of value added innovation in both economic and social spheres; renewal and expansion of products, services and markets; development of new methods of production, and establishment of new management systems (Zainal Abidin et al., 2011). Another definition of innovation describes it as anything, whether technical (product and service) or administrative (process), that aides businesses in identifying consumer demands and satisfying them at a profit (Škerlavaj et al., 2010; Gopalakrishnan and Damanpour, 1997). Hurley and Hult (1998) also identified innovation as an element of a company's philosophy and its receptivity to novel concepts. They incorporated innovation capability into their model, which is the capacity of an organization to successfully adopt or implement new ideas, processes, or products. However, Lundvall (1985) argued that innovation is the result of accumulation of knowledge and experience, and that it can take the form of an incremental modernization or an explosion of technical opportunities (Prifti and Alimehmeti, 2017).

In this paper, we defined innovation as the search for as well as the discovery, development, improvement and adoption of new processes. In contrast, revisit intention to use AR-based tourism services is influenced by service innovation and technological innovation and WOM (Oliveira, 2016). Service innovation and technological innovation, which is defined as a person's awareness that using the system will help him or her improve job performance, are the most influential determinants of consumer's revisit intention (Venkatesh et al., 2012).

Word of Mouth (WOM)

According to the definition provided by Wikipedia (the free encyclopedia, 2014), WOM, also known as viva voce, is the oral transmission of information from one person to another, which could be as simple as communicating the time. It is a communication between

consumers about products and services. It is a powerful persuasive force, particularly in the dissemination of new product information (Dean and Lang, 2008). According to Ennew (2000) WOM refers to positive or negative verbal communication between groups, such as the product provider, independent experts, family, and friends and the actual or potential consumer. When it comes to persuading customers to switch brands, Katz and Lazarsfeld (1995) found that positive WOM was seven times more effective than advertising in newspapers and magazines, four times more profitable than personal selling, and twice as effective as radio advertising. WOM marketing is of vital significance for service providers whose products or services are primarily intangible and are based on experience (Taghizadeh et al., 2013). When leveraging these services, customers depend largely on the guidance and recommendations offered by customers who have previously utilized the product. As postulated by Oliver (1997), customers evaluate the quality of a service and use the information to form their own resulting preconceptions as well as the expectations of others through WOM. (Basri, 2016)

Development of Hypotheses and Proposed Framework

Conventional adoption models for augmented reality in tourism (ART) were developed by Feng and Mueller, (2019); Fan and Dong, (2020); Yim et al., (2017). This concept has been identified as a central element of ART adoption constructs such as innovativeness, attitude, WOM and behavioral intention to use ART, which are employed in this study as direct predictors of tourists' willingness to accept ART.

Service Innovation and Technology Innovation

There appears to be little attention to what constitutes service innovation (SI). Berry et al. (2006) asserted that the definition of innovation in service organizations is more complex to comprehend than in the case of physical products. For both the service and manufacturing industries, majority of the definitions distinguish between product and process (Tether et al., 2002). Nonetheless, researchers have attempted to establish a commonly accepted definition for this term. According to Flikkema et al. (2010), SI is a multidisciplinary method that involves the recognition, development, and promotion of new products and services with the ultimate goal of creating valuable consumer experience. The innovations in services are a combination of those that are reproduced and those that are small and irreproducible in order to address the distinctive needs of each customer. (Sunbo and Gallouj, 2000). Toivonen and Tuominen (2006) also defined SI as the implementation of a new service or the renewal of an existing service that

provides value to the organization. They added that for a renewal to be considered innovative, it must be novel not only to its developer, but it must also, in a larger context, involve a repeatable element. (Vos, 2010).

Consumers with a high level of innovativeness are more likely to try new technology-based products or services without considering their ease of use or utility (Dabholkar and Bagozzi 2002). As a result, the level of innovativeness will have a direct impact on consumers' revisit intention to use AR-based tourism services in Thailand. Thus,

H1: Service innovation has a direct influence on WOM towards the revisit intention to use ART.

H2: Technology innovation has a direct influence on WOM towards the revisit intention to use ART.

Word of Mouth and Revisit Intention

Intention to revisit refers to the willingness and readiness of an individual to go back to the same destination. Since this cost of retaining visitors is substantially less than the expense of acquiring new visitors, destination marketers are interested in identifying the determinants of tourist intention to revisit (Um et al., 2006). It is widely known that WOM, which has been the subject of extensive research, is extremely important for businesses in the tourism and service industries (Liu and Lee, 2016). Yoon and Uysal (2005) noted that WOM recommendations play a crucial role in tourism advertising. The intention to engage in positive WOM, which can be highly effective at attracting new tourists, originates from an overall favorable evaluation of a destination and demonstrates high levels of attitudinal loyalty (Papadimitriou et al., 2015). It has been proposed that WOM has a direct effect on revisit intention. Therefore, when clients are satisfied with the services they receive, it is reasonable to anticipate that they will share their positive experiences with others and that they will want to return to the same hotel (Cantalops and Salvi, 2014). A tourist who is very satisfied with a particular service is more likely to recommend the interesting attributes of the destination to other travelers and to revisit the destination in the future. Thus, WOM praise should have a positive correlation with revisit intention (Liu and Lee, 2016).

Liu et al. (2005) asserted that when making online transactions, users tend to consider privacy concerns into account with their behavioral intentions. In the context of commercial use, users will be extremely concerned with security and privacy issues (Chatterjee, 2020). Web security and network security are inextricably linked in this day and age since it is impossible

to visit a website without first establishing an internet connection. One of the main determinants of users to choose a product or service online is related to security and privacy. Users' sense of safety and privacy while using a product or service online is one of the most important factors that influences their decision. Popular companies that are used by both service providers, online sellers as well as customers or purchasers usually provide the fundamental benefit in the form of invaluable service information that is supported by acceptable levels of privacy and security. Several studies indicate that websites are utilized for web services, information updates, website information access, and user data security. This relates to user psychology to avoid any potential risks associated with accessing or using less secure website services. Several findings demonstrate that consumer satisfaction and trust in online businesses are positively correlated with shopping convenience, site design, information, security, and communication. Roca et al. (2009) stated that users are more inclined to trust a website service if they believe its security can be confirmed. Website security and user data privacy are linked to user confidence that data is safeguarded by service providers through reliable security and privacy measures (Luarn and Lin, 2005). According to Faqih (2016), perceived risk, security guarantees, and user privacy protection influence behavioral intentions to adopt an online service (Yang and Wang, 2009). In relation to e-WOM, Liu et al. (2005) found that user privacy and security, as well as access and choice are crucial factors to consider when utilizing online media. The provision of a suitable and targeted platform to protect the privacy of online service users can encourage customers to advocate online services through e-WOM, hence enhancing customer and online service provider relationships (Hussain et al., 2018). In this case, security or privacy is a crucial risk factor recognized by consumers, indicating that in today's age of social networking, data security and privacy concerns are a significant component in boosting e-WOM (Park and Kim, 2020; Jalilvand and Heidari, 2017). This study therefore proposes the following hypotheses:

An individual's intention to consume a product or service is influenced by the notion that the value derived from consuming the product or service exceeds the value of not consuming it (Kitcharoen, 2019). Consumers who perceive this enhanced value are motivated to use and recommend the product or service (Anderson, 1997), thereby, reinforcing consumers decision through positive WOM behavior (Abubakar and Ilkan, 2016). Consumers make significant contributions to societal knowledge by reporting the value of a specific good or service; in this context, intention to use is the willingness of an individual to visit the same destination again. Tourism companies are interested in gaining a better knowledge of the factors that influence tourists' decisions on their future travel plan since the cost of retaining visitors is

far less than the expense of acquiring new visitors (Um et al., 2006). It is known by many researchers and scholars that WOM is highly essential for companies in the hospitality and tourism industries (Liu and Lee, 2016). (Yoon and Uysal, 2005) noted that WOM recommendations are among the most important factors in tourism marketing. The intention to engage in positive WOM, which is potentially effective in generating new visitors, arises from an overall positive evaluation of a destination and reflects high levels of attitudinal loyalty (Papadimitriou et al., 2015). WOM has been suggested to have a direct influence on the decision to travel. Therefore, when travelers are satisfied with the service they receive, it is expected that they recommend the service to their peers, and they would likely visit the same place again (Cantallops and Salvi, 2014). A tourist who is very satisfied with a service will be willing to recommend the specific features of the destination to others and revisit the destination in the future. A tourist who is pleased with a service is more likely to be inclined to advocate the unique aspects of the place to other travelers and return to the location at some point in the future. Hence, WOM praise should be positively associated with revisit intention (Liu and Lee,). Therefore, it is hypothesized that:

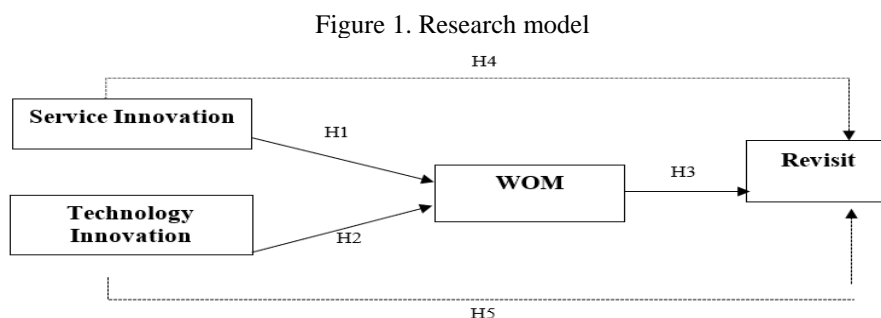
H3: WOM directly influences revisit intention to use ART.

Experimental studies have revealed no evidence of the mediating effects of attitude and WOM on Service innovation, Technology innovation and behavioral intentions to use ART in Thailand. As a result, the indirect effects of Service innovation, Technology innovation and behavioral intention to use ART accepting attitude, and WOM as mediating factors (H7, H8, H9 and H10) were assessed in this literature. Thus, the hypotheses are suggested as follows:

H4: Service innovation has an indirect influence towards the revisit intention to use ART as mediated by WOM.

H5: Technology innovation has an indirect influence towards the revisit intention to use ART as mediated by WOM.

The proposed model is presented in Fig. 1.



Source: Prepared by the authors (2023).

METHODOLOGY

Quantitative survey method was employed in this study. Monitoring of latent constructs was not difficult to carry out because there were so many validated scales available from previous research on the application of AR in the tourism industry (Rana et al., 2013; Slade et al., 2015b). The two-part survey questionnaires were distributed. The first section of the survey questionnaire inquired about respondents' knowledge of ART, while the second section focused on demographic information.

Population, Sampling, and Data Collection

The sample size used in this study was calculated using the formula developed by WG Cochran (1953). Thus, the minimum sample size for this study was 385.

The data was collected using online and on-site questionnaires. Before distributing the questionnaire, the researcher explained the nature of the study to obtain a representative sample. The questionnaire contained filtered questions using smartphones. All respondents should have sufficient experience with smartphones to be eligible for final consideration. As a result, they would need at least three months to learn how to use a smartphone (McClean et al., 2018).

To explain the purpose and value of this study in greater detail, In total, 500 individuals responded to our questionnaire. After eliminating some incomplete questionnaires, the final sample consisted of 430 valid responses. The participants selected the version they deemed more comprehensible and described their tourism experiences in Thailand. Therefore, the relationships between service innovation, technology innovation, WOM, and revisit intention were evaluated based on a sample from the Thai tourism context.

This study utilized a snowball sampling method was applied in which respondents were randomly selected through their peers or acquaintances (Couto et al., 2013). In addition, researchers employed a convenient sampling technique to collect responses from participants on their social network platforms (Saunders et al., 2007). In the event that the survey was only directed toward student respondents, the results of the research would not be representative of the entire population (Bhattacharjee, 2012).

Although this study is susceptible to common method bias (CMB), which is inherent in self-administered surveys (Podsakoff et al., 2003), researchers employed Harman's single-factor test, to avoid CMB (Malhotra et al., 2006). The cumulative variance extracted value of 40.17% in Harman's single factor analysis was considerably below the threshold of 50%, confirming the absence of CMB.

Variable Measurement

The researchers conducted a two-step process to test the validity of the questionnaire. Professional and pilot testing were carried out prior to identify potential issues that may arise prior data collection. The amount of time required to complete the survey was also specified. Saunders et al. (2007) commented that an initial draft of the questionnaire has to be presented to a group of industry professionals for feedback and evaluation. To certify that the questions have been satisfactorily addressed, expert representatives will be subjected to a cross examination (Hair et al., 2010). Questionnaires were also distributed to tourism technology professionals and scholars from various Thai universities to evaluate the survey instrument in Thai context. A preliminary test was then undertaken to validate the instrument. Thirty individuals who had previously utilized ART in Thailand participated in the preliminary test. Respondents were asked to comment on the instrument's syntax, wordings, format, length, language use, and scale (Bhattacharjee, 2012; Dwivedi and Williams, 2008; Saunders et al., 2007; Weerakkody et al., 2017). As a result, the instrument's content validity was confirmed. The responses of these 30 users were analyzed using IBM SPSS version 20 to determine the reliability of the measurements. Cronbach's alpha for the survey's 18 items was 0.880, which was significantly greater than the minimum required value of 0.7. Thus, it is reasonable to conclude that the instruments exhibited a high level of reliability (Hair et al., 2010).

Service innovation and technology innovation: Superior innovation has been generally acknowledged and considered as an important aspect in promoting the competitive advantage of new technologies (Oliver and Bearden, 1985; Leavitt and Walton, 1975; Darden and Perreault, 1976). Respondents were asked to rate the survey items on a five-point Likert scale, ranging from 1 to 5, with a higher score indicating a more effective innovation. The overall Cronbach's alpha is 0.829 and 0.743.

Word of mouth: The dependent variable in this study is WOM. According to a marketing literature, client purchasing decisions are influenced by WOM. The term word-of-mouth (WOM) relates to the transmission of opinions regarding service quality, product quality, and trustworthiness, that are conveyed from one individual to another (Charlett and Garland, 1995). This variable is measured using two questions developed by Arpaci (2016) and Liu and Lee (2016). Respondents were asked to rank the indices on a five-point Likert scale, ranging from 1 to 5. A higher score represents a stronger innovation. The overall Cronbach's alpha is 0.829.

Revisit intention: Revisit intention is another dependent variable used in this study. The concept of revisit intention is derived from behavioral intention, which can be described as the

intention to plan and to perform a certain pattern of behavior, such as repurchasing of tourism services or revisiting a destination (Kashyap and Bojanic, 2000). Using Eggert and Ulaga (2002) research as a reference, this variable is measured with three questions. The overall Cronbach's alpha is 0.743.

All hypotheses in this investigation were subjected to a variety of different analytical approaches. Initially, a standard procedure consisting of two stages was utilized. First, a confirmatory factor analysis (CFA) was carried out to assess the measurement model. Subsequently, the structural model was constructed when the measurement model was determined to be accurate (Anderson and Gerbing, 1988). To quantify the factor loadings of both measurement and structural models, we applied maximum-likelihood estimation in AMOS21. Second, to establish the robustness of the mediating effect, a hierarchical ordinary least squares (OLS) regression analysis, a comparison of various models and tests for indirect effects, were performed to identify potential mediating impact using a maximum-likelihood estimation in AMOS21.

DATA ANALYSIS AND RESULTS

Frequency and descriptive analyses focusing on average, percentage, variance, and testing normality of distribution were used to determine one-dimensionality, CFA, convergent validity or average variance extracted (AVE), discriminant validity, and structural equation modeling (SEM) were utilized to test the hypotheses. SEM is a method for confirming hypotheses that enables a thorough examination and modification of theoretical models (Anderson and Gerbing, 1988).

Descriptive Statistics

This study collected 500 usable responses from an online survey questionnaire. Following a preliminary analysis, 416 responses with z-scores greater than (-3, 3) were eliminated to ensure that there were no outliers, leaving a final test sample of 708 surveys. Frequency analysis was used to evaluate the demographic characteristics of the 708 respondents. Majority of the respondents were female (61%), aged between 31 and 35 years (40.00%), hold an undergraduate degree (55.30%), work as government employees (30.50%) and earn monthly incomes higher than 30,000 Baht (49.7 %). Approximately 40.60% of the respondents had 1 to 3 years of experience with cashless payment systems.

Assessment of Univariate Normality

The three-stage measurement model approach can be described as follows: First stage, all items of the model satisfied the assumption of normality by having skewedness values less than 2 (+_ 2.0) and kurtosis values less than 7 (+_ 7.0) (Curran et al., 1996). Cronbach's alpha was then utilized to determine the internal consistency and reliability of the scales and constructs. Cronbach's alpha values should be above 0.70, which is the commonly recommended threshold value (Hair et al., 2010). As a result, the 13-item questionnaire was modified and subjected to a reliability test for evaluation. The overall Cronbach's alpha is presented in Table 1.

Table 1. Results of the reliability analysis

Observed Variable	Cronbach's Alpha (α)
Service Innovation	0.821
(SI1) I find ART useful when strolling around the city.	
(SI2) Using ART assists me in acquiring information about city attractions and obtaining better direction within it.	
(SI3) Using ART increases my interest in visiting new places.	
(SI4) Interaction with ART is straightforward.	
Technology Innovation	0.796
(TI1) I like to experiment with new information technologies such as ART.	
(TI2) If I hear about a new information technology such as ART application, I would look for ways to experiment with it.	
(TI3) I am usually the first among my peers to test new information technologies such as ART.	
WOM	0.829
(WOM1) If someone asks me about this service, I would offer a positive opinion.	
(WOM2) If given the opportunity, I would highlight the advantages of this service.	
(WOM4) I would recommend this service.	
Behavioral Intentions To Use	0.743
(BI1) I intend to utilize ART in the future.	
(BI2) I intend to use ART when I travel to a particular destination.	
(BI3) It is probable that I will use ART in one of my future travel destinations.	

Source: Prepared by the authors (2023).

To determine the level of adequateness, reliability analysis and CFA were employed. The results of Cronbach coefficients of the variables are shown in Table 1. Cronbach's coefficient should be greater than 0.7, as recommended by Hair et al. (2010), whereas Nunnally et al. (1994) recommended a stricter minimum requirement of 0.70. All scale values were greater than 0.70 and thus met the criteria. After obtaining the desired results, CFA was performed, and model fitness, convergent validity, and discriminant validity were evaluated. Finally, SEM was used to ascertain the causal relationships between the variables.

Convergent Validity

To measure the convergent validity in this study, the following values and conditions were employed: factor loadings, composite reliability (CR) and AVE (Fornell and Larcker, 1981). Table 2 illustrates the findings that were derived from the analysis of this research.

1. Standardized factor loadings represents the degree of association between scale items and a single latent variable. The level of factor loadings must be greater than 0.6 (Suh and Han, 2003).
2. CR quantifies the extent to which items were free from random error and, consequently, the yield was consistent with the results. The CR values must be greater than 0.70 (Hair et al., 2010).
3. AVE measures the variation that can be explained by the latent variable with respect to the random measurement error. The acceptable level of AVE must exceed 0.5 (Fornell and Larcker, 1981)

The results of standardized loadings and validity (Table 2) showed that all the values (factor loadings, CR and AVE) met the aforementioned conditions, suggesting that the convergent validity was satisfactory.

Discriminant Validity

The discriminant validity of the constructs was calculated using the square root of AVE and comparing it to the correlations found between the variables in question and all other variables (Fornell and Larcker, 1981).

Table 2. Results of standardized loadings and validity

Constructs and Items	Standardized loadings	CR	AVE	Discriminant validity			
				1	2	3	4
Word Of Mouth		0.840	0.568	0.754			
WOM1	0.780						
WOM2	0.760						
WOM3	0.704						
WOM4	0.799						
Service Innovation		0.822	0.537	0.742	0.733		
SI1	0.634						
SI2	0.597						
SI3	0.639						
SI4	0.697						
Technology Innovation		0.798	0.568	0.593	0.499		0.754
TI1	0.729						
TI2	0.760						
TI3	0.740						

Revisit intentions to use		0.748	0.500	0.693	0.649		
BI1	0.726					0.597	0.705
BI2	0.707						
BI3	0.682						

Source: Prepared by the authors (2023).

Based on the results of standardized loadings and validity (Table 2), the square root of the AVE values was significantly greater than the correlation values, indicating a high level of discriminant validity.

Assessment of the Measurement Model

The two-step SEM approach proposed by Anderson and Gerbing (1988) was utilized to test hypotheses H1-H5 regarding the impact of service innovation and technology innovation on consumers of AR tourism in Thailand, WOM, and intention to revisit Thailand Table 2 summarizes the results of CFA performed to evaluate the model's suitability. According to the model fit criteria proposed by Hu and Bentler (1999), the overall fit of the measurement model was deemed satisfactory: ($\chi^2 = 273.89$, $df = 71$, $p\text{-value} > 0.05$), $RMSEA = 0.074$, $RMR = 0.029$, $CFI = 0.936$, $IFI = 0.927$, $TLI = 0.918$, $AGFI = 0.887$, and $PNFI = 0.624$). Significant factor loading values (λ) indicated good convergent validity (Table 2). In addition, the Cronbach's alpha values of all constructs were greater than 0.70, the composite reliability values exceeded 0.70 and the AVE were greater than 0.50. The results suggests that the measurement model was internally consistent, implying convergent validity. Correlations among the five latent variables were less than 0.90, indicating the absence of a multi-collinearity issue. All AVEs were greater than the squared correlations (R^2), demonstrating discriminant validity (Hu and Bentler, 1999) (Table 3).

Path Analysis

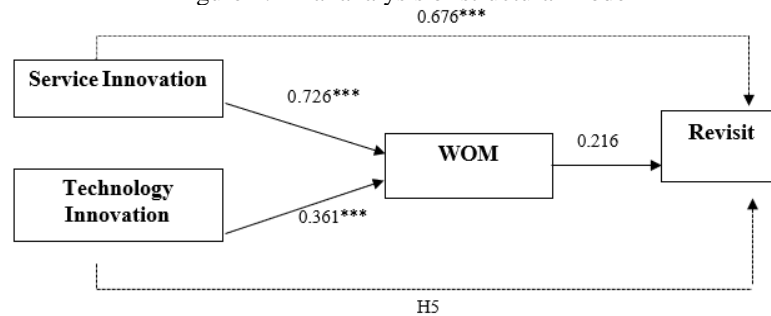
In the final stage, path analysis of the constructs was undertaken (Table 3 and Fig 2). Based on the findings, the conditions of service innovation and technology innovation supported the significance of hypotheses H1 and H2. In relation to WOM, H4 and H5 were also found to be significant. As WOM was determined to be insignificant ($\beta = 0.216$, $p \leq 0.172$), H3 is rejected.

The results indicated that service innovation has the greatest impact on WOM in the context of ART ($\beta = 0.726$, $p \leq 0.000$), followed by technology innovation ($\beta = 0.361$, $p \leq 0.000$).

In relation to indirect effects, hypotheses H4 and H5 were associated with similarly robust unique latent variables, and a bootstrapped sampling distribution of the differences in ω s estimates ($\Delta\omega$ s) was calculated using 2000 parametric bootstrapped replications. By constructing a user-defined estimate in Amos 21 (Arbuckle, 2012), such a test is possible. The results disproved H4 and H5, which proposed that WOM acted as a mediator between service innovation and technology innovation and revisit intention. ($\beta = 0.676$ and $\beta = 0.076$, $p \leq 0$. and $p \leq 0.130$)

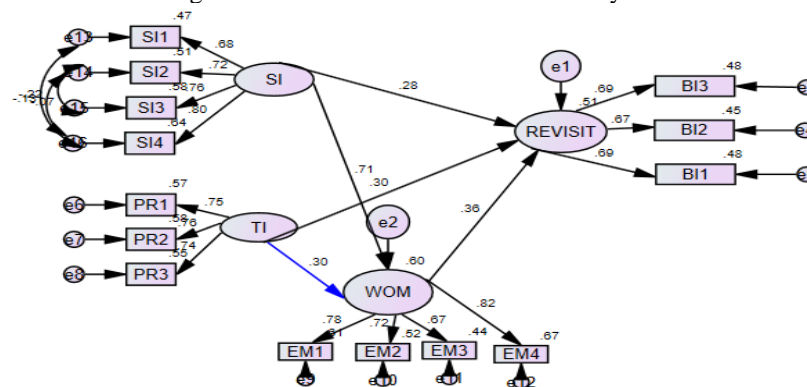
The findings indicate that tourists who intend to revisit a destination and utilize AR-based technologies do not find the technology exciting or user-friendly. To maximize AR experience, particularly in tourism, it is possible to obtain assistance from other users if the technology is difficult to use. The availability of sufficient technological equipment to utilize the AR technology's services is a factor that encourages the use of AR technology and causes usage intentions to be reconsidered.

Figure 2. Final analysis of structural model



Source: Prepared by the authors (2023).

Figure 3. Results of structural model analysis



Source: Prepared by the authors (2023).

Table 4. Summary of the effects and research hypotheses testing

Hypothesis	Result	Standardized Estimate
<i>H1</i> : Service innovation has a positive influence on the user's WOM with regard to their revisit intention to use ART.	Supported	0.726***
<i>H2</i> : Technology innovation positively influences user's WOM towards revisit intention to use ART.	Supported	0.361***
<i>H3</i> : WOM has a positive effect towards the revisit intention to use ART.	Not Supported	0.216
<i>H4</i> : Service innovation positively influences user's revisit intention towards the use of ART as mediated by WOM.	Not Supported	0.676
<i>H5</i> : Technology innovation positively influences user's revisit intention towards the use of ART as mediated by WOM.	Not Supported	0.227

Source: Prepared by the authors (2023).

DISCUSSION

The primary objective of this study was to identify the obstacles that discourage consumer adoption and to identify individual characteristics that influence revisit intention to engage in augmented reality (AR) tourism in Thailand. Path estimation revealed service innovation and technology innovation have a significant and positive influence on the adoption of ART, whereas service innovation has a significant influence towards the adoption of ART in Thailand. The outcomes for both service innovation and technology innovation correspond to the study conducted by Berry (2006). The uncertainty of the environment in developing countries makes it difficult to predict the outcomes of transactions (Vijayasathy, 2004). For instance. This implies that if users observe that using technology requires little effort and difficulty, they will perceive that it is more useful and advantageous when performing tasks (Venkatesh and Thong, 2015). Moreover, this study successfully incorporated service innovation and technology innovation along with behavioral intention to use variables, with an extracted R2 value of 52.8% for intention to use. As predicted, the empirical results demonstrated that respondents' performance expectations are the most influential factor in determining their intent to use ART in Thailand.

Firstly, Service innovation dimension is the most valuable aspect for ART in Thailand, with the most significant factor loadings of 0.726 and 0.361 (as shown in Figure 2). Therefore, ART is beneficial to tourists and should be considered for use when their interest in visiting new locations increases. This will result in a positive WOM reaction toward the intention to use ART and make tourists' experiences more interesting and pleasurable while strolling around the city. Additionally, ART assists users in obtaining information regarding points of interest and provides them with improved guidance while traveling to new locations. As a result,

positive feedback from users can encourage other tourists to use the service. Consistent with the results of Bailey et al.'s study (2017), interactivity, user-friendliness, and accessibility are significant aspects in the development of ART. This confirms that the level of convenience in using the technology is an essential requirement for the user. This relationship can be explained by the fact that applications, in general, require the user to have a certain level of knowledge and familiarity, and as a result, the user integrates this application personally and without the assistance of any other individuals. This further implies that if users observe little difficulty in using the technology, they will conclude that such technology is more beneficial and advantageous when performing tasks (Hu and Bentler, 1999). Social and communication services facilitate liaison between travelers and service providers, such as hoteliers, exhibition organizers, and others (Bhattacharjee, 2012; Fornell and Larcker, 1981). Moreover, they enable tourists to share their experiences through a variety of websites (Facebook, Twitter, Trip Advisor, Blog sites, and many other popular online social networks).

Technology innovation is the second most important dimension, with a significant factor loading of 0.361. Consistent with the findings of Bailey et al. (2017), ART proves to be helpful in obtaining information about points of interest and navigating the city more effectively. Therefore, ART is a new technology for tourism that is deemed useful when traveling, especially to a historical site, and creates tourism experiences with modern technology where tourists can acquire historical knowledge and accurate information about local attractions that pique their interest in visiting new places. According to Alaeddin et al. (2018), providing an easy-to-use and user-friendly structure reduces the image constraints and instills a feeling of convenience. However, in contrast to traditional tourism, it is important to ensure that users have the highest possible quality of experience expectations. This signifies that tourism in Thailand appears to be more influenced by the recommendations and attitudes of certain reference groups (i.e., friends, family members, and colleagues) when deciding whether to adopt ART. From a theoretical standpoint of WOM, studies in the field of ART have validated the significance and positive influence of reference groups on users' intentions to adopt a new technology (Leavitt and Walton, 1975; Leung et al., 2011)

However, the results of our study revealed that WOM does not have a significant direct or indirect influence towards revisit intention to use ART in Thailand. This result contradicts the findings of Liu and Lee (2016), who discovered that the role of WOM emerged as a significant predictor of repeat consumers' attitude toward AR-based tourism applications. This is possible because travelers' previous experiences have led them to believe that they should

test out AR-based technology in new locations on their own rather than recommending the service. When deciding whether to recommend a service to others, our findings indicate that customer concerns regarding service and technology innovations are significant. This finding is consistent with previous research indicating that a sense of responsibility motivates prosocial behaviors such as making recommendations (Reza et al., 2012). In other words, consumers are willing to take risks when utilizing ART, but they will avoid exposing others to potential negative consequences.

Practical Implications

As prior studies focused on the post-experience aspects of AR adoption, the motivations of travelers to reconsider their intention to use ART in Thailand remained unclear. Insufficient comprehension of tourists' inclination to revisit and utilize AR in Thailand's tourism destinations may result in the failure of these destinations to attract new or returning visitors, ultimately leading to a decline in revenue. The identification of key motivators that drive the Millennials to revisit and use ART is crucial for tourism destination management. Failure to do so may negatively impact the competitiveness of these destinations. This study demonstrated the significant impact of service innovation and revisit intention on the utilization of AR applications by travelers in Thailand, and the subsequent behavioral outcomes.

Theoretical Implications

This study identified the key factors that influence the revisit intention of travelers and utilize ART services in Thailand. By highlighting these motivations, organizations can enhance their ability to effectively design and promote their attractions. Moreover, organizations can effectively engage travelers in more dynamic and enriched tourism activities by prioritizing the key motivators that have been identified for the adoption of AR. Particularly, as demonstrated by this study service innovation and technology innovation were the strongest motivators that influence travelers' WOM pertaining to AR applications at destinations. In order to enhance the adoption of AR applications, it is recommended that organizations prioritize the utilitarian features of such applications. For example, organizations may collaborate with AR developers or designers to incorporate more educational and goal-oriented features within the targeted attractions of the destination. The investigation and validation of the moderating effects of personal innovativeness has the potential to assist organizations in segmenting their target markets and devising appropriate marketing strategies. The development of more effective and

customized marketing plans for both the highly innovative and low innovative groups can enable organizations to optimize their marketing outcomes. In general, respondents in this study confirmed that they were willing to adopt AR applications in tourism destination to satisfy their hedonic, utilitarian and self-presentation motivations, which enhance their overall tourism experience at their travel destinations.

LIMITATIONS AND FUTURE RESEARCH

Several limitations need to be acknowledged. For instance, this study used the general ART applications that are accessible at tourism destinations, without utilizing any specific device or application. Future studies exploring the preferences and receptiveness of travelers towards various types of ART devices/applications would be valuable. In addition, it is highly recommended that future research investigates the specific ART devices and applications that most effectively capture the attention of travelers and influence their intentions to revisit, given that the present study was confined to the broad domain of tourism.

Future studies should place greater emphasis on assessing the revisit intention to use ART within distinct segments of the hospitality and tourism industries to identify unique ART revisiting patterns and preferences. Specifically, it is strongly recommended that future research investigate AR applications in the hospitality industry and compare them to those in the tourism industry. As this study focused on a relatively new technology in the tourism industry, further inquiry on AR applications in the context of tourism is encouraged to reevaluate the framework of the current study. The utilization of personal innovativeness as a moderating variable in the current study suggests that forthcoming research endeavors should explore alternative personal traits (e.g. other dimensions of technology readiness such as discomfort, optimism and insecurity) as potential moderating variables. Future study is strongly suggested to investigate additional variables (e.g. availability, usability) that affect the adoption of AR applications among travelers. Finally, subsequent research examining the effect of AR applications on travelers' perceptions of destinations would be a valuable endeavor, as this study only focused on the travelers' intention to use AR applications and not on the effect of AR application on destination image.

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