

Understanding the Antecedents of Perceived Authenticity to Predict Cultural Tourists'
Behavioral Intention: The Case of Cambodia's Angkor Wat

A thesis presented to
the faculty of
The Gladys W. and David H. Patton College of Education of Ohio University

In partial fulfillment
of the requirements for the degree
Master of Science

Ellen Hong

August 2021

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This thesis titled
Understanding the Antecedents of Perceived Authenticity to Predict Cultural Tourists'
Behavioral Intention: The Case of Cambodia's Angkor Wat

by

ELLEN HONG

has been approved for
the Human and Consumer Sciences
and The Gladys W. and David H. Patton College of Education by

Hyeyoon Rebecca Choi

Associate Professor of Human and Consumer Sciences

Renée A. Middleton

Dean, The Gladys W. and David H. Patton College of Education

Abstract

HONG, ELLEN, M.S., August 2021, Hospitality and Tourism

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Director of Thesis: Hyeyoon Rebecca Choi

Culture has been long identified by numerous marketers and consumer behavioral theorists as an important factor influencing tourists' traveling intentions. Tourist behavioral intention is also a prominent topic of interest for many researchers within the hospitality industry. This paper aim to determine the antecedents of cultural tourists' behavioral intention specifically in the case of Cambodia's cultural heritage site, Angkor Wat temple. Factors including uniqueness, scarcity, longevity, longitudinal consistency, perceived authenticity (object-based and existential), and behavioral intention were examined using Structural Equation Model (SEM). This study offers insights into the factors that affect tourists' intention to visit Angkor Wat. Cambodia's related government body and destination marketers can utilize this knowledge to create effective marketing campaigns as a mean to boost Cambodia's economy through tourism.

Dedication

This thesis is sincerely dedicated to my beloved family, who are always near and dear to my heart. To my parents, who are the main reason why I get up and thrive every day to become the best version of myself. To my younger brother, who I care for so deeply and aspire to be a good role model to. To my better half, I am forever grateful for your patience and understanding. Cheers to many more years of bettering ourselves together.

Acknowledgments

This thesis would not be possible without the help and guidance of my advisor, Dr. Hyeyoon Rebecca Choi. Dr. Choi is more than a professor to me, but a role model and beam of light for my academic journey. Her wisdom and patience are admirable and will always be a source of inspiration to me.

I would like to extend my appreciation to Dr. V. Ann Paulins and Dr. David Boss, who served as committee members to this very thesis research. Completing a Master's thesis during the pandemic was very challenging. With the help of my committee members, I was able to achieve this milestone with a research subject that is highly significant for me, which is a focus on my beloved home country, Cambodia.

I am very grateful and humbled with admiration to the Patton College of Education. On top of providing me with a full scholarship to pursue my Master's degree in Consumer Sciences, the college also supplied additional grant for the data collection process of this research.

Last but certainly not least, I would like to thank my close friends both back home in Cambodia and in the United States for always offering a safe support system for me to lean on in times of stress and frustration. This thesis is for everyone mentioned here. It is unquestionably not a one-woman's job. Thank you for helping me realizing this dream of mine.

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Chapter 1: Introduction

Cultural tourism rose to popularity in Europe during the late 20th century as a post-World War II leisure activity (Greg, 2018). It was not until the beginning of 1990s that cultural tourism grew exponentially, with immense interest from the mass market as opposed to the elite segment that cultural tourism was originally known for (Greg, 2018). In 2018, the United Nations World Tourism Organization conducted an online survey with participants from 61 member states along with international experts and academics to further uncover the importance of cultural tourism for modern societies. The authors of the study attributed cultural tourism to account for approximately 39% of all international tourism arrivals, which translated to roughly 516 million international trips in 2017 (UNWTO, 2018). The research finding aligns with an estimation by Bywater (1993) who claimed that cultural tourism contributes to 40% of global tourism market.

As cultural tourism gains more attention from academia, more cultural tourism publications also emerge, making up approximately 5% of the total number of tourism publications in 2017 on Google Scholar (Greg, 2018). However, the majority of the research studies available are focused on Europe and the Americas leaving the rest of the world with lack of representation and gap in literature (Mazumder, et al.,2013). Asia ranks second in terms of international tourism popularity after Europe. Nevertheless, studies related to Southeast Asian nations (ASEAN) tourism still attract little attention from researchers (Mazumder, et al.,2013).

Cambodia is a South East Asian country with great tourism potential stemming from its significant natural resources and cultural heritage sites (Chen et al., 2008). In

2019, there were 6,610,592 total international tourism arrivals in Cambodia, which translated to a 6.6% increase from 2018 (Ministry of Tourism, 2020). The Ministry also stated that tourism remains a driving force for Cambodia's economy with 12.1% contribution to the country's gross domestic product (GDP) which totaled \$4.92 billion in 2019 (Ministry of Tourism, 2020).

Lee and Chen (2010) stated that Cambodia's heritage and cultural resources, which include the historical/heritage sites and traditional arts are viewed by tourists as being more attractive in comparison to its neighboring countries. They also discovered that tourists rated Cambodia in superiority (to its neighboring countries) when it comes to natural resources and unspoiled nature (Lee & Chen, 2010). Although Cambodia is still considered a developing country, its undisputable natural and cultural resources accompanied by beautiful beaches and ecosystem have increasingly been attracting tourists throughout the years (Kaynak & Kara, 2012).

The most-visited destination in Cambodia, as well as the hidden-gem of Southeast Asia is Angkor Wat Temple, a renowned UNESCO world heritage site (UNESCO, 2020). Located in Siem Reap province, Angkor Wat is known as one of the largest and most important archaeological parks in Southeast Asia that extends over 400 square kilometers and consists of multiple temples, hydraulic structures (basins, dykes, reservoirs, canals) as well as infrastructural routes (UNESCO, 2020). Report from Cambodia's Ministry of Tourism stated that in 2019, Angkor Wat drew in 2.205 million international tourists, which were 27.9% of the total number of tourists visiting Cambodia that year (Ministry of Tourism, 2020).

Although endowed with countless cultural and natural resources, Cambodia's tourism still encounters challenges caused by the country's socio-economic needs (Kaynak & Kara, 2012). Being a developing country, Cambodia's limited financial resources remain a posing concern for the country's tourism development. The country's tourism infrastructure, such as public transportation, airports, recreation activities, and shopping facilities are still viewed by tourists as inferior in comparison to its neighboring countries (Chen et al., 2008).

Kaynak and Kara (2012) suggested that to fulfill Cambodia's tourism potential, the country should "create the necessary conditions for cultural, political, and structural changes to shape the future tourism events" (Kaynak & Kara, 2012, p. 202). Most of the existing research done on Cambodia has been focusing primarily on political and structural recommendations, while leaving other factors out of the equation (Chheang, 2011, Kaynak & Kara, 2012).

MacCannell (1989) established a hypothesis positing that modern tourists travel to search for elements of authenticity. Figler, through the Travel Motivation Survey (1993), also found that the pursuit of authenticity is an important concept in tourism. Koun (2011) performed research on Cambodia's heritage site, Angkor Wat, and confirmed that authenticity is highly significant for tourist experience. Ramkissoon and Uysal (2010) claimed that authenticity, or at least perceived authenticity, leads to satisfaction in tourist experience. The importance of authenticity in tourism planning is evident through Australia, Canada, China, and New Zealand's governments' efforts to promote authentic tourist experiences as their main marketing pillar (Koun, 2011). Therefore, to further

understand the elements that affect cultural tourists' destination decisions, one must further explore the antecedents of authenticity.

Ramkissoon and Uysal noted that perceived authenticity has a positive effect on tourist behavioral intention. Tourist behavioral intention is an important concept to understand in tourism as it represents tourists' likeliness to visit a destination (Chen & Tsai, 2007, Ramkissoon & Uysal, 2010). The relationship between authenticity and behavioral intention has been linked by numerous research (Meng & Choi, 2016; Muskat et al., 2019; Stepchenkoval & Belyaeva, 2020); however, the antecedents of cultural tourists' perceived authenticity has not been sufficiently studied. Moulard et al. (2016) suggested that understanding the antecedent of brand authenticity is an essential step in uncovering consumers' passion and subsequent outcomes.

With the lack of research on the antecedents of cultural tourists' perceived authenticity, this study's purpose is to fill in this gap by using Cambodia's Angkor Wat as a site study to provide a tangible example.

Statement of the Problem

Cultural tourism is arguably one of the most fundamental type of tourism in Cambodia as most tourists find the country's history, culture, and people as their main traveling motivation (Chheang, 2011). In comparison to its neighboring countries and amongst the Association of Southeast Asian Nations (ASEAN), Cambodia is substantially more reliant on tourism sector (WTTC, 2018). Whilst the sector accounts for 13.6% in terms of the country's overall employment, it contributes another 0.4% in employment for related industries. Regardless of the potential benefits tourism can bring

to Cambodia's economy, Cambodia's tourism sector is still considered underperforming in many aspects and in comparison to its neighboring countries, such as Thailand and Vietnam (Dwyer & Thomas, 2011). According to the Travel and Tourism Competitiveness Index, Cambodia ranked 110th amongst 139 countries in terms of Travel and Tourism (T&T) regulatory framework and 118th in business environment and infrastructure (Blanke & Chiesa, 2011; Dwyer & Thomas, 2011).

One major tourism underlying fallback for the country is that most tourists perceive Cambodia as a relatively dangerous place to visit due to their lack of understanding of the country's current situation. The idea that Cambodia is still under political turmoil and war regime that dated back to 1970s is still prevalent amongst international tourists (Chheang, 2011; OECD, 2018). However, most of these perceptions are proven to be false as the country is moving toward with rapid development and slowly establishing itself as one of the most attractive tourist destination in Southeast Asia (Kaynak & Kara, 2012).

As an effort to improve Cambodia's tourism sector, the country's ministry of tourism also took on several new approaches in regards to strategy and implementation (OECD, 2018). In the recent years, the ministry implemented a transparent and efficient data sharing method, where the country's tourism-related data are displayed on their official website. This helps DMOs, business owners, and other affected parties to appropriately come up with suitable marketing strategies (Kaynak & Kara, 2012). This action inadvertently highlights other drawbacks that the government is trying to improve

on, which are the lack of up-to-date tourism data and gap in relevant literature (Chheang, 2011; OECD, 2018).

Research Purpose and Questions

In addition to filling the gap in literature, the purpose of this study is to determine the antecedents of cultural tourists' behavioral intention in the case in Angkor Wat. Specifically, through this thesis, key factors including uniqueness, scarcity, longevity, longitudinal consistency, perceived authenticity (object-based and existential), and behavioral intention will be examined. The research questions that inspired the study were as followed:

1. To estimate the effects of Rarity (Uniqueness and Scarcity) and Stability (Longevity and Longitudinal Consistency) on Perceived Authenticity (Object based and Existential) in cultural tourism context.
2. To estimate the effects of Perceived Authenticity (Object-based and Existential) on Behavioral Intention in cultural tourism context.

The findings of this research are important because they will help shed light in terms of the antecedents of tourist behavioral intention, which are of immense benefit for the Cambodian government, as well as business owners and marketers to gain more in-depth insights on the most efficient marketing strategies. On a broader sense, this study has benefit to other developing nations that are reliant on tourism sector by offering Cambodia's Angkor Wat as an example to benchmark against as well as model after.

Structure of the Study

Chapter 2 comprises of a review of literature that reveals how cultural tourism is defined. Literature supporting each dimension of the variables in this study (uniqueness, scarcity, longevity, longitudinal consistency, perceived authenticity – object-based and existential, and behavioral intentions) are presented and reviewed. The theoretical model and its relationship between each variable are discussed in Chapter 3, whereas Chapter 4 focuses on research methodology. In Chapter 5, study results and findings are disclosed. The study concludes with Chapter 6, which contains limitations and insights for future study.

Chapter 2: Literature Review

The purpose of this study is to understand the elements that lead to tourist behavioral intention of visiting Cambodia's Angkor Wat. Therefore, it is essential to know the background of cultural tourism, its dimensions, and where Cambodia stands as a cultural tourist destination. This literature review consists of five sections. The first section examines the definitions and trends of cultural tourism. The second section explores the global cultural tourism sector and Cambodia as a cultural tourist destination. After understanding the basic background of the subject matter, it is vital to delve into perceived authenticity, which is the element that leads to behavioral intention. The third section explores perceived authenticity as a social construct, as well as its dimensions. The fourth section focuses on the antecedents of perceived authenticity, which includes rarity and stability. The fifth and final section summarizes the literature review.

Cultural Tourism

In the ever-changing world of the 21st century, cultural tourism still remains as one of the most prevailing types of tourism in the global context. According to World Tourism Organization (WTO), approximately 37% of the world's total tourism market is attributed towards cultural tourism (Richards, 2000). Littrell (1997) defined culture as the way people think (attitudes, beliefs, values, and ideas), their actions (behavioral patterns), and the objects they produce (cultural products, artifacts. In addition to this view, according to Littrell (1997) and Richards (2000), cultural tourism covers a much broader and holistic spectrum as tourists seek to explore "way-of-life" of the visiting destination. This ranges from the history of the place itself to how its locals live their daily lives.

Cultural tourism is not made up of a single market, and is therefore, difficult to define (Richards, 2004). Cultural tourism refers to the form of tourism in which tourists come into contact with destinations for cultural objectives (Jovicic, 2016). However, the level of motivation between each tourist differs according to their interests and backgrounds. McKercher and du Cros (2002) categorized cultural tourists into five forms: The purposeful cultural tourist (high centrality/deep experience): highly motivated cultural tourists with the pure intentions of engaging and expanding their cultural knowledge

- (1) The sightseeing cultural tourists (high centrality/shallow experience) which refer to those who only want to visit the main tourist destinations
- (2) The casual cultural tourist (modest centrality/shallow experience): cultural tourists who place little importance on cultural means
- (3) The incidental cultural tourists (low centrality/shallow experience) with no interest in cultural tourism at all, whom are also viewed as superficial
- (4) The serendipitous cultural tourist (low centrality/deep experience) accidental cultural tourists refer to tourists who have no cultural interest, but accidentally enjoy the experience after the encounter

Bywater (1993) and Richards (2000) narrowed cultural tourists into three main categories, which are culturally motivated, culturally inspired, and culturally attracted tourists. Culturally motivated tourists have the highest level of cultural motivation, while culturally attracted tourists have the lowest. However, culturally attracted tourists make up the highest percentage amongst all categories with 57%, followed by culturally

inspired tourists with 30%, and culturally motivated tourists of 13% (Richards, 2000).

Most tourists who fit into the cultural tourist segment by definition do not even realize that they are cultural tourists (Richards, 2004). A study was conducted in Haarlem, Dutch to interview tourists on their perception in regard to cultural tourism. This is one of the reasons why the definition and demographics of cultural tourist is not easily defined.

De Cauter (1997) revealed that the main motivator for cultural tourist is the desire to learn and experience new things. Furthermore, the key separation between culture and leisure is getting increasingly small, making tourists view cultural tourism as being less serious, and more relaxing. In this study, 60% of the sampled population indicated that their trips are habitual-based, meaning they tend to visit similar types of attractions. For instance, these respondents agreed to the statement “When I go on a holiday, I always visit a museum” (De Cauter, 1997).

As the distinction between culture and leisure is getting blurrier, a new form of tourist has emerged. For this new group, solely pursuing high cultured destinations, such as museums and art galleries are not sufficient and satisfying enough for them. They seek elements of high culture with mixture of popular culture. Members of this group are more likely to spend their morning visiting temples while going to the bars and pubs during nighttime (Richards, 2000). The amount of visitations also plays a tremendous role in the type of attractions visited. According to Richard (1997), first time tourists are more likely to visit heritage sites and monuments, whereas second and third time tourists are more likely to seek out the popular culture experiences.

New Trends for Cultural Tourism

In the 20th century, cultural tourism was viewed as a means for the elites to broaden their cultural knowledge and solidify their social statuses (Richards, 2000; Towner, 1985). This was due to the complications of traveling processes and inequalities of social classes. The start of the 21st century marks a rise of the middle-class, which also signifies more spending power, more distributed income, and higher education level (Richards, 2000). Globalization and localization of cultural tourism is one of the most prominent trends in the 21st century (Richards, 2000). With integration of global economy, cultural attractions are becoming more “foot-loose” rather than “place-bound.”

In addition to producing an influx of tourists, globalization also brings tourists into contact with the locals (Urry 1995; 1999). These tourists expect cultural and authentic experiences from their travels. However, what is considered authentic culture to them are often different from local perceptions (MacCannell, 1976). “Foot-loose” or “Placelessness” are terms associated with a debate concerning the negative effect of globalization on tourism. The effects include the degradation of local culture, the removal of local differentiation, and replacement of authenticity with modernity.

An example of such occurrence is the ongoing replication of Angkor Wat temple in Bihar, India (Tewary, 2012). Angkor Wat is originally located in Siem Reap province, Cambodia. It is a well-respected monument that brings in millions of dollars’ from tourists into the Cambodia’s economy each year. The temple is one of the world’s most popular religious monuments that reflects elements of both Buddhism and Hinduism. Bihar’s official spokesperson claimed that the replica will be the world's biggest Hindu

temple, which is larger in shape, height, and size than the Angkor Wat of Cambodia (Tewary, 2012). This movement follows an aspect of “McDonalized franchise system,” where one party pays a certain amount of monetary value for the rights to operate under the same name and principles of another party (Richards, 2000; Ritzer, 1996). The same movement can be observed in the case of the Guggenheim museums and its various subsidiaries in downtown Soho branch, Venice, and Bilbao, Spain (Richards, 2000).

On top of that, the advancement of technology also enables globalization to prosper with long-haul traveling becoming more accessible to the masses (Jovicic, 2014). This help pushes cultural tourism to become a popular tourism segment as more people are increasingly educated about diversity and differences.

Perceived Authenticity

Although coined by many researchers as a relatively outdated concept in cultural tourism, perceived authenticity is still a crucial element in tourist behavior (Kolar & Zabkar, 2010; Ramkissoon & Uysal, 2010). The notion of authenticity has been introduced in the 1960s. However, its theoretical conceptualization is still believed to be in the infancy stage (Chronis & Hampton, 2006; Timothy, 2011). To some, authenticity is even considered the antecedent, motive, and driver of tourist behavior (Grayson & Martinec, 2004; Poria, Butler, & Airey, 2003; Ramkissoon & Uysal, 2010). Research findings in restaurant settings have also identified perceived authenticity as a determinant of behavioral intentions (Kim et al., 2019; Lu et al., 2015; Ryu et al., 2008).

Modern tourists’ fascination with authenticity stems from their desires to recreate old ways of life, even for a short period of time (Chhabra, Healy, & Sill, 2003).

Authenticity is associated with characteristics such as originality, realness, trustworthiness, and genuineness. Therefore, authentic objects are those that are not copied, reproduced, or in any means imitated and represented by another entity (Ram et al., 2016). Perceived authenticity is specifically connected with cultural tourism as it has the potential to provide authentic experiences to tourists (Lin, 2015).

Originally, authentic cultural experience is associated with elements such as “genuine, pristine, traditional, unspoiled, and untouched” (Handler, 1986, p. 120). However, when tourists engage in these authentic cultural experiences, it is only through mere replication rather than actual representation of life (Donaldson, 1986). In most cases, these replications are the only means for tourists to experience the original event to a certain extent.

Many theorists suggest that the notion of perceived authenticity is multidimensional and should be defined in respect to its specific social context that the term is used in conjunction to (McKercher & Du Cros 2002; Richards, 2000). Some of these social contexts that are generally explored in research include retail settings, tourism settings, and brand image (Cinelli & Leboeuf, 2019).

The notion of authenticity is defined differently in existing literature, making the construct vaguely understood (Kolar & Zabkar, 2010). According to Li, Shen and Wen (2016), authenticity has been addressed from various fields and industries such as tourism (Kolar & Zabkar, 2007; Kolar & Zabkar, 2010; McIntosh & Prentice, 1999; Medlik, 2003), anthropology (Bruner, 1994; Chambers, 2010; Handler, 1986), geography (Waitt, 2000; Xie, 2003), and sociology (Bagnall, 1979; Cohen, 1988; Schudson, 1979).

Haywantee Ramkissoona, a prominent researcher within the field of cultural tourism, claimed that although the effect of perceived authenticity on cultural tourism is undisputable, while most of the existing research studies are predominantly focused on developed economies (Ramkissoona, 2015). With that being said, Ramkissoona (2015) used his expertise on authenticity to conduct multiple studies within the islands of Africa. This leaves the majority of the developing nations in Asia understudied in regards to cultural tourism.

Various research have linked the level of perceived authenticity with purchase intention, brand attachment, trust, and expected quality (Cinelli & Leboeuf, 2019). This research draws attention to one popular ice cream brand, Haagen-Dazs. While originally named Senator Frozen Foods, the company noticed their own marketing drawback and renamed their brand Haagen-Dazs to appear more luxurious and expensive to consumers. The same strategy is utilized for a South Korean bakery franchise named Tous Les Jour. Having originated in South Korea, the brand adopted a French-sounding name to entice and attract customers. These are some prominent examples to convey the importance of perceived brand authenticity.

According to Ramkissoona and Uysal (2015), perceived authenticity has a positive effect on tourist behavioral intention. Weidenfeld (2016) also acknowledge the relationship between perceived authenticity and behavioral intention. Evidently, tourists' perceived authenticity is a highly crucial concept to debunk as it leads to thorough planning of tourism marketing and development. With this, Kolar and Zabkar (2010) stated that from tourism standpoint, the concept of authenticity should be understood

from a consumer-based model, which consists of two constructs, object-based and existential authenticity.

Kolar and Zabkar (2010) further stated that the concept of authenticity should not be explored as a standalone concept, but rather in connection to antecedents and consequences which can provide a more dynamic conceptualization of the model. By approaching the two types of perceived authenticity in this process-focused model, one can view them in an evaluative manner that can serve as performance indicator of perceived authenticity (Kolar & Zabkar, 2010).

Object-based Perceived Authenticity and Existential Perceived Authenticity

Object-based perceived authenticity or objective authenticity is linked to the original and genuine form of an object, or at least an immaculate imitation of it (Chhabra, 2012; Kolar & Zabkar, 2010; Wang, 1999). The concept was primarily brought under discussion through the work of two iconic researchers, Boorstin (1963) and MacCannell (1973, 1976). Objective authenticity focuses on the consumers' personal motivation to see the original site with the intention of gaining knowledge and genuinely being immersed in the place itself. Moreover, physical artifacts, objects, relics, and events are considered to be significant contributors to tourists' perception of authenticity (Waite, 2000).

In tourism settings, authentic experience correlates to epistemological experience, which is known as cognition of the originals (Wang, 1999). Therefore, tourists have to be able to identify their epistemological knowledge in order to verify whether they are consuming genuine products/services. To create an authentic tourist experience, the

products/services have to be verifiable by experts (Wang, 1999). Object-based authenticity is also considered as a conventional concept of authenticity (Wang, 1999).

With existential authenticity, the consumer focuses on the experience that they can derive from the site and the search for escapism from their daily routines (Kolar & Zabkar, 2010). Existential authenticity is viewed as a more holistic approach to understand tourists' perceived authenticity because it covers both tourists' motivation and experiences (Wang, 1999). Existential authenticity is also recognized as experience-oriented authenticity. It explains tourists' perception of authentic experiences, which takes self-discovery and self-realization into account as well, as opposed to merely the authentic objects themselves (Steiner & Reisinger, 2006).

Bryce et al. (2015) found that object-based authenticity has a strong positive relationship with existential authenticity and that "these constructs are not only related, but inseparable" (p. 573). The relationship between these two constructs were also explored by Waitt (2000) and Steiner and Reisinger (2006), both found that existential authenticity relied on object-based authenticity. Based on these studies, Kolar and Zabkar (2010) and Zhou et al. (2013) suggested that the relationship between object-based and existential authenticity should be further investigated in future research. Both object-based authenticity and existential authenticity are found to have a significant effect on tourists' behavioral intention according to Fu et al. (2018), who conducted research focused on souvenir authenticity. Given this context, the following hypotheses are proposed:

H1: Object-based perceived authenticity will be positively related to behavioral intention.

H1a: Existential perceived authenticity will be positively related to behavioral intention.

Antecedents of Perceived Authenticity

Antecedent is defined by *Merriam-Webster* Dictionary as “a preceding event, condition, or cause” (*Merriam-Webster*, 2020). Antecedents are situations that initiate a certain behavior, and the behavior initiated by antecedents generally produce subsequent action that can be observable or studied (Webster, 2019). Moulard et al. (2015) states that, according the attribution theory (Kelly, 1973), there are two main behavioral cues that have been found to affect perceived authenticity; these are rarity and stability. Kelley (1973) suggests that individuals are more likely to attribute other peoples’ behaviors to internal motivations instead of external factors under three circumstances. Those include:

- (1) behavior that is unique to the person
- (2) behavior that is similar regardless of time
- (3) behavior that is similar across different settings.

However, Moulard et al. (2015) argued that the second and third factors (i.e behavior that is similar regardless of time and behavior that is similar across different settings) can be used interchangeably as these two can be placed into one factor —similar behavior across time. Moulard et al. (2015) further explained that the second and third factors can be easily distinguishable only when the behavior is closely monitored on numerous occasions. Brand behavior is extrinsically determined by management.

Therefore, one cannot clearly distinguish whether a subsequent decision is made due to Factor 2 (i.e behavior that is similar regardless of time) or Factor 3 (i.e behavior that is similar across different settings) as other unknown factors can affect the decision as well.

Based on the above reasoning, Moulard et al. (2015) proposed two comprehensive antecedents of brand authenticity —rarity (behavior unique to the brand) and stability (consistent brand behaviors). Additionally, for each construct, two other manifestations are suggested to positively affect brand authenticity. Uniqueness and scarcity are proposed to be manifestations of rare behavior, while longevity and longitudinal consistency are manifestations of stable behavior (Moulard et al, 2016). While other manifestations of rarity and stability exists in previous literature, uniqueness, scarcity, longevity, and longitudinal consistency were selected by Moulard et al. (2016) because they can be controlled managerially and are typical elements that exists for most products/services.

Rarity

Rare is defined by Merriam-Webster Dictionary as “uncommon, seldom occurring or found, and marked by unusual quality, merit, or appeal” (Merriam-Webster, 2020). Rarity is the degree to which an object is seen to be uncommon, not easily copied, and true to self (Moulard et al., 2016). Rare behaviors and characteristics can also be perceived as non-conforming, diverging and at times, socially undesirable (Bellezza et al., 2014; Kelley, 1971; Jones & Davis; 1965). Individuals who exhibit rare behaviors are viewed as authentic because they follow their internal disposition rather than external societal pressures (Moulard et al., 2020).

Moulard's study on authenticity uses Chick-fil-A's management to explain rare behavior in brand management setting (Moulard et al., 2020). Chick-fil-A was the first fast food restaurant to close on Sunday (limited accessibility) and exclusively focused on chicken sandwiches instead of hamburgers (rare features). With their out-of-the-box thinking, Chick-fil-A has earned a spot as an authentic brand in the eyes of consumers (Moulard et al., 2020).

Uniqueness

Uniqueness are associated with characteristics that are atypical compared to others (Moulard et al, 2016).

Tian et al. (2001) stated "consumers' need for uniqueness is defined as an individual's pursuit of differentness in relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity" (p. 50-66).

Consumers' pursuit of uniqueness is derived from their desires to feel different from other people. The action described is driven by counter conformity motivation (Tian et al., 2001).

In tourism settings, successful destinations are known to provide customers with unique and memorable experiences (Walls et al., 2011, p. 11). Establishing unique brands has always been one of the key aspirations for tourism marketing because uniqueness and authenticity are known to be positively connected (Kolar & Zabkar, 2007). In research conducted on Romanesque sites, scholars showed that in order to determine the site's authenticity, is it essential to measure tourists' perception of the site's uniqueness and

originality (Kolar & Zabkar, 2007). Moulard et al. (2016) also proposed that uniqueness serves as a manifestation of rarity, which is an antecedent of brand authenticity.

Given this context, the following hypotheses are proposed:

H2: Unique characteristics of a tourism site will be positively related to object-based authenticity.

H2a: Unique characteristics of a tourism site will be positively related to existential authenticity.

Scarcity

Scarcity is described as the state in which products/services are not widely available nor accessible to the masses (Moulard et al., 2016). The state of scarcity represents a positive correlation between the product and the demand, and negative correlation between the product and its supply (Kim & Baek, 2014). Scarcity has a tremendous psychological effect on consumers in a sense that when consumers detect scarcity in a product, they also perceive that product as being valuable (Chae, et al., 2019). According to Suri and Monroe (2003), scarcity has a direct effect on consumers' purchase intentions because it can propel consumers to engage in impulsive purchasing behavior.

Table 1*Types of Scarcity*

Scarcity Type	Definition	Reference
Product scarcity	A real or perceived short-term or long-term limitation of goods or services for consumers.	Hamilton et al. (2019)
Supply-related product scarcity	Product's limited availability due to limited supply.	Van Herpen et al. (2005, 2009)

Seo (2017) stated that consumers associate good products to products that are scarce, and rare products to products of high quality. Scarcity also increases consumers' desires for products through the use of scarcity message, which is a good marketing strategy for various types of products/services (Lynn, 1991). For example, the power of the scarcity message in brand marketing demonstrated through Limited Edition Products (LEP), specifically Limited Edition Shoes (LES), is evident (Chae, et al., 2019).

Estimated as a 1-billion-dollar industry in 2021, the overall sneaker market is expected to grow to approximately \$95.14 billion by 2025 (Chae, et al., 2019). Big name brands such as Adidas and Nike are known to utilize their sales through the LEP approach that carries scarcity message appeals to consumers (Park, 2011; Yoon, Lee, & Lee, 2014). Scarcity allows LEP to achieve higher economical value than its real values (Ju & Koo, 2014). Moulard et al. (2016) proposed that scarcity has a positive effect on brand authenticity.

Given this context, the following hypotheses are proposed:

- H3: Scarce characteristics of a tourism site will be positively related to object-based perceived authenticity.
- H3a: Scarce characteristics of a tourism site will be positively related to existential perceived authenticity.

Stability

Stability is associated with characteristics such as unwavering, steadfast, and firm in actions, principles, and physical features (Moulard et al., 2015). Managers of brands that display stable behavior are perceived to be solid, steady, and committed to their crafts (Moulard et al., 2016). Attribution theory (Kelley, 1973) and self-determination theory (Ryan & Deci, 2000) both support that stability leads to brand authenticity. With attribution theory, individuals determine their own authenticity based upon the level to which their behavior is stable (Kelley, 1973). The foundation of self-determination theory proposed that there are two forms of motivation, which include intrinsic and extrinsic motivation. Based on this theory, authenticity is suggested to be an important motivational variable related to intrinsic motivation (Ryan & Deci, 2000).

Similarly, Sheldon et al. (1997) indicated that a high level of personality instability is associated with a low-level of self-perceived authenticity. According to Moulard et al. (2016), stability has a positive effect on brand authenticity, and that there are two manifestations of stable brand behaviors, which include longevity and longitudinal consistency.

Longevity

Longevity is associated with length of time in existence and the persistence of a brand (Moulard et al., 2016). Longevity can also be defined as long continuance, permanence, and durability (*Merriam-Webster*, 2020). Brands with a longevity message usually build upon their passion and conviction for pursuing an activity for a long period of time (Vallerend et al., 2003). For instance, Australian winemakers often signify their long history of winemaking to appear authentic to consumers (Luxton, 2005). Similar strategy is utilized for prominent generational family firms such as Dell Inc., Ford Motor Company, or German companies such as HIPP and Warsteiner (Zanon et al., 2019). Family firms exhibit longevity brand message to persuade consumers of familial and unwavering values, which influence consumers' perception of authenticity (Carrigan & Buckley, 2008; Sageder, Duller, & Mitter, 2015). Longevity message, along with other characteristics of family firms, such as heritage and tradition, allow these companies to build credibility, trustworthiness, and authentic image within consumers' perceptions (Carrigan & Buckley, 2008; Gallucci et al., 2015; Krappe, Goutas, & Schlippe, 2011; Presas et al., 2014; Sageder et al., 2018).

Long brand history, which is known as continuity, is identified by Morhart et al. (2015) as a dimension of brand authenticity. Similarly, Moulard et al. (2016) and Fernandez and Lewis (2019) suggest that longevity and continuity has a positive effect on brand authenticity.

Given this context, the following hypotheses are proposed:

H4: Longevity characteristic of a tourism site will be positively related to object-based authenticity.

H4a: Longevity characteristic of a tourism site will be positively related to existential authenticity.

Longitudinal Consistency

Longitudinal consistency is the degree to which one perceives that a brand has not changed over the course of time (Moulard et al., 2016). Although longitudinal consistency and longevity might seem similar, they are not the same. The distinction between these two is that longitudinal consistency refers to the consistency of brand characteristics over time, whereas longevity refers to long length of time that a brand exists, whether or not it has consistent characteristics (Moulard et al., 2016). Longitudinal consistency comprises both consistency and continuity, while longevity specifically refers to brand continuity.

An example of a successful brand that utilizes elements of longitudinal consistency is Apple (Moulard et al., 2016). The company's core mission and vision has remained the same over the years, with their main focus on innovations and aesthetics. Although Apple has added many more product lines as they progressed, the company's logo and the brand aesthetics of being simple yet intuitive has been consistent since the beginning of the company's establishment (*Apple*, 2020). Traditional winemakers also employ the same strategy by focusing on their conventional production method of

making wine (consistent style) to infuse the idea of authenticity into consumers' (Beverland & Luxton, 2005).

Both Moulard et al. (2016) and Fernandez and Lewis (2019) proposed that brand consistency has a positive influence on perception of brand authenticity.

Given this context, the following hypotheses are proposed:

H5: Longitudinal consistency characteristic of a tourism site will be positively related to object-based authenticity.

H5a: Longitudinal consistency characteristic of a tourism site will be positively related to existential authenticity.

The Significance of Behavioral Intention

In terms of the tourism context, behavioral intention is defined as “visitor’s judgment about the likeliness to visit a destination” (Chen & Tsai, 2007, p. 1116).

Favorable behavioral intention is mostly associated with customer loyalty, which is a vital component of a successful business (Chen & Chen 2010). Other researches has been heavily focused on the relationships between perceived value, satisfaction, quality, post-purchase behaviors, repurchase intentions, and positive-word-of-mouth (Willam & Soutar, 2009). Most of these research studies are only focused on tourists’ general consumption and not specifically on the factors that determine their intentions (Ramkissoon & Uysal, 2010).

In the tourism field, behavioral intention is usually interpreted as the intention to revisit/repurchase and the willingness to recommend the tourism product/experience to others. However, behavioral intention is not necessarily about post-purchase behavior,

but the future intents of the tourist (Petrick, Morais, & Norman, 2001). Ajzen and Fishbein (1980) noted that future intention to consume is more important to understand than the actual consumption itself. Intention is the most effective predictor of behavior when context and time are clearly specified (Conner & Armitage, 1998; Fishbein, 1997;). Fishbein and Ajzen (1975) further added that if measured correctly, intentions should be the best predictor of behavior.

This hypothesis feeds into Fishbein and Ajzen's theory of reasoned action (TRA) and Theory of planned behavior (TPB). Theory of reasoned action (TRA) suggests that human beings operate based on motivational needs and behavior is guided by the intention to perform said behavior (Ajzen & Fishbein, 1980). Theory of planned behavior (TPB) is an extension of TRA, where non-volitional elements are taken into consideration, which means that all behaviors over which people have self-control are explained (Ajzen, 1985).

It is vital to understand the factors influencing tourist behavioral intention (i.e. perceived authenticity) and the decision-making process leading to their choice (i.e. the antecedents of perceived authenticity). However, there are very limited past research if not none done in the context of Southeast Asian countries.

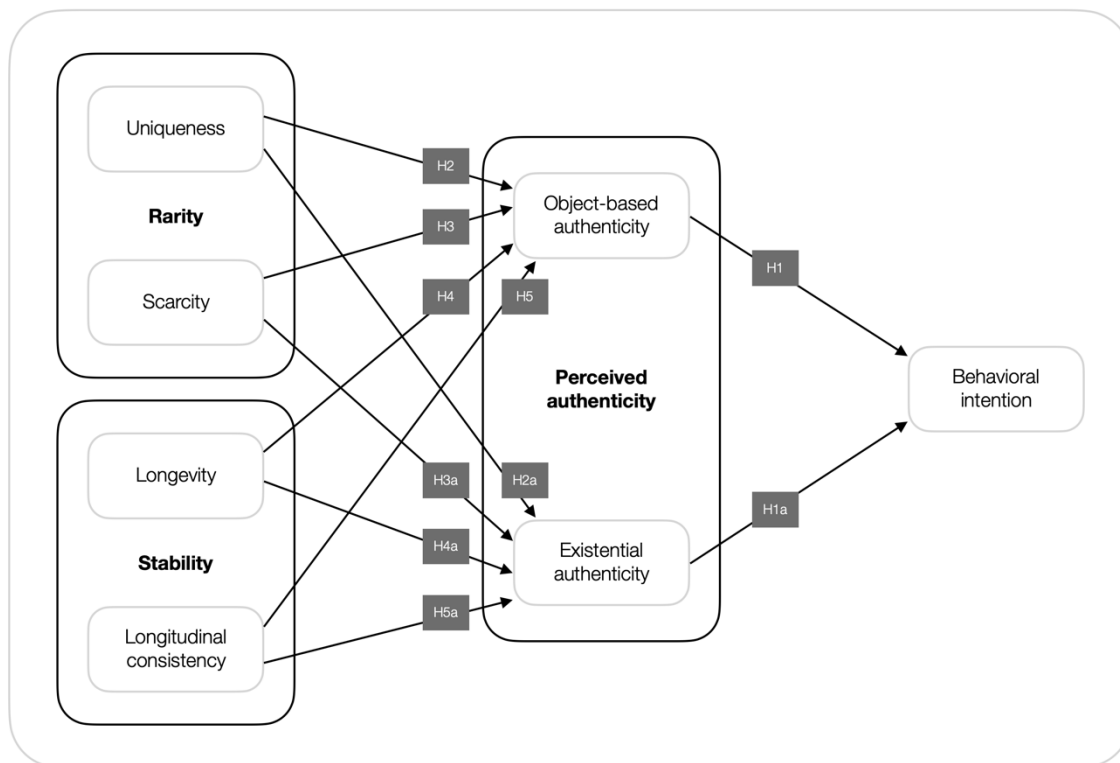
Summary of Literature Review

In conclusion, this chapter contains a review of the definitions of cultural tourism, perceived authenticity (object-based and existential), the antecedents of perceived authenticity (i.e. uniqueness, scarcity, longevity, longitudinal consistency), and behavioral intention. Based on the review of literature, one can see that there is indeed a

gap in research focusing on the antecedents of perceived authenticity, particularly for tourism in non-Western countries. In fact, no studies have been conducted in Southeast Asian cultural tourist destinations. Research regarding the relationship between perceived authenticity and behavioral intention is also lacking.

Figure 1

Model of Framework



Note. According to the connection of variables mentioned in the above section, the model of framework for this study is established.

Chapter 3: Research Methodology

The purpose of this research is to determine the antecedents of cultural tourists' perceived authenticity in order to predict their behavioral intention. Cambodia's Angkor Wat is used as a setting for the study. This chapter consists of the study context, survey design and sample, measurement, and data analysis procedure. This study employed a quantitative research method. Data collection was completed through Prolific, an online crowdsourcing research tool that helps researchers connect with participants worldwide. A brief summary is provided at the conclusion of the chapter.

Study Context

Angkor Wat, Cambodia was chosen as the background of the study due to two prominent reasons. First, the temple is considered to be one of the most popular cultural heritage destinations in Southeast Asia (Kuon, 2011; Wood & Leray, 2005).

Acknowledged by UNESCO as a significant endowment of humanity, Angkor Wat archeological park consists of hundreds of temples, forested areas, and irrigation systems (UNESCO, 2020). Amongst those temples stand three most recognized temples including Angkor Wat, Angkor Thom, and Bayon Temple. Ray and Robinson (2008) listed Angkor Wat as a "must-visit" cultural attraction, while a survey by UNESCO and TripAdvisor (2010) listed Angkor Wat at the top of the list for the most recommended world heritage sites. In 2019, amongst 5.3 million tourists who visited Cambodia, 2.2 million tourists visited Angkor Wat (Hunt, 2020). This statistic portrays that out of the total number of tourists who visited Cambodia in 2019, approximately 42% of those also visited Angkor Wat.

Second, tourists who have visited Cambodia have been found to be more culturally interested through their interactions with Angkor Wat (Kuon, 2011). Therefore, choosing Angkor Wat as a background for this study is a suitable option to elaborate on the decision-making process of cultural tourists.

Survey Design and Sample

A self-administered questionnaire survey was utilized to collect data through Prolific, an online crowdsourcing research tool for subject recruitment. For this study, the researcher administered an online survey through Prolific by linking survey respondents to an external online survey tool, Qualtrics. Prolific is chosen as a participant recruitment platform because it is specifically tailored for researchers as evident through its functionality, fair treatment of participants, and reasonable costs in comparison to other platforms (Palan & Schitter, 2018). Thousands of researchers have utilized Prolific to successfully recruit participant pools in multiple different areas of research such as psychology, economics, and food science (Palan & Schitter, 2018). Prolific offers a diverse population in terms of ethnicity and geographical locations in combination with user-friendly interface.

The target population of the study is geared towards Prolific participants who are aware of and interested in choosing Angkor Wat as their next travel destination. The first question of the survey, which also serves as a screening question stated, “Would you like to visit Angkor Wat Temple, Cambodia in the future?” Only participations who answered “Yes” were able to continue on with the survey. Those who answered “No” were screened out of the survey. With a total of 400 participants, the sample is geared towards

people who are likely to engage in cultural tourism in Cambodia. After data cleaning and screening out the outliers, a total of 330 usable surveys were obtained, which translated to 70 unusable responses.

Participants was asked to complete a 15-minute survey comprising of four segments of questions related to Angkor Wat and a segment on general demographics. The data were collected from 1st to 5th of November, 2020.

Table 2

Data Collection

Date	Method	Usable Sample
November, 2020	Online Survey via Prolific	400

Measurement

Development of a structured questionnaire started from an extensive literature review to better understand concepts as well as test the relationships between concepts being studied. To empirically test the hypotheses, multi-item scales were adopted for this study. To ensure content validity, measures and constructs were adopted from existing research with modified wordings to match the research context.

A five-point Likert scale was used for all 7 constructs as the response format with assigned values ranging from 1 = strongly disagree to 5 = strongly agree. To assess the antecedents of perceived authenticity, 11 items were employed consisting of two dimensions, which included seven items of rarity and four items of stability. The factors

were adopted from scales developed by Moulard et al. (2015). As for perceived authenticity, two dimensions were explored, which comprised of four items of object-based authenticity and seven items of existential authenticity developed by Kolar and Zabkar (2010). Finally, Behavioral intention was measured with six items adopted from Lam and Hsu (2005).

Table 3

Measurement Scale

Measurement for Uniqueness						
#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Angkor Wat has distinctive characteristics					
2	There is something about Angkor Wat that makes it stand out					
3	There is something special about Angkor Wat					
4	There's something that separates Angkor Wat from other destinations					

Table 3 Continued

Measurements for Scarcity						
#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Angkor Wat is not a tourism destination most people run across very often					
2	Angkor Wat is not a tourism destination that is available everywhere					
3	People might sometimes have trouble finding Angkor Wat					
Measurements for Longevity						
#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Angkor Wat has a long history					
2	Angkor Wat has been around for a while					
3	Angkor Wat has managed the tough times as well as the good times					

Table 3 Continued

4	Angkor Wat has a secure brand image that won't disappear tomorrow					
5	Angkor Wat is a brand with heritage					

Measurements for Longitudinal Consistency

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Not much has changed about Angkor Wat throughout history					
2	Angkor Wat has pretty much stayed the same					
3	Angkor Wat has maintained a consistent image					

Measurements for Object-Based Authenticity

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	The overall architecture and impression of Angkor Wat inspires me					

Table 3 Continued

2	I like the peculiarities about the interior design/furnishings					
3	I like the way Angkor Wat blends with the attractive landscape/scenery/historical ensemble/town, which will offer many other interesting places for sightseeing					
4	I like the information about Angkor Wat and find it interesting					

Measurements for Existential Authenticity

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	I am interested in special arrangements, events, concerts, celebrations connected to Angkor Wat					
2	I am interested in the unique religious and spiritual experience					

Table 3 Continued

3	I am interested in the calm and peaceful atmosphere					
4	I feel connected with human history and civilization of Angkor Wat					
5	I am interested in the Cambodian history and civilization of Angkor Wat					
6	I am interested in the buildings and activities connected to Angkor Wat					
7	I am interested in immersing myself in the Angkor Wat atmosphere					

Measurements for Behavioral Intention

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	I intend to travel to Angkor Wat within the next 2 years					
2	I want to visit Angkor Wat within the next 2 years					

Table 3 Continued

3	The possibility for me to travel to Angkor Wat within the next 2 years is					
4	I will recommend Angkor Wat to other people					
5	I will say positive things about Angkor Wat to other people					
6	I will encourage friends and relatives to visit Angkor Wat					

Demographic questions regarding gender, age group, marital status, employment status, and educational level were also included along with trip characteristics questions to determine participants' trip patterns and frequency. Detailed questions were listed in Appendix B.

Data Collection Procedure

Research Involving Human Subjects

Before the start of the data collection process, approval from Ohio University's Institution Review Boards (IRB) was obtained. Data collected from participants are morally and ethically justified with proper guidance from the board's procedure. Before partaking in the survey questionnaire, participants were requested to read a consent form

detailing the nature of the research (Appendix A). Therefore, participation was entirely voluntary and participants were allowed to withdraw from the survey at any time should they feel uncomfortable. Refusal to participate in the survey involved no penalty.

Qualtrics

The survey questionnaire was built using Qualtrics XM, a resourceful online survey management tool that helps researchers create and distribute online surveys effectively (Machado, 2011). Qualtrics is known as a powerful survey platform due to four main capabilities:

- (1) No deadline restriction and up to two active researches may access it at once,
- (2) Various types of question formats are offered,
- (3) There is a user-friendly interface,
- (4) Ease of import/export with various reporting options such as SPSS and Excel. For this study, Qualtrics generated a survey link, which was provided to the research participants and directed them to the survey questionnaire. As Qualtrics XM is not a free platform, utilization of the site was made possible through Ohio University's student access.

Data Entry

The initial step for data analysis was data entry into Statistical Package for the Social Sciences (IBM SPSS 22) data editor. Survey results derived from Qualtrics were loaded into SPSS to continue the analysis. Variables were renamed and defined for ease of analysis.

Data Cleaning

Before the analysis took place, data cleaning was conducted to ensure that only qualified, valid, and reliable data remained for further statistical analyses. Data cleaning was completed using three methods, which include missing data detection, univariate outlier detection, and normality test to identify shape, skewness, and kurtosis. After completing this process erroneous data were reported and deleted from the data set leaving a total of 340 as the final data set.

Data Analysis

In order to test and identify the antecedents of cultural tourists' perceived authenticity, Structural Equation Modelling (SEM) with AMOS and SPSS was utilized. SEM is a multivariate statistical analysis technique that is widely used in social sciences research. SEM is a suitable method to use because it helps to examine and modify relationships between constructs (Kolar & Zabkar, 2010).

The data analysis was completed in four stages. The first stage was descriptive analysis to understand and evaluate respondents' profiles. Descriptive analysis is a highly important initial step for statistical analyses. It allows researchers to further delve into the details of the sample and the population from which the sample was derived (Larson, 2006).

The second stage was Exploratory Factor Analysis (EFA). The main goal of this stage was to delete any irrelevant items that negatively impact the model. EFA was completed through SPSS software using principal axis factoring (PAF) and Oblique

(Promax) rotation method to reveal the underlying dimensions of the attributes being tested.

The third stage was Confirmatory Factor Analysis (CFA) to determine the validity and reliability of each construct in the model. The fourth and last stage was Structural Equation Modeling (SEM) to establish structure and examine the relationship of the overall model. SEM allows to simultaneously test the hypothesized relationships in a multivariate context. Structural Equation Modeling with the use of IBM SPSS AMOS 21 was utilized to test the hypotheses proposed. SEM is an effective method to test both structural and measurement model (Meyers et al., 2013).

Using Anderson and Gerbing's (1988) two-step approach, SEM analysis was conducted for the study. CFA was performed to test the reliability and validity of the measurement model, as well as the model fit. Second, SEM was conducted to estimate the hypothesized structural model examining the relationship between uniqueness, scarcity, longevity, longitudinal consistency, object-based authenticity, existential authenticity, and behavioral intention.

According to Bagozzi and Yi (1989), MacKenzie (2001), and Michon and Chebat (2008), SEM offers various advantages over other variance methods such as:

- (1) corrects measurement error
- (2) suitable for more complex relations among the dependent variables
- (3) controls for any unintended effects (i.e., nonhypothesized effects) on manipulation check measures and on the dependent variable(s).

Chapter 4: Results

The main segments of this chapter consist of survey response rate and summary of major findings that are derived from Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM).

Demographic and Trip-characteristics of the Respondents

Table 4 shows the demographic and trip characteristics of respondents in the study. The respondents comprise of 50.3% female, 49.1% male, and 0.6% non-binary. Respondents aged from 18-25 years old are 50.7% in the majority, 28.7% ages from 25 to 34 years old, 9.9% from 35 to 44 years old, 5.8% ages from 45 to 54 years old, 4.6% from 55 to 64 years old, and 0.3% over 66 years old. As for the location of the respondents, the majority were from North America with 36.7%, followed by Central America with 31.3%, and South America of 26.5%.

Among all the respondents who were interested in visiting Angkor Wat in the future, 25.8% had visited in the past, while 74.2% had never been to the destination. Amongst those who have visited, 46% had visited one to three times, 13% had visited three to five times, and 41% had visited more than five times in the past. Respondents who placed adventure as the top purpose for their trips came out to be 34.2%, followed by cultural purpose at 33.2%, and family vacation at 26.8%.

Table 4*Demographic and Trip characteristics of Respondents (N=330)*

Items	Categories	Frequency (%)
Gender	Female	50.3%
	Male	49.1%
	Non-binary	0.6%
Age	18-25	50.7%
	25-34	28.7%
	35-44	9.9%
	45-54	5.8%
	55-64	4.6%
	Over 66	0.3%
Location	North America	36.7%
	Central America	31.3%
	South America	26.5%
	Europe	4%
	Asia	1%
	Others	0.5%
Employment	Full-time job	42%
	Part-time job	9.6%
	Student	37.7%
	Not employed	8.4%
	Retired	0.6%
	Others	1.7%
Income	0\$	9.6%
	\$1-\$9,999	32.8%
	\$10,000-\$24,999	27.8%
	\$25,000-\$49,000	8.1%
	\$50,000-\$74,999	4.9%
	Over \$75,000	6.9%
	Prefer not to answer	9.9%
Past Visit to Angkor Wat	Yes	25.8%
	No	74.2%
Frequency of past visit (amongst those who have visited)	1-3 times	46%
	3-5 times	13%
	More than 5 times	41.0%

Table 4 Continued

Main purpose of trips	Family vacation	26.8%
	Adventure	34.2%
	Business	2.0%
	Cultural	33.2%
	Ecotourism	1%
	Others	2.7%
Importance of cultural aspect for trips	Extremely important	24.8%
	Very important	46.4%
	Moderately important	24.5%
	Slightly important	3.8%
	Not at all	0.6%

Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was performed to determine and erase items that were irrelevant to the model. EFA is a statistical method to examine correlations in a dataset. EFA is also an essential first step to prepare variables for cleaner structural equation modeling (Gaskin, 2020).

After data cleaning and descriptive analysis, data is subjected to EFA via SPSS 21 software. Principle Axis Factoring was utilized in terms of factoring method. Principle axis factoring is a preferred method as it accounts for co-variation, common factor variability, which helps remove uniqueness or unexplained variability from the dataset (Gaskin, 2020). Promax rotation was applied to strengthen the analysis as it is more ideal for larger datasets. Other criteria employed included a set fixed number of seven factors for extraction and suppression of coefficients smaller than .20.

Subsequently, items with factor loading lower than 0.3 were deleted one by one and rerun each time to achieve improvement as research suggested that 0.3 is the

sufficient factor loading for dataset with approximately 300 populations (Pett, Lackey, & Sullivan, 2003, Song, 2010). Deleted items are as follows:

- (1) Angkor Wat has a long history (Q3-1)
- (2) Angkor Wat has managed the tough times as well as the good times (Q3-3)
- (3) I like the information about Angkor Wat and find it interesting (Q4-4)
- (4) I am interested in the calm and peaceful atmosphere (Q5-3)
- (5) I am interested in immersing myself in the Angkor Wat atmosphere (Q5-7).

Table 5

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy	.867
Approx Chi-Square	4077.855
Degree of freedom	465
Significance	.000

Evaluation of the correlation matrix led to the conclusion that the model was favorable for Confirmatory Factor Analysis (CFA) based on two main criteria, which are Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy and Bartlett's Test of Sphericity. KMO was .867, which is meritorious and adequate for further analysis (Gaskin, 2020). Bartlett's Test of Sphericity was also significant with $\chi^2 = 4077.855$, $df = 465$, $p < .000$. A significant result ($p < 0.05$) indicates that variables studied are related to

one another enough to undergo meaningful CFA. It also shows that the matrix is not an identity matrix (Miljko, 2017).

Table 6

Final Items Obtained After EFA

Uniqueness	Cronbach's Alpha: .834
Angkor Wat has distinctive characteristics	.695
There is something about Angkor Wat that makes it stand out	.781
There is something special about Angkor Wat	.690
There's something that separates Angkor Wat from other destinations	.526
Scarcity	Cronbach's Alpha: .684
Angkor Wat is not a tourism destination most people run across very often	.705
Angkor Wat is not a tourism destination that is available everywhere	.543
People might sometimes have trouble finding Angkor Wat	.417

Table 6 Continued

Longevity	Cronbach's Alpha: .649
Angkor Wat has been around for a while	.452
Angkor Wat has a secure brand image that won't disappear tomorrow	.667
Angkor Wat is a brand with heritage	.724
Longitudinal Consistency	Cronbach's Alpha: .548
Not much has changed about Angkor Wat throughout history	.779
Angkor Wat has pretty much stayed the same	.886
Angkor Wat has maintained a consistent image	.554
Object-based Authenticity	Cronbach's Alpha: .786
The overall architecture and impression of Angkor Wat inspires me	.417
I like the peculiarities about the interior design/furnishings	.424
I like the way Angkor Wat blends with the attractive landscape/scenery/historical ensemble/town, which will offer many other interesting places for sightseeing	.407

Table 6 Continued

Existential Authenticity	Cronbach's Alpha: .718
I am interested in special arrangements, events, concerts, celebrations connected to Angkor Wat	.419
I am interested in the unique religious and spiritual experience	.622
I feel connected with human history and civilization of Angkor Wat	.530
I am interested in the Cambodian history and civilization of Angkor Wat	.562
I am interested in the buildings and activities connected to Angkor Wat	.616
Behavioral Intention	Cronbach's Alpha: .860
I intend to travel to Angkor Wat within the next 2 years	.913
I want to visit Angkor Wat within the next 2 years	.536
The possibility for me to travel to Angkor Wat within the next 2 years is	.746
I will recommend Angkor Wat to other people	.804
I will say positive things about Angkor Wat to other people	.816
I will encourage friends and relatives to visit Angkor Wat	.893

To further establish reliability for the model, Cronbach's alpha for each factor were computed. Results of > 0.7 are considered strongly reliable, > 0.6 are acceptable, and < 0.5 are problematic (Ursachi et al., 2015). The Cronbach's alpha levels for all factors in the model were acceptable with uniqueness 0.834, scarcity 0.684, longevity 0.649, longitudinal consistency 0.548, object-based authenticity 0.786, existential authenticity 0.718, and behavioral intention 0.860.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a multivariate statistical analysis that enables researchers to determine whether there is a relationship between observed variables and latent constructs. CFA is a tool that is effectively used to reject or confirm a measurement model (Gaskin, 2020). Twenty-seven items obtained from EFA were entered into AMOS 21 for CFA to examine the adequacy of the measurement model. Figure – shows the CFA model for the study. The adequacy of the model was evaluated based on criteria for model fit, convergent validity, reliability, and discriminant validity of the seven factors.

Model Fit

A Chi-square test was used to assess the overall fit and discrepancy of the sample and covariance matrices. A non-significant Chi-square result with $p\text{-value} > 0.05$ indicates good model fit. However, the Chi-square test is highly sensitive to the sample size, which prompts researchers to consider other aspects of the model such as comparative fit index (CFI), root mean square error of approximation (RMSEA), and Chi-square/degree of freedom ratio ($\chi^2/\text{d.f.}$).

In order to qualify as a good model fit, Chi-square value normalized by degrees of freedom ($\chi^2/\text{d.f.}$) should not be greater than 3. The model fit was assessed using several model fit indexes with model parsimony and model comparison being suggested (Hair et al., 1998). Among them, Root Mean Square Error of Approximation (RMSEA) is viewed as one of the best indices for a confirmatory model with larger samples (Rigdon, 1996). A RMSEA value below 0.05 indicates a good fit. Some of the other commonly used goodness-of-fit statistics are CFI, Incremental Fit Index (IFI), Tucker-Lewis index (TLI). All of these have the proposed criterion of above 0.90.

To improve the goodness-of-fit for the model, modification indices (M.I) adjustments were made. M.I pair values of over 15 within the same factor were covariant to one another. After the adjustments, the model fit statistics were significantly improved. The chi- square/degree of freedom ratio, χ^2/df is 1.832. The Comparative Fit Index (CFI) was 0.923 and root mean square error of approximation (RMSEA) was 0.50. IFI value was 0.924, while TLI was 0.910.

The result indicates an adequately sustainable model fit. In Table 4, a summary of the model fit statistics is presented.

Table 7

CFA Model Fit Statistics

χ^2	df	χ^2 / df	p	CFI	IFI	TLI	RMSEA
548	299	1.832	0.000	0.923	0.924	0.910	0.50

Construct Reliability

Construct reliability helps measure the estimates of internal consistency in scale items, which is similar to Cronbach's alpha (Brunner & Süß, 2005). It is an indicator of the shared variance used as an indicator of a latent construct. Construct reliability is determined using composite reliability (CR) and Average Variance Extracted (AVE) (Campbell & Fiske, 1959; Fornell & Larcker, 1981). The formula of composite reliability is:

$$\text{Construct reliability} = (\sum \text{Standardized loadings})^2 / [(\sum \text{Standardized loadings})^2 + \sum \epsilon_j],$$

in which ϵ_j is the measurement error. Fornell and Larcker's (1981) criterion on convergent validity is commonly used to determine the degree of shared variance between the latent variables of the model.

Convergent Validity

Convergent validity is the degree of confidence in which one believes a trait is soundly measured by its indicators. Convergent validity of a measurement model can be examined via AVE and CR (Fornell & Larcker, 1981).

To evaluate convergent validity, Average Variance Extracted (AVE) for each construct were assessed against its correlation to other constructs. In other words, AVE measures the level of variance detained by a construct. Convergent validity is established when AVE is larger than the construct's correlation with other constructs. The formula of AVE is as follows: $AVE_j = \frac{\sum_{k=1}^{K_j} \lambda_{jk}^2}{\sum_{k=1}^{K_j} \lambda_{jk}^2 + \Theta_{jk}}$. The formula of CR is as follows: $\Theta_{jk} = \sum_{k=1}^{K_j} (1 - \lambda_{jk}^2)$, where: K_j is the number of indicators of

construct ξ_j . λ_{jk} are factor loadings Θ_{jk} is the error variance of the k^{th} indicator ($k = 1, \dots, K_j$) of construct ξ_j .

For Average Variance Extracted (AVE), Fornell and Larcke (1981) claimed that AVE of roughly 0.4 is acceptable as long as composite reliability (CR) is at 0.6 or higher. According to the CFA result for the model, the composite reliability for all constructs met the required threshold of 0.6 up to 0.9. The results of Average Variance Explained (AVE) for the constructs started from 0.4 level up to 0.6, which is considered acceptable as the CR met and exceed the adequacy requirement of 0.6 or higher.

Discriminant Validity

Discriminant validity is the degree to which measures of different traits are unrelated to one another. Discriminant validity was proven where Maximum Shared Variance (MSV) were both lower than the Average Variance Extracted (AVE) for all the constructs (Hair et al., 2010). Fornell and Larcke (1981) further suggested that to satisfy discriminant validity, the square root of AVE of a construct should be greater than the correlation shared between the construct and other constructed included in the model.

According to CFA, the result of the constructs CR, AVE, and MSV is sufficiently adequate for the model to be analyzed through Structural Equation Modeling. Table 5 provides the detailed result of construct reliability and validity.

Table 8*Convergent and Discriminant Validities Assessment*

Scales	CR	AVE	MSV
Uniqueness	0.8	0.6	0.4
Scarcity	0.6	0.4	0.0
Longevity	0.6	0.4	0.3
Longitudinal Consistency	0.8	0.6	0.0
Object-based Authenticity	0.6	0.4	0.5
Existential Authenticity	0.7	0.4	0.5
Behavioral Intention	0.9	0.5	0.4

Structural Model Analysis***Structural Equation Modeling***

The proposed measurement model derived from CFA was then assessed as a structural model using AMOS 21 software. The aim of structural analysis is to determine whether data reject or accept the hypotheses proposed. SEM is a multivariate technique that combines multiple regression and factor analysis to analyze structural relationship between measured variables and latent constructs (Hair et al., 1998; Kaplan, 2001). It is arguably one of the most popular methodologies for quantitative studies within social science fields.

The main research objectives of this study were:

- (1) To estimate the effects of rarity (uniqueness and scarcity) and stability (longevity and longitudinal consistency) on perceived authenticity (object based and existential) in cultural tourism context;
- (2) To estimate the effects of perceived authenticity (object-based and existential) on behavioral intention in cultural tourism context.

In order to achieve these objectives, the following model was proposed for this study (Figure 3).

Figure 2

Confirmatory Factor Analysis Measurement Model

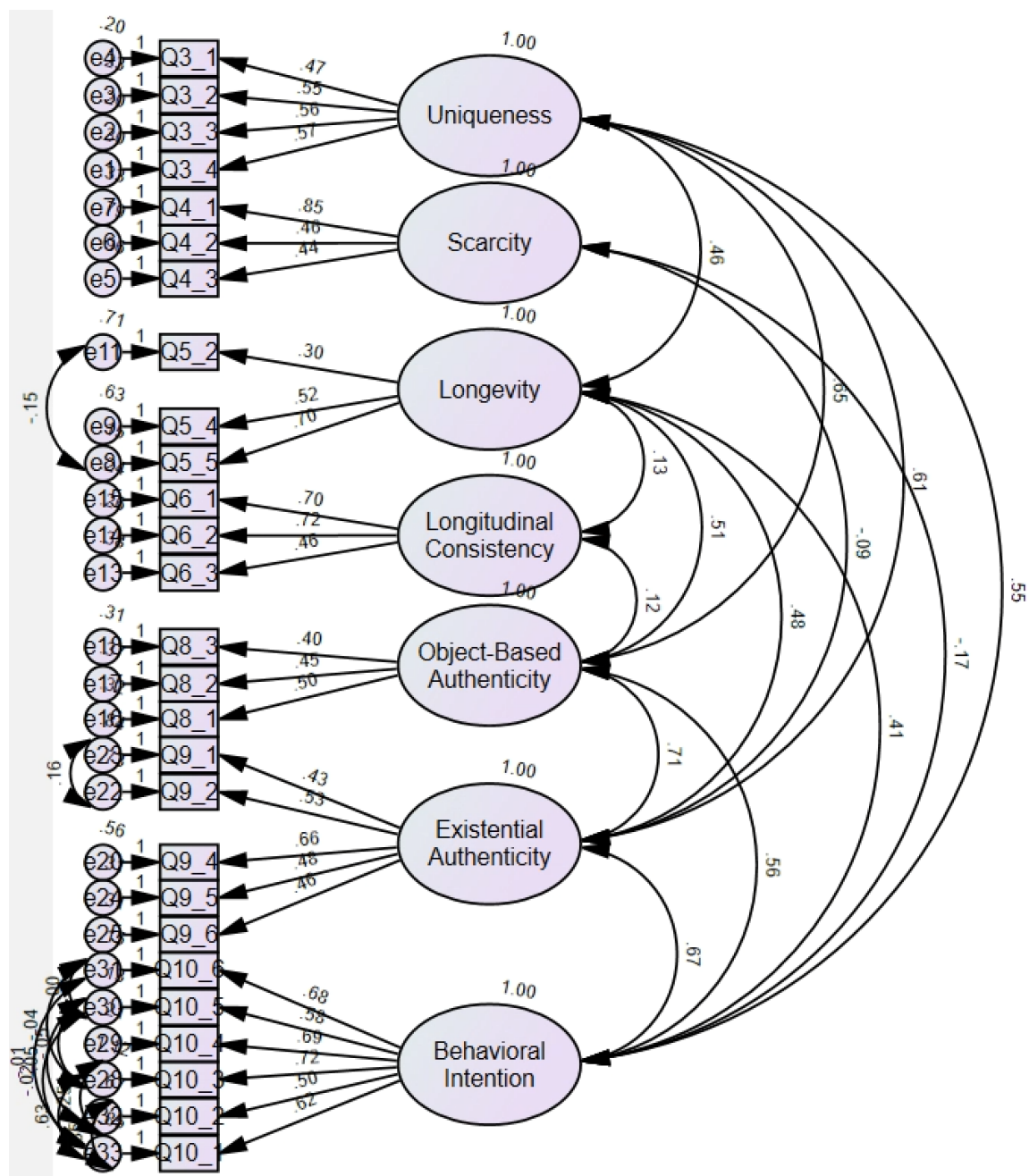
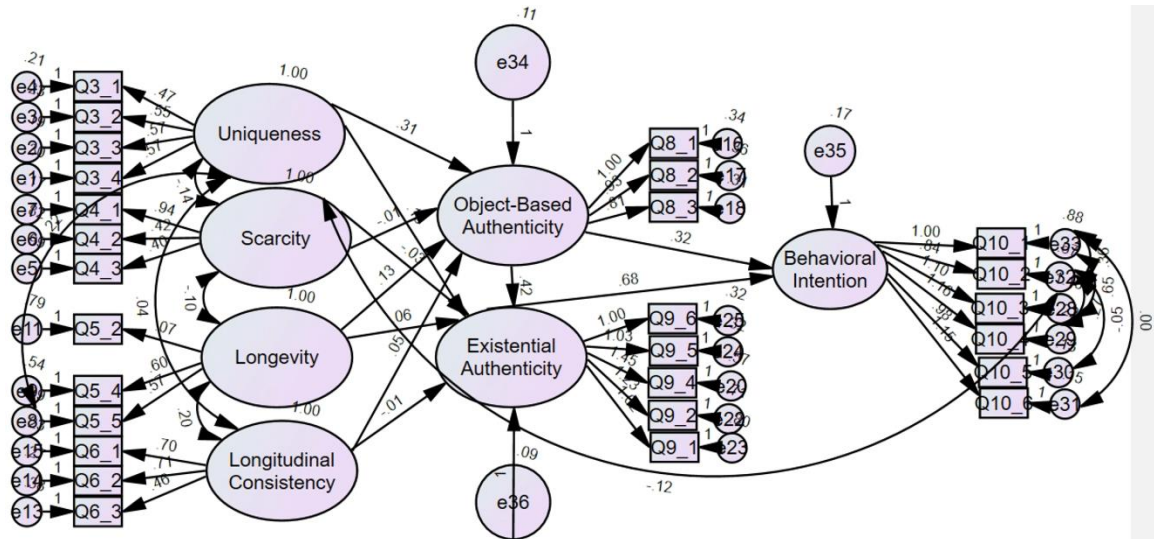


Figure 3*SEM Measurement Model*

To determine the overall fit of the model and hypotheses paths, goodness-of-fit was explored with emphasis on chi-square/degree of freedom ratio (χ^2/df), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). The IFI value was 0.912, while the TLI was 0.897. The threshold of these ratios were consistent with the threshold examined under CFA's goodness of fit. The p-value has to be significant (<0.05), CFI/NFI/IFI close to or greater than 0.09, RMSEA close to or less than 0.05.

The initial result (output) of the model fit suggested misfits through unreasonably high values of modification indices (MI) pairs. After series of adjustments based on the MI suggestions, several paths were added to improve the overall goodness of fit for the model, including: $E8 \rightarrow \text{Uniqueness}$, $E11 \rightarrow E28$, $E28 \rightarrow E32$, $E28 \rightarrow E33$, $E28 \rightarrow \text{Scarcity}$, $E30 \rightarrow E32$, $E31 \rightarrow E33$, $E32 \rightarrow E33$.

After adjustments, the final overall fit of the SEM model evidenced good support for final model fit indices with ratios presented in Table -- below (Overall Goodness-of-Fit for SEM Model). A Chi-square of 586 to degrees of freedom ratio of 1.948 ($\chi^2 = 592$; $df = 304$), NFI = 0.834, CFI = 0.911, and RMSEA = 0.54. Therefore, this model fitted the data reasonably well. The overall measurement model fit, and fit indices of both the structural (SEM) and measurement (CFA) models were starkly similar, which portrayed validity of the structural model.

Table 9

Overall Goodness-of-Fit for SEM Model

χ^2	df	χ^2 / df	p	CFI	IFI	TLI	RMSEA
592	304	1.948	0.000	0.911	0.912	0.897	0.54

The following hypotheses were proposed for the measurement model regarding uniqueness, longevity, longitudinal consistency, object-based authenticity, existential authenticity, and behavioral intention.

H1: Object-based authenticity will be positively related to behavioral intention.

H1a: Existential authenticity will be positively related to behavioral intention.

H2: Unique characteristics of a tourism site will be positively related to object-based authenticity.

- H2a: Unique characteristics of a tourism site will be positively related to existential authenticity.
- H3: Scarce characteristics of a tourism site will be positively related to object-based perceived authenticity.
- H3a: Scarce characteristics of a tourism site will be positively related to existential perceived authenticity.
- H4: Longevity characteristic of a tourism site will be positively related to object-based authenticity.
- H4a: Longevity characteristic of a tourism site will be positively related to existential authenticity.
- H5: Longitudinal consistency characteristic of a tourism site will be positively related to object-based authenticity.
- H5a: Longitudinal consistency characteristic of a tourism site will be positively related to existential authenticity.

Testing of Hypotheses

After assessing the proposed structural paths, six out of 10 proposed hypotheses were significant at the 0.05 level; thus four hypotheses were rejected by the empirical data. Table 10 below summarizes the paths' result.

Table 10*Hypotheses Result from SEM*

Hypotheses	Paths	t-value	Standardized Coefficient	Results
H1	Object-based authenticity→ Behavioral intention	3.518***	0.289	Significant
H1b	Existential authenticity→ Behavioral intention	5.533***	0.528	Significant
H2	Uniqueness → Object-based authenticity	6.364***	0.546	Significant
H2a	Uniqueness → Existential authenticity	6.203***	0.501	Significant
H3	Scarcity → Object-based authenticity	-0.454	-0.28	Not significant
H3a	Scarcity → Existential authenticity	-1.452	-0.84	Not significant
H4	Longevity → Object-based authenticity	3.434***	0.294	Significant
H4a	Longevity → Existential authenticity	3.514***	0.282	Significant
H5	Longitudinal → Object- based authenticity	1.721	0.112	Not significant

Table 10 Continued

H5a	Longitudinal → Existential authenticity	0.423	0.025	Not significant
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Note. *** = Significance.

H1: Object-based authenticity is positively related to behavioral intention.

Hypothesis 1 was tested by assessing the path coefficients between object-based authenticity and behavioral intention. As shown in Table 10, the standardized coefficient value for the path from object-based authenticity to behavioral intention was 0.289 and t-value (CR) was 3.518. This shows that the path was significant (p-value < 0.05) and fell within 95% confidence interval. The result proves that the relationship between object-based authenticity and behavioral intention was statistically significant, which allow the study to accept H1 hypothesis. Therefore, object-based authenticity is positively related to behavioral intention.

H1a: Existential authenticity is positively related to behavioral intention.

Hypothesis 2 was tested by assessing the path coefficients between existential authenticity and behavioral intention. As shown in the table 10, the standardized coefficient value for the path from existential authenticity to behavioral intention was 0.528 and t-value (CR) was 5.533. This shows that the path was significant (p-value < 0.05) and fell within 95% confidence interval. The result proves that the relationship between existential authenticity and behavioral intention was statistically significant,

which allow the study to accept H1a hypothesis. Therefore, existential authenticity is positively related to behavioral intention.

H2: Unique characteristics of a tourism site is positively related to object-based authenticity.

Hypothesis 2 was tested by assessing the path coefficients between uniqueness and object-based authenticity. As shown in the table 10, the standardized coefficient value for the path from uniqueness and object-based authenticity was 0.546 and t-value (CR) was 6.364. This shows that the path was significant ($p\text{-value} < 0.05$) and fell within 95% confidence interval. The result proves that the relationship between existential authenticity and behavioral intention was statistically significant, which allow the study to accept H2 hypothesis. Therefore, unique characteristics of a tourism site is positively related to object-based authenticity.

H2a: Unique characteristics of a tourism site is positively related to existential authenticity.

Hypothesis 2a was tested by assessing the path coefficients between uniqueness and object-based authenticity. As shown in the table 10, the standardized coefficient value for the path from uniqueness and existential authenticity was 0.501 and t-value (CR) was 6.203. This shows that the path was significant ($p\text{-value} < 0.05$) and fell within 95% confidence interval. The result proves that the relationship between uniqueness and existential authenticity was statistically significant, which allow the study to accept H2a hypothesis. Therefore, unique characteristics of a tourism site is positively related to existential authenticity.

H3: Scarce characteristics of a tourism site is positively related to object-based authenticity.

Hypothesis 3 was tested by assessing the path coefficients between scarcity and object-based authenticity. As shown in the table 10, the standardized coefficient value for the path from scarcity and object-based authenticity was -0.28 and t-value (CR) was -0.454. This shows that the path was insignificant (p-value $0.650 > 0.05$). The result proves that the relationship between scarcity and object-based authenticity was statistically insignificant, which prompted the study to reject H3 hypothesis. Therefore, scarce characteristics of a tourism site is not positively related to object-based authenticity.

H3a: Scarce characteristics of a tourism site is positively related to existential authenticity.

Hypothesis 3a was tested by assessing the path coefficients between scarcity and existential authenticity. As shown in the table 10, the standardized coefficient value for the path from scarcity and existential authenticity was, -0.84 and t-value (CR) was -1.452. This shows that the path was insignificant (p-value $0.147 > 0.05$). The result proves that the relationship between scarcity and existential authenticity was statistically insignificant, which prompted the study to reject H3a hypothesis. Therefore, scarce characteristics of a tourism site is not positively related to existential authenticity.

H4: Longevity characteristic of a tourism site is positively related to object-based authenticity.

Hypothesis 4 was tested by assessing the path coefficients between longevity and object-based authenticity. As shown in the table 10, the standardized coefficient value for

the path from longevity and object-based authenticity was 0.294 and t-value (CR) was 3.434. This shows that the path was significant ($p\text{-value} < 0.05$) and fell within 95% confidence interval. The result proves that the relationship between longevity and object-based authenticity was statistically significant, which allow the study to accept H4 hypothesis. Therefore, longevity characteristics of a tourism site is positively related to object-based authenticity.

H4a: Longevity characteristic of a tourism site is positively related to existential authenticity.

Hypothesis 4a was tested by assessing the path coefficients between longevity and existential authenticity. As shown in the table 10, the standardized coefficient value for the path from longevity and existential authenticity was 0.282 and t-value (CR) was 3.514. This shows that the path was significant ($p\text{-value} < 0.05$) and fell within 95% confidence interval. The result proves that the relationship between longevity and existential authenticity was statistically significant, which allow the study to accept H4a hypothesis. Therefore, longevity characteristics of a tourism site is positively related to existential authenticity.

H5: Longitudinal consistency characteristic of a tourism site is positively related to object-based authenticity.

Hypothesis 5 was tested by assessing the path coefficients between longitudinal consistency and object-based authenticity. As shown in the table 10, the standardized coefficient value for the path from longitudinal consistency and object-based authenticity was 1.721 and t-value (CR) was 0.112. This shows that the path was insignificant ($p\text{-value} > 0.05$) and fell outside 95% confidence interval. The result proves that the relationship between longitudinal consistency and object-based authenticity was not statistically significant, which allow the study to reject H5 hypothesis. Therefore, longitudinal consistency characteristics of a tourism site is not positively related to object-based authenticity.

value $0.085 > 0.05$). The result proves that the relationship between longitudinal consistency and object-based authenticity was statistically insignificant, which prompted the study to reject H5 hypothesis. Therefore, longitudinal consistency characteristics of a tourism site is not positively related to object-based authenticity.

H5a: Longitudinal consistency characteristic of a tourism site is positively related to existential authenticity.

Hypothesis 5a was tested by assessing the path coefficients between longitudinal consistency and existential authenticity. As shown in the table 10, the standardized coefficient value for the path from longitudinal consistency and existential authenticity was 0.423, and t-value (CR) was 0.025. This shows that the path was insignificant (p-value $0.673 > 0.05$). The result proves that the relationship between longitudinal consistency and existential authenticity was statistically insignificant, which prompted the study to reject H5a hypothesis. Therefore, longitudinal consistency characteristics of a tourism site is not positively related to existential authenticity.

Chapter 5: Discussion and Conclusion

Chapter 5 is the concluding chapter of this study. This chapter primarily centers around the discussion of the research results and also consists of summary of the study, discussion, implications, and limitation and future research.

Summary of the Study

The study focuses on the factor that leads to cultural tourists' behavioral intention, which was proposed to be perceived authenticity. Perceived authenticity comprises of two main aspects including object-based authenticity and existential authenticity. Object-based authenticity refers to the genuine form of the object itself that allow tourists to perceive the destination as authentic. Existential authenticity refers to the subjective and emotionally driven judgment that tourists have in regards to the destination, which initiate them to perceive the destination as authentic.

Another main purpose of the study is to determine the antecedents of perceived authenticity (object-based and existential). Moulard et al. (2015) proposed two main antecedents of perceived authenticity, which include rarity and stability. Under rarity, there are two manifestations, which are uniqueness and scarcity. While the manifestations of stability are longevity and longitudinal consistency. This study proposes that both rarity and stability serve as the driver to perceived authenticity.

The study explored the above theme with Cambodia's Angkor Wat as a specific destination background. On top of filling the gap in literature for cultural tourism' research, this study also provides a meaningful look into said field from a Southeast Asian country standpoint, which is a rare combination.

This study delves into the importance of cultural tourists' behavioral intention of visiting Angkor Wat and explored the relationship between antecedents of perceived authenticity (uniqueness, scarcity, longevity, and longitudinal consistency), perceived authenticity (object-based and existential) and behavioral intention. Each construct in the model was assessed and validated through statistical analyses.

Discussion

The research findings are summarized in Table 8, presented in accordance with the initial research objectives set forth at the beginning the study.

Table 11

Summary of Research Objectives and Findings

Research Objectives	Findings
Research Objective 1: To estimate the effects of rarity (uniqueness and scarcity) and stability (longevity and longitudinal consistency) on perceived authenticity (object based and existential)	<ul style="list-style-type: none"> • Uniqueness was found to have a significant effect on object-based authenticity. Hypothesis H2 was supported. • Uniqueness was found to have a significant effect on existential authenticity. Hypothesis H2a was supported. • Scarcity was found to have an insignificant effect on object-based authenticity. Hypothesis H3 was not supported.

Table 11 Continued

	<ul style="list-style-type: none"> • Scarcity was found to have an insignificant effect on existential authenticity. Hypothesis H3a was not supported. • Longevity was found to have a significant effect on object-based authenticity. Hypothesis H4 was supported. • Longevity was found to have a significant effect on existential authenticity. Hypothesis H4a was supported. • Longitudinal consistency was found to have an insignificant effect on object-based authenticity. Hypothesis H5 was not supported. <p>Longitudinal consistency was found to have an insignificant effect on existential authenticity. Hypothesis H5a was not supported.</p>
<p>Research Objective 2:</p> <p>To estimate the effects of perceived authenticity (object-based and existential) on behavioral intention</p>	<ul style="list-style-type: none"> • Object-based authenticity was found to have a significant effect on behavioral intention. Hypothesis H1 was supported. • Existential authenticity was found to have a significant effect on behavioral intention. Hypothesis H1b was supported

Research Objective 1: The Relationships between: Uniqueness, Scarcity, Longevity, and Longitudinal Consistency to Object-Based and Existential Authenticity

In this study, it was revealed that the antecedents of perceived authenticity (uniqueness, scarcity, longevity, longitudinal consistency) contributed differently to perceived authenticity (object based and existential) in terms of the variance explained. However, while uniqueness and longevity had significant effects, scarcity and longitudinal consistency did not. According to the standardized coefficients of the structural paths of the model, uniqueness made the most contribution to perceived authenticity, followed by longevity. Both scarcity and longitudinal consistency, which did not contribute to perceived authenticity, had relatively low coefficients. As a result, Cambodia should focus on the uniqueness and longevity aspect of cultural tourism in order to better appeal to tourists.

Uniqueness, Scarcity, Longevity, and Longitudinal Consistency to Object-Based Authenticity

This segment of the study explored the relationship between the antecedents of perceived authenticity, specifically, object-based authenticity. The proposed antecedents included uniqueness, scarcity, longevity, and longitudinal consistency, which were adopted from Moulard et al. (2016). Four hypotheses were developed and assessed for this segment of the research objective, which are H2, H3, H4, and H5. H2 hypothesis, which stated that uniqueness will be positively related to object-based authenticity was support (estimate = 0.546, t-value (CR) = 6.364, p-value < 0.01). H3 hypothesis, which stated that scarcity will be positively related to object-based authenticity was not support

(estimate = -0.28, t-value (CR) = -0.454, p-value 0.650>0.01). Therefore, scarcity is not positively related to object-based authenticity.

H4, which stated that longevity will be positively related to object-based authenticity was supported (estimate = 0.294, t-value (CR) = 3.434, p-value 0.650>0.01). Lastly, H5, which proposed that longitudinal consistency is positively related to object-based authenticity was not supported (estimate = 1.721, t-value (CR) = 0.112, p-value 0.085>0.01), thus proving that the hypothesis is insignificant.

Uniqueness, Scarcity, Longevity, and Longitudinal Consistency to Existential Authenticity

In a consistent manner to the previous segment, this segment of the research objective explored the relationship between the antecedents of perceived authenticity, specifically existential authenticity. Four additional hypotheses were developed and statistically analyzed, including H2a (uniqueness and existential authenticity), H3a (scarcity and existential authenticity), H4a (longevity and existential authenticity), and H5a (longitudinal consistency and existential authenticity).

This finding also aligned with those of the previous segment. H2a (estimate = 0.501, t-value (CR) = 6.203, p-value < 0.01) was supported, H3a was not supported (estimate = 0.84, t-value (CR) = -1.452, p-value 0.147>0.01), H4a was supported (estimate = 0.282, t-value (CR) = 3.514, p-value < 0.01), and H5a was not supported (estimate = 0.423, t-value (CR) = 0.025, p-value 0.673>0.01).

The findings for the relationship of uniqueness and longevity to object-based and existential authenticity are consistent with Moulard et al.'s (2016) study, proving that

both constructs are indeed the antecedents of object-based and existential authenticity. However, the findings for the relationships between scarcity and longitudinal consistency to both object-based and existential authenticity are inconsistent to the research from Moulard et al. (2016), from which the constructs were adopted. Below are some perspectives on why the uniqueness and longevity may have more significant influence on object-based and existential authenticity.

One main reason behind the inconsistencies could possibly be due to the difference in the field of the study between Moulard et al.'s (2016) work and this research. Moulard et al.'s (2016) research was conducted to determine the antecedents of brand authenticity in a marketing research sense, where several references to European wine and cheese manufacturers were drawn. However, this research is done specifically under the field of cultural tourism. Adams et al. (2005) claimed that for studies with instrumental replication, where measures of the study are adopted to fit different fields of studies, it is not uncommon to encounter result inconsistencies.

Another possible reason behind the result inconsistencies could stem from the lack of operationalized definitions and explanations of the terms in the survey questionnaire. McNeese (2018) highlighted the importance of strong operationalized definitions of terms used in a survey to avoid confusion for participants. Operationalized definition is also recognized by many researchers as the first step in accomplishing a consistent measurement system (Graziano & Raulin, 2020).

Research Objective 2: The Effects of Object-Based and Existential Authenticity on Cultural Tourists' Behavioral Intention of Visiting Cambodia's Angkor Wat

Positive perceived authenticity (object-based or existential) evoked from visiting Angkor Wat makes an important contribution to behavioral intention. According to the standardized coefficient of the structural paths of the model, behavioral intention is more influenced by existential authenticity than object-based authenticity.

Object-based authenticity has a positive effect on behavioral intention (estimate = 0.289, t-value (CR) = 3.518, $p < 0.01$). Cultural tourists who perceive Angkor Wat as being authentic due to its originality and genuineness are more likely to visit Angkor Wat in the future. When tourists agree to statements such as “The overall architecture and impression of Angkor Wat inspires me,” “I like the peculiarities about the interior design/furnishings.” “I like the way Angkor Wat blends with the attractive landscape/scenery/historical ensemble/town, which will offer many other interesting places for sightseeing,” they are also more likely to visit Angkor Wat in the future, proving behavioral intention.

Existential authenticity is also found to have a significant effect on behavioral intention (estimate = 0.528, t-value (CR) = 5.533, $p < 0.01$). Cultural tourists who perceive Angkor Wat as being authentic due to their subjective connection to the destination are more likely to visit Angkor Wat in the future. Statements such as “I am interested in special arrangements, events, concerts, celebrations connected to Angkor Wat,” “I am interested in the unique religious and spiritual experience,” “I feel connected with human history and civilization of Angkor Wat,” “I am interested in the Cambodian history and

civilization of Angkor Wat,” and “I am interested in the buildings and activities connected to Angkor Wat” are factors and traits representing existential authenticity elements. These factors are found to have significant effect on tourists’ behavioral intention of visiting Angkor Wat.

This result confirms Kolar and Zabkar’s (2010) research on the positive effect of object-based and existential authenticity on behavioral intention. The research was also conducted within the field of cultural tourism, and with the same statistical approach, which was Structural Equation Modeling. Therefore, to attract cultural tourists to Angkor Wat, it is beneficial to strengthen their sense of object-based and existential authenticity related to the destination.

Theoretical Implication

This study offers a comprehensive investigation into cultural tourists’ behavioral intention and its relationship to object-based and existential authenticity, while also determining scarcity and longevity as the antecedents of both types of perceived authenticity. The study provides three main theoretical implications, which include a deeper understanding of the relationship between perceived authenticity and behavioral intention, determining the antecedents of perceived authenticity, and an exclusive outlook on this concept from the lens of a Southeast Asian cultural destination, Angkor Wat.

The first theoretical contribution of this study is that it offers a different and more inclusive understanding of the relationship between perceived authenticity and behavioral intention. The concept of behavioral intention has long been a popular field of observation of researchers (Cinelli & Leboeuf, 2019; De Cauter, 1997; Richard, 2000).

The relationship between perceived authenticity and behavioral intention within the field of cultural tourism has also been linked by multiple research (Y. Fu et al, 2018; Ramkissoon & Uysal, 2010).

However, evidence suggested that perceived authenticity should be explored in a more in-depth manner, in which the two aspects of the concept, object-based and existential authenticity should be individually evaluated. This study satisfies that gap in literature and provide an extensive look into both object-based and existential authenticity and their relationships with behavioral intention. As a result, it is confirmed that both object-based and existential authenticity has a significant effect on cultural tourists' behavioral intention.

The second theoretical contribution of the study is that it helps determine the antecedents of object-based and existential authenticity. Moulard et al. (2016) stated that uniqueness, scarcity, longevity, and longitudinal consistency are the antecedents of brand authenticity. According to the result of the statistical analyses of this research, only uniqueness and longevity are proven to have a positive effect on object-based and existential authenticity. This new finding provides a novel outlook into the antecedents of perceived authenticity into existing literature.

The third and final theoretical contribution of this research is that it examines cultural tourism from the lens of Angkor Wat, a prominent cultural tourism destination in Southeast Asia. The lack of cultural tourism research from Southeast Asia is problematic because many counties within that region are heavily reliant on tourism sector (Dwyer &

Thomas, 2011; Chheang, 2011). This research helps fill that gap in literature and provide an extensive look into the minds of cultural tourists specifically targeting Angkor Wat.

Practical Implication

The key findings from this research offer various notable practical contributions for the Cambodian government, destination marketing organization (DMOs), and as well as the private sector. By analyzing the relationships between the antecedents of object-based and existential authenticity and the effect of these two factors on behavioral intention, advice to improve cultural tourists' intention to visit the country can be drawn. The practical implication can be seen through the examination of the study's theoretical framework.

This research enabled the conclusion that uniqueness and longevity are the antecedents of cultural tourists' perceived authenticity, and that both object-based and existential authenticity are significant to tourists' behavioral intention. Therefore, improving the factors that contribute to uniqueness and longevity will also make tourists more inclined to visit Angkor Wat.

Through this research, the items that constitute uniqueness for cultural tourists were revealed and include (i) Angkor Wat has distinctive characteristics, (ii) there is something about Angkor Wat that makes it stand out, (iii) there is something special about Angkor Wat, (iv) there's something that separates Angkor Wat from other destinations. According to the structural analysis, items that invoke sense of longevity for tourists include: (i) Angkor Wat has been around for a while, (ii) Angkor Wat has a

secure brand image that won't disappear tomorrow, (iii) Angkor Wat is a brand with heritage.

As for object-based authenticity, items that are significant include (i) The overall architecture and impression of Angkor Wat inspires me, (ii) I like the peculiarities about the interior design/furnishings, (iii) I like the way Angkor Wat blends with the attractive landscape/scenery/historical ensemble/town, which will offer many other interesting places for sightseeing. Lastly, a sense of existential authenticity is encouraged through items such as (i) I am interested in special arrangements, events, concerts, celebrations connected to Angkor Wat, (ii) I am interested in the unique religious and spiritual experience, (iii) I feel connected with human history and civilization of Angkor Wat, (iv) I am interested in the Cambodian history and civilization of Angkor Wat, (v) I am interested in the buildings and activities connected to Angkor Wat.

Implications for Government and DMOs

Drawing advice from the items of uniqueness and longevity, the government and DMOs of Cambodia can create campaigns and marketing projects to highlight certain historical aspects of Angkor Wat that appeal to tourists. These campaigns and projects can be done in the forms of short stories, movies, and cultural performances.

These short stories and movies are significant because they can reach a broad audience while delivering a consistent message over time. A great example for this method can be seen in Game of Thrones' effect on its onscreen filming locations. Game of Thrones is a hit HBO™ historical series, which included various tourism destinations highlighted throughout the entirety of the series span. After the series gained global

popularity, the various tourism destinations shown including Northern Ireland, Croatia, and Iceland. Iceland's tourists' population improved by approximately 50% in 2017, attributed largely to viewing the show (National Post, 2017).

Cambodia's government and DMOs can utilize this strategy to create or even partner with filmmakers to produce short stories or movies that highlight the distinctive history and heritage of Angkor Wat. These products can also be broadcast through the country's designated tourism-related social media sites to generate tourists' demand and interest towards the destination.

Implications for the Private Sector

Drawing advice from the items of object-based and existential authenticity, the private sector of Cambodia, specifically the hospitality-related businesses, can solidify the sense of perceived authenticity held by tourists by creating various culturally-inspired tour packages, interactive special events and performances.

The culturally inspired tour packages can be used to emphasize the unique engineering and design aspect of Angkor Wat, which tourists in this research gravitate towards. Large scale and professionally-themed tour packages are still lacking in Cambodia (Chheang, 2011). The hospitality-related businesses in the country can draw inspiration from this advice and create such packages that are specifically targeting the design aspects of Angkor Wat.

Interactive special events and performances can be created to fit the demands of tourists for existential authenticity. In this study it was revealed that "unique religious and spiritual experience" as well as "special arrangements, events, concerts, celebrations

connected to Angkor Wat” are significantly tied to tourists’ intentions to visit the destination. These events and performances can be filmed and posted onto social media platforms of the businesses to attract international tourists who have not been to Cambodia.

Limitation and Future Research

Although the study offers multiple theoretical and practical implications, there are still limitations that can be improved for future research. The limitations include the restraint on the specific tourism destination of only Angkor Wat, restraint on survey instruments and questionnaire development, and restraint on data methodology and type of data collection.

The first limitation is the restraint on the study’s specific background of Angkor Wat. With a specificity on one destination, although it is beneficial to the place of the background, the study cannot be broadly generalized to fit every destination. Future research can utilize this study as an exclusive outlook on Angkor Wat, but not a general stance on every cultural tourism destination.

The second restraint is on survey instrumentation and questionnaire development. Survey instruments were adopted from previous studies that were based on different fields of background. Although statistical analyses were completed to prove the validity and reliability of the source material, gaps and improvements are still prevalent for future research. Future research can explore and develop different instrument items for the constructs to specifically fit the research background.

The third and final limitation is the restraint on data methodology and type of data collection. Quantitative methods were used in this research via survey questionnaire for data analysis and Prolific, which is a paid online survey participation platform for data collection. Quantitative methods are considered to be less effective than qualitative methods for research focusing on subjective perceptions and beliefs (Hongli, 2015). Future research can explore the relationship of the constructs from this study through qualitative or mixed methodology to obtain more in-depth perceptions of participants.

Prolific is an effective and efficient survey participation recruitment platform. However, because it is a paid site, the problem of biasness cannot be completely eliminated. Prolific is also a considerably new established platform created in 2014. Therefore, a limited amount of research has been done to examine the effectiveness of the platform. Future research can utilize a different survey collection method or platforms that might be able to explore the subject matter in a more in-depth manner.

Conclusion

This aim of this research was to explore the effect of perceived authenticity (object-based and existential) on cultural tourists' behavioral intention and determine the antecedents of object-based and existential authenticity. The result of the research is that both object-based and existential authenticity are significantly effective on behavioral intention, while discovering that uniqueness and longevity are the antecedents of perceived authenticity. The background of this research is Cambodia's Angkor Wat, which provides numerous contributions to the country in both theoretical and practical means. In conclusion, this research intended to be considered as a pioneering approach to

cultural tourism in Cambodia and to provide future research with some solid findings to build upon.

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Appendix A: Consent Form

Dear participants,

This research is conducted from Ohio University to shed lights on the elements that affect cultural tourist behavioral intentions, specifically in the case of Cambodia's Angkor Wat. The elements being explored include rarity (uniqueness, scarcity), stability (longevity, longitudinal consistency), and perceived authenticity (object-based, existential) and behavioral intention. This study is significant because it helps Destination Marketing Organizations (DMO) in Cambodia to better understand tourist behaviors, which in turn contributes to the betterment of Cambodia's tourism sector. By partaking this survey, you are also acting as the main agent for this change.

Your participation is tremendously significant for the completion of this research. However, your involvement is entirely voluntary. You must be at least 18 years old and whenever should you sense any sorts of discomfort, you are completely allowed to withdraw from the survey participation. The survey will take approximately 10 minutes to complete and will be completely anonymous. By returning the survey, you consent to participate. Data collected will be used solely for this research purpose and will be destroyed upon completion of the study.

If you have any questions or concerns about this study, please contact Ellen Hong, Ohio University at eh690417@ohio.edu. Any ethical concerns about the study may be directed to the Office of Responsible Research Practices at Ohio University. You can keep this consent form for your reference.

Your participation and involvement are greatly appreciated. Thank you.

Warmest regards,
Ellen Hong, MBA
Master of Human & Consumer Sciences 20'
Department of Human & Consumer Sciences
Athens, OH 45701

Appendix B: Survey Questionnaire

Qualifier Question:

Would you like to visit Angkor Wat Temple, Cambodia in the future?

☐ Yes

☐ No

1. We want to assess the level of importance you put on uniqueness when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Angkor Wat has distinctive characteristics					
2	There is something about Angkor Wat that makes it stand out					
3	There is something special about Angkor Wat					
4	There's something that separates Angkor Wat from other destinations					

2. We want to assess the level of importance you put on scarcity when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Angkor Wat is not a tourism destination most people run across very often					
2	Angkor Wat is not a tourism destination that is available everywhere					
3	People might sometimes have trouble finding Angkor Wat					

3. We want to assess the level of importance you put on longevity when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Angkor Wat has a long history					

2	Angkor Wat has been around for a while					
3	Angkor Wat has managed the tough times as well as the good times					
4	Angkor Wat has a secure brand image that won't disappear tomorrow					
5	Angkor Wat is a brand with heritage					

4. We want to assess the level of importance you put on longitudinal consistency when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	Not much has changed about Angkor Wat throughout history					
2	Angkor Wat has pretty much stayed the same					

3	Angkor Wat has maintained a consistent image					
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5. We want to assess the level of importance you put on object-based authenticity when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	The overall architecture and impression of Angkor Wat inspires me					
2	I like the peculiarities about the interior design/furnishings					
3	I like the way Angkor Wat blends with the attractive landscape/scenery/historical ensemble/town, which will offer many other interesting places for sightseeing					

4	I like the information about Angkor Wat and find it interesting					
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6. We want to assess the level of importance you put on existential authenticity when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	I am interested in special arrangements, events, concerts, celebrations connected to Angkor Wat					
2	I am interested in the unique religious and spiritual experience					
3	I am interested in the calm and peaceful atmosphere					
4	I feel connected with human history and civilization of Angkor Wat					

5	I am interested in the Cambodian history and civilization of Angkor Wat					
6	I am interested in the buildings and activities connected to Angkor Wat					
7	I am interested in immersing myself in the Angkor Wat atmosphere					

7. We want to assess the level of importance you put on behavioral intention when deciding to visit this place. Please indicate the extent to which you agree with the following statements using a 5-point Likert scale (1=Strongly disagree and 5=Strongly agree)

#	Question	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1	I intend to travel to Angkor Wat within the next 2 years					
2	I want to visit Angkor Wat within the next 2 years					

4. Employment Status:

- ☐ Full time

 ☐ Part time

 ☐ Student
☐ Not employed

 ☐ Retired

5. Highest Level of Education Earned:

- ☐ High school or less

 ☐ College or University

 ☐ Graduate degree

6. Which of these describes your personal income last year?

- ☐ \$0

 ☐ \$1 to \$9 999

 ☐ \$10 000 to \$24 999
☐ \$25 000 to 49 999

 ☐ \$50 000 to 74 999

 ☐ \$75 000 to 99 999
☐ \$100 000 to 149 999

 ☐ \$150 000 and greater

 ☐ Prefer not to answer

Trip Characteristics:

1. Have you ever visited Angkor Wat, Cambodia?

- ☐ Yes

 ☐ No

2. If Yes, how many times have you visited?

- ☐ 1-3

 ☐ 3-5

 ☐ More than 5 times

3. What is your main purpose in taking this trip?

- ☐ Family Vacation

 ☐ Adventures

 ☐ Business
☐ Cultural

 ☐ Ecotourism

 ☐ Others _____

4. How important is cultural aspect when choosing a vacation destination?

- ☐ Extremely important

 ☐ Very important

 ☐ Moderately important
☐ Slightly important

 ☐ Not at all important

5. What is the usual duration of your trips?

- ☐ Less than a week ☐ One to two weeks ☐ Two weeks to a month
☐ More than a month

6. Who is usually the decision-maker of your trips?

- ☐ Self ☐ Others _____



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