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The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior

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ABSTRACT

This study aims to provide a theoretical framework explaining how tourists' revisit intentions to home-based accommodations are formed. It does so by inserting constructs related to co-creation experience (experiencescape, perceived value, and memorability) into the theory of planned behavior (TPB) and by considering the moderating effect of co-creation behavior. The study results (n = 413) from structural equation modeling (SEM) indicated that the extended TPB has better predictive power than the original TPB. The findings also showed that all proposed paths were significant, identified the role of co-creation experience in generating intention, and verified the mediating role of study variables. Furthermore, the invariance test indicated that tourists' co-creation behavior played a moderating role between experiencescape and customers' internal factors (perceived value, memorability, and attitude). Theoretical and practical implications are discussed.

1. Introduction

Home-based accommodations include various types of lodging establishments, such as commercial homes, homestays, and small-business accommodations (Lynch, 2005). This unique style of accommodation has emerged as a new trend in the hospitality industry, as its co-creation characteristic can satisfy modern customers' demands for experiential consumption (Hassanli, Gross, & Brown, 2016; Pine & Gilmore, 1998). Therefore, generating a co-creation experience—in order to meet customers' increasing experiential consumption and to boost their revisit intention—is considered a competitive and effective strategy for hospitality professionals (Han, 2015; Meng & Choi, 2018).

Increasing individuals' revisit intentions is an important goal for any hospitality business (Tanford, Raab, & Kim, 2012). Previous research has been conducted to explain the formation of travelers' behavioral intentions from the perspective of generating co-creation experiences (e.g., Chathoth, Ungson, Harrington, & Chan, 2016; Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016; Paulauskaite, Powell, Coca-Stefaniak, & Morrison, 2017). In particular, the use of experiencescape (e.g., Meng & Choi, 2018; Mody, Suess, & Lehto, 2017; Pizam & Tasci, 2019), perceived value (e.g., Morosan & Defranco, 2016; Prebensen & Xie, 2017), memorability (e.g., Campos, Mendes, Valle, & Scott, 2017; Hung, Lee, & Huang, 2016), and co-creation behavior (e.g., Buonincontri, Morvillo, Okumus, & Niekerk, 2017; Su et al., 2016) has been repeatedly examined by tourism and hospitality researchers. Therefore, the co-creation experience and its key constructs (experiencescape, interaction behavior, perceived value, and memorability) are believed to be a critical process, increasing customers' revisit intentions to home-based accommodations (Prebensen, Vitterso, & Dahl, 2013).

In a previous literature review, co-creation experience was highlighted by customers' interaction with the service provider and active participation (Campos et al., 2017). The concept of co-creation experience is at the core of Service Dominant Logic (SDL) by Vargo and Lusch (2008). According to SDL, services should be placed instead of products at the center of the economic exchange and then, the customer should be a value creator and should interact with the service organization and/or with other customers (Prebensen et al., 2013). In terms of home-based accommodation organizations, the process of co-creation experience generation starts from the interaction between customers and the elements of the experiencescape, such as the physical environment (e.g., layout, equipment, local culture and food, etc.) and the interpersonal dimensions (e.g., C2C interaction, hospitality of employee, etc.) (Pizam & Tasci, 2019). Then, the customer becomes a producer, creating value with more beneficial service and memorable experiences (Chathoth et al., 2016; Mody et al., 2017; Prebensen et al., 2013). As such, a higher evaluation of the experiencescape would contribute to a higher level of perceived value (i.e., value co-created by customer and experiencescape), which further contributes to individuals' memorability. Thus, the co-creation experience under a context of home-based accommodation could be understood as a

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formation process of stimulating experiencescape and its effect on memorability through perceived value. Thus, perceived value was believed to be a mediator bridging experiencescape and memorability during this process. Although these co-creation experience constructs illustrate important factors, providing us with an understanding of tourists' intention formation, few empirical efforts have been made to examine individuals' decision-making processes by combining these constructs in the context of home-based accommodation.

Therefore, we utilized the TPB by extending the co-creation experience and its related constructs, in order to reflect the characteristics of home-based accommodation. As a framework of general human behavior, TPB offers a holistic perspective for predicting various human behaviors (Ajzen, 1991). Tourism scholars argue that TPB could be extended by including the essential constructs for a specific hospitality or tourism context; Doing this would provide a helpful process for better predicting individuals' behavioral intentions as well as an opportunity to expand existing theories (Ajzen, 1991; Lam & Hsu, 2004; Meng & Choi, 2018). Empirical studies have also supported the efficacy of TPB and its extended models in a variety of human behaviors, including various tourism and hospitality contexts (Japutra, Loureiro, Molinillo, & Ekinci, 2019). For instance, Goh, Ritchie, and Wang (2017) inserted a new ecological paradigm (NEP) of pro-environmental values into the TPB. Additionally, Meng and Choi (2018) extended the TPB into a theme restaurant by adding the constructs of servicescape and authentic perception. More recently, Japutra et al. (2019) examined the relationships between the travelers' mindset and the TPB in Portugal. As discussed above, using the well-stablished TPB framework with its strong predictive ability by adding the co-creation experience as essential factors reflecting the characteristics of home-based accommodations (i.e., experiencescape, perceived value, and memorability) would provide a suitable and holistic perspective to gain insight into tourists' revisit intention to home-based accommodations.

In TPB, 'attitude towards a behavior' refers to 'the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question'; 'subjective norms' refers to 'the perceived social pressure to perform or not to perform the behavior'; and 'perceived behavior control' refers to 'the perceived ease or difficulty of performing the behavior' (Ajzen, 1991, p.188). The outcome of these three predictors, 'behavioral intention', was described as 'an indication of how hard people are willing to try, of how much an effort they are planning to exert, in order to perform the behavior' (Ajzen, 1991, p.188). As such, co-creation experience-related constructs are expected to be such specific factors explaining revisit intentions in the cases of home-based accommodations. Specifically, studies revealed that the experiencescape helps form a favorable attitude towards revisiting home-based accommodations (Meng & Choi, 2018; Reimer & Kuehn, 2005), and memorability would positively influence the intention to revisit home-based accommodations (Coudounaris & Sthapit, 2017; Marschall, 2012). Therefore, attitude and memorability serve as mediators linking co-creation experience-related constructs (i.e., experiencescape/perceived value) to TPB-related constructs (i.e., attitude, and revisit intention).

In addition, from the customers' perspective, a co-creation experience could be strengthened by co-creation behavior by the customers themselves (Campos, Mendes, Valle, & Scott, 2018). When customers participate and interact more, they naturally have more opportunity to connect to the elements of experiencescape. Thus, as the benefits of experiencescape accumulate, customers are likely to have higher perceived value and a more memorable experience, which further forms a favorable attitude (Buonincontri et al., 2017; Campos et al., 2017; Zatori, Smith, & Puczko, 2018). As a result, through experiencescape and co-creation behavior, a memorable experience is created, a favorable attitude is formed, and a revisit intention is developed (Priporas, Stylos, Vedanthachari, & Santiwatana, 2017). Thus, co-creation behavior by the customers could be considered a moderator between external factors (i.e., experiencescape) and internal factors (i.e., perceived value, memorability, and attitude). Overall, in order to provide theoretical developments and practical strategies, the present study aims to develop a framework that explains customers' behavioral intentions concerning home-based accommodations by extending TPB.

While a variety of home-based accommodations are on the rise, information is still lacking on why customers choose these new forms of accommodations; how co-creation experiences are shaped; and how these experiences become memorable and influence the individuals' revisit intentions. In order to fill these research gaps, the present study was designed to verify the context of home-based accommodations and to examine the relationships among the proposed constructs under said context—particularly, to examine the effects of co-creation experiences (experiencescape, perceived value, memorability, co-creation behavior) on the decision-making process.

The specific objectives of the current study are as follows:

1) develop a model that provides a more comprehensive understanding of home-based accommodation by inserting co-creation experience into the TPB framework;
2) compare TPB and extended TPB to explore the superiority of the proposed model;
3) verify the relative importance of the constructs within the proposed model in determining revisit intention;
4) investigate the mediating role of study variables in the customer decision-making process;
5) examine the moderating role of co-creation behavior between the external factor (experiencescape) and its outcomes (perceived value, memorability, and attitude).

2. Literature review

2.1. Co-creation experiences in home-based accommodations

Home-based accommodation refers to "types of accommodation where visitors or guests pay to stay in private homes, where interaction takes place with a host and/or family usually living upon the premises and with whom public space is, to a degree shared" (Lynch, 2005, p.534). Although the forms of home-based accommodation have been studied under different terms (commercial home, specialist accommodation, Airbnb, homestays, small-business accommodation, host-family accommodations, guest houses), the essential aspects of sharing space and interpersonal interaction are largely similar (Cheng & Jin, 2019; Lynch, 2005; Sood, Lynch, & Anastasiadou, 2017; Wang, Hung, & Li, 2018; Ye, Xiao, & Zhou, 2019). Customers usually have an experience of co-creation with an experiencescape in home-based accommodations, due to the high degree of interaction. Co-creation allows the customer to do certain things, engage in activities for self-development, explore external surroundings, and connect to the people (Eraqi, 2011). At the same time, value is also created through social activities (Rihova, Buhalis, Moital, & Gouthro, 2013), which in turn require active participation and interaction with the service organization or other customers, generating memorable experiences (Prebensen et al., 2013; Reichenberger, 2017). As established by previous literature, the process of generating co-creation experiences includes four key constructs: 1) experiencescape, 2) perceived value, 3) memorability, and 4) co-creation behavior. More specifically, experiencescape as an external factor positively influences memorability, and perceived value is a mediator that links experiencescape and memorability (Campos et al., 2017; Pizam & Tasci, 2019; Prebensen & Xie, 2017).

Experiencescape originates from the term 'servicescape' under consumer-centrism (Edvardsson, Enquist, & Johnston, 2010). 'Experiencescape' refers to sensory, functional, social, natural, and cultural stimuli in a service encounter, embedded in a culture of hospitality (Bitner, 1992; Pizam & Tasci, 2019). In the formation of co-creation experiences, experiencescape is the background and stimuli that integrate physical aspects of the environment, social actors, participants,

organizational dynamics, and even features of service delivery (Campos et al., 2017). Perceived value is the customers' overall evaluation of a product or service based on perceptions of what is received and what is given (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015; Zeithaml, 1988). In home-based accommodations, such value can be created by the participative process, in which people and the organization generate their use of resources together (organizational resources such as experiencescape, and personal resources such as time, effort, and knowledge) (Gronroos & Gummerus, 2014; Ind & Coates, 2013; Prebensen & Xie, 2017). Memorability is usually seen in tourism literature as subjective; it refers to a personal ability to maintain and recall information (Saket, Endert, & Stasko, 2016) or to the subjective feeling that one will remember something in the future (Zimmerman & Kelley, 2010). The last construct, co-creation behavior, refers to customers' physical and/or mental participation in activities and events, including interacting with other participants in the experience environment (Campos et al., 2017; Prebensen & Xie, 2017).

2.2. The extended theory of planned behavior (TPB)

TPB originally derived from the theory of reasoned action (TRA) (Ajzen, 1985). TRA only considered volitional aspects, such as attitude (behavioral beliefs) and subjective norms (subjective normative beliefs); TPB expanded to include non-volitional aspects, such as perceived behavioral control, into the decision-making process (Ajzen, 1991; Lam & Hsu, 2004). Since humans' intentions and behaviors cannot be totally voluntarily controlled in most situations, the integration of non-volitional factors is believed to significantly improve the theory's power to predict individuals' intentions (Han & Kim, 2010; Oh & Hsu, 2001; Perugini & Bagozzi, 2001). According to TPB, individuals' behavioral intentions are assumed to be determined by three significant predictors: attitude towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Although TPB has proved a useful framework in predicting human behavior, a number of scholars still assert that the theory needs to be further extended, either by inserting new important variables or by modifying causal relationships based on specific situations (e.g., Ajzen, 1991; Han, 2015; Meng & Choi, 2018; Perugini & Bagozzi, 2001). Thus, rooted in the TPB framework, our theoretical model maintains that attitudes towards revisit behavior, subjective norms, perceived behavioral control, and memorability are direct predictors of revisit intentions to home-based accommodations. In addition, our model maintains that experiencescape is an external factor that influences perceived value, memorability, and attitude; perceived value is regarded as an outcome variable of experiencescape, and this value antecedes memorability. The rationale in the current study is that, in the context of home-based accommodations, integrating the co-creation experience can allow a better prediction of the total variance in decisions and can broaden the conceptual understanding of intention formation.

2.3. Hypotheses

2.3.1. The experiencescape, perceived value, and memorability

When co-creating customers positively assess experiencescape resources provided by home-based accommodations, they have more co-creation experiences; these experiences create more perceived value, which further enhance memorability (Campos et al., 2018). Therefore, perceived value is a mediator that links experiencescape and memorable experience. Perceived value is formed by perceived benefits (Lovelock, 1996); in home-based accommodations, an experiencescape formulated by the organization benefits the customers. In this sense, high evaluation of experiencescape would contribute to a higher degree of perceived value. In addition, studies have indicated that, with the added value of co-creation of an experience, customers will have a more positive experience (Mathis et al., 2016; Prebensen & Xie, 2017). Thus, perceived value would increase memorability in customers' experiences. Meanwhile, memorability can be directly influenced by experiencescape (Mathis et al., 2016). Previous literature has indicated that experiences, events, or objects are considered memorable when individuals perceive them as distinctive or salient (Bless, Strack, & Walther, 2001). In home-based accommodations, a distinctive and salient experiencescape that involves interaction among its unique culture, employees, and design (Lynch, 2005) would contribute to memorability. Thus, we posit the following hypotheses:

H1. : Experiencescape has a positive influence on perceived value.

H2. : Perceived value has a positive influence on memorability.

H3. : Experiencescape has a positive influence on memorability.

2.3.2. Experiencescape and attitude

Attitude is informed by an evaluation of behavior performance (Ajzen, 1991). In home-based accommodations, behavior performance and services directly contribute to customers' experiences (Dong & Siu, 2013). Since customers' positive perceptions of an experiencescape lead to a high evaluation of customer experience (Dong & Siu, 2013), experiencescape is likely to form a favorable attitude. Empirical studies have supported the notion that experience positively influences attitude (Dong & Siu, 2013; Reimer & Kuehn, 2005). For instance, Dong and Siu (2013) revealed that the physical and personal dimensions of an experiencescape significantly influence evaluation of a theme park. Reimer and Kuehn (2005) also found that experiencescape is a critical in evaluating service experience. More recently, Meng and Choi (2018) demonstrated that experiencescape significantly influences attitude towards revisiting a theme restaurant. Thus, we posit the following hypothesis:

H4. : Experiencescape has a positive influence on attitude.

2.3.3. Memorability and revisit intention

Revisit intention is the likelihood of a customer repeating an activity or revisiting a facility (Baker & Crompton, 2000). Previous literature has indicated that a memorable experience significantly influences revisit intention (Coudounaris & Sthapit, 2017; Marschall, 2012). For example, Coudounaris and Sthapit (2017) show that memorability positively influences visitors' revisit intentions to the zoo and museum. Zhang, Wu, and Buhalis (2018) also demonstrated that memorable experiences significantly influence revisit intention. When individuals perceive a tourism experience as memorable, they recall experiential elements (excitement, enjoyment, amusement, pleasure, meaning, etc.) (Kim, Ritchie, & McCormick, 2012). Studies have illustrated that these feelings are an important aspect in an individual's evaluation of an experience (Hirschman & Holbrook, 1982). In this way, a favorable evaluation of an experience would increase the likelihood to revisit (Dunman & Mattila, 2005). Thus, we posit the following hypothesis:

H5. : Memorability has a positive influence on revisit intention.

2.3.4. Attitude, subjective norms, perceived behavior control, and revisit intention

Numerous studies within the TPB framework have supported the causal relationships connecting attitude, subjective norms, and perceived behavior control with revisit intention (e.g., Han, 2015; Hsu & Huang, 2012; Lam & Hsu, 2004). For instance, in the context of hospitality, Meng and Choi (2018) identified that TPB predictors significantly influence revisit intentions to theme restaurants. Han, Hsu, and Sheu (2010) also indicated that all three precursors of intention were significant and positive in a green hotel context. Thus, we posit the following hypotheses:

H6. : Attitudes have a positive influence on revisit intention.

H7. : Subjective norms have a positive influence on revisit intention.

H8. : Perceived behavior control has a positive influence on revisit intention.

2.3.5. The moderating effect of co-creation behavior

Since co-creation (active participation) increases the number of encounters between partners and friends, other customers, and front-line staff, individuals who engage in more co-creation behaviors make the most of experiencescape resources (Choo & Petrick, 2014). In this sense, co-creation behavior could strengthen the effect of experiencescape, further drawing out outcomes such as perceived value, memorability, and favorable attitude. Previous studies have demonstrated that co-creation behavior has a moderating effect between experiencescape and other outcomes. Customers' co-creation behaviors are thought to generate the perception/contacts of experiencescape elements (Buonincontri et al., 2017). Therefore, when individuals perform more co-creation behaviors, they are more likely to obtain the benefits from experiencescape, thus creating higher value and memorability and subsequently forming a favorable attitude. In one empirical study, Oh, Fiore, and Jeoung (2007) applied Pine and Gilmore's (1998) framework of experience realms to a bed-and-breakfast accommodation and illustrated that customers engaging in co-creation behaviors had more experiences. Moreover, a recent study by Campos et al. (2017) in a marine wildlife park indicated that customers' co-creation behaviors made them feel closer to the animals. In this sense, co-creation behavior as a situational factor could strengthen how experiencescape influences its outcomes. Thus, we posit the following hypotheses:

H9a. : Co-creation behavior has a significant moderating effect on the relationship between experiencescape and perceived value.

H9b. : Co-creation behavior has a significant moderating effect on the relationship between experiencescape and memorability.

H9c. : Co-creation behavior has a significant moderating effect on the relationship between experiencescape and attitude.

Therefore, we propose a research model that integrates the original variables in TPB (attitude, subjective norms, perceived behavioral control) with co-creation experience constructs (experiencescape, perceived value, memorability, and co-creation behavior). Our proposed research model is presented in Fig. 1.

3. Method

3.1. Data collection procedure

The survey was carried out by using a nonprobability convenience sampling technique. The reason for choosing such a survey method is that this approach has been widely used in tourists' behaviors when the entire population is too large and impossible to use independent random sampling representing the entire population (e.g., Meng & Choi, 2016). Data collection lasted one month, from November 24–December 23, 2018, at Pingyao Ancient City. Pingyao is a typical tourism destination with various small and private home-based accommodations. As a tourism destination that is on the UNESCO World Heritage List, it offers preserved ancient-style architectures (almost entirely from the Ming and Qing dynasties) and traditional life style (Wikipedia, 2019). Home-based accommodations in Pingyao Ancient City have provided excellent conditions for generating co-creation experiences. Co-creation needs two parties (i.e., a service provider and a customer) who interact with each other to create values (Ind & Coates, 2013; Prebensen & Xie, 2017). In Pingyao, the two parties function by means of an experiencescape of home-based accommodations and customer interaction behaviors. First, the traditional life style, the ancient-style architecture, and the home-based accommodation hosts in Pingyao would play a role as an experiencescape triggering tourists' co-creation behavior. For instance, the physical environment with cultural themes is a stimulus for interaction since tourists believe they may share similar interests; The layout and design in home-based accommodations with open space and grouped chairs would also encourage conversation; Also, the sociable and friendly hosts create a comfortable atmosphere evoking interaction. Second, the tourists' interactive behaviors in home-based accommodations are encouraged by the design of interactive activities. For example, the 'See Pingyao Again' live show encourages tourists to walk around different scenes, thus strengthening their interactive experience; The 'Beef Exhibition and Making' teaches the traditional techniques of preparing beef which leads tourists to participate in co-creation activities such as cooking beef dishes. Finally, 'Lacquer Work Making' highlights the traditional method of panting that enables tourists to work together create a piece of lacquer work. As such, these interactive activities require tourists to be deeply immersed, actively participating, and interacting with various environments. As discussed above, with the interaction between experiencescape and tourists' behavior, the co-creation experiences are achieved through the value created by the activities in home-based accommodations in Pingyao. Therefore, Pingyao is an ideal survey site for investigating co-creation experiences in home-based accommodations.

In order to get a representative sample, the survey was carried out on both weekdays and weekends by eight well-trained surveyors in the four main entrance/exit gates as well as the main streets of Pingyao. Only the respondents who had stayed in home-based accommodations for at least one night were targeted as potential respondents. A description of the home-based accommodation was first presented to the respondents. Then, a screening question was asked. Individuals who had experienced overnight accommodation at Pingyao and who had participated in activities and interaction were chosen as respondents. In order to encourage completeness, when the respondents finished the questionnaires, they were rewarded with a small gift (a souvenir pen). The surveyors explained questions to respondents when they did not understand them. In total, the surveyors distributed 600 questionnaires to home-based accommodation customers in the four main entrances/exist gates in Pingyao, and 487 questionnaires were collected (yielding a response rate of 81.1%). After surveys with missing data ($n = 22$), outliers ($n = 23$, z-score > 1.96), and multivariate normality ($n = 29$, according to Mahalanobis distance value) were excluded, 413 respondents were retained for the final analysis.

3.2. Measures for study variables

The validity of the instruments used in our study were demonstrated in previous studies on tourism and marketing. In order to reflect the tourism and hospitality context, experts from academia and industry were invited to refine the initial questionnaires. The final version of the questionnaire included one screening question ('Did you stay overnight at a home-based accommodation this trip?'), pictures showing the home-based accommodation with a brief description, and questions on constructs of co-creation experience, constructs in TPB, and some demographic information. Specifically, seven items were used to measure experiencescape (e.g., 'the atmosphere is appealing to my senses'; 'the design and layout are functional') (Pizam & Tasci, 2019). Three items were used to evaluate perceived value (e.g., 'the home-based accommodation experience here offered a good value for the price') (Bolton & Drew, 1991; Ramseook-Munhurrun et al., 2015). Four items were used to evaluate memorability (e.g., 'I will have wonderful memories about my stay in the home-based accommodation') (Zatori et al., 2018). For the constructs within TPB, five items were used to evaluate attitude (e.g., 'I think a revisit to the home-based accommodation would be nice') (Ajzen, 1991). Three items were used for subjective norms (e.g., 'Most people who are important to me think I should revisit home-based accommodations') (Ajzen, 1991). Three items were used to evaluate perceived behavior control (e.g., 'Whether or not I revisit a home-based accommodation is completely up to me') (Ajzen, 1991). Three items

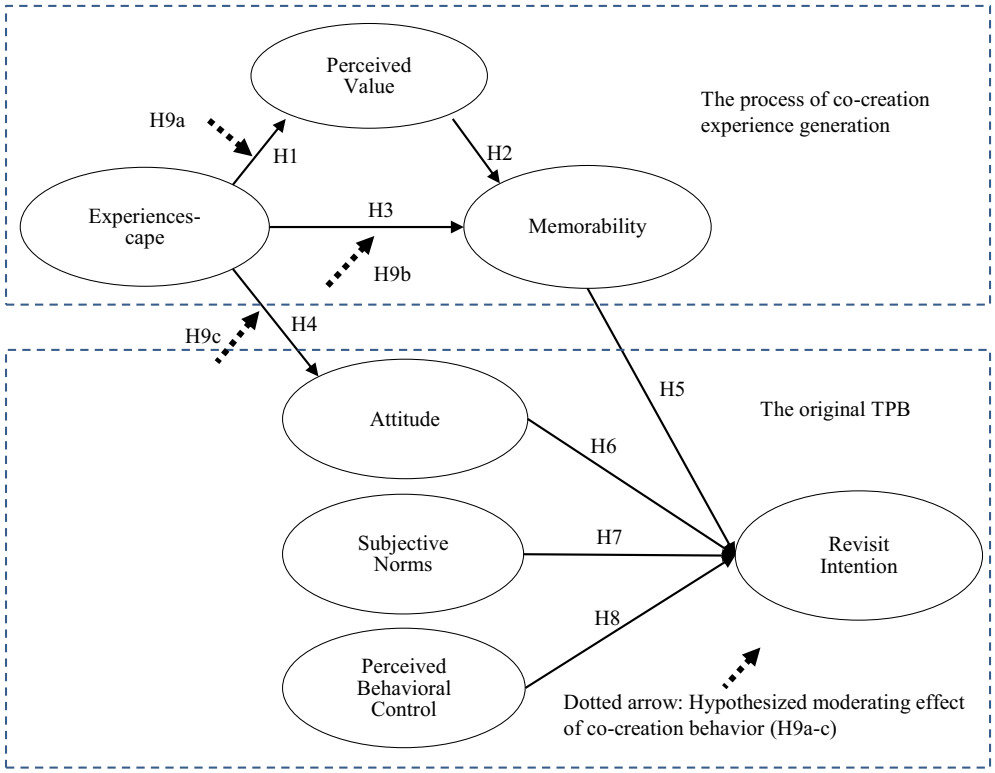

Fig. 1. Proposed research model.

were used to evaluate revisit intention (e.g., 'I am planning to revisit home-based accommodations in the near future') (Ajzen, 1991). Finally, three items were used to assess co-creation behavior (e.g., 'In the accommodation experience, I directly interacted with the environment during my stay') (Campos et al., 2017). All the measurement items were answered on a 7-point Likert scale (See Table 2).

3.3. Data analysis

SPSS 18 and AMOS 22 were used to analyze the data. A two-step approach was adopted, based on Anderson and Gerbing's (1988) suggestion. In the first step, a measurement model was evaluated using Confirmatory Factor Analysis (CFA) and the maximum likelihood estimation method. Then, Structural Equation Modeling (SEM) was used to examine the causal paths in our proposed theoretical model. Modeling comparisons were also performed to identify the superiority of extended TPB compared to original TPB. Finally, the moderating effects of co-creation behavior were examined. Using χ^2 differences with two degrees of freedom (Baron & Kenny, 1986), we compared two models of low-level and high-level interaction behavior.

3.4. Demographic profile

Of the 413 respondents, 42.9% of the tourists were male and 57.1% were female. In addition, the majority of the respondents were ages 21–30 years (50.1%), followed by younger than 20 years (36.3%), ages 31–40 years (9.2%), and older than 40 years (4.4%). Moreover, while most of the respondents were single (82.3%), 17.7% of them were married. In terms of family monthly income, the most reported income group was 3001–6000 Chinese Yuan (30.8%), followed by lower than 3000 Chinese Yuan (26.9%) 6001–9000 Chinese Yuan (19.9%), and higher than 9001 Chinese Yuan (14.8%). In terms of education, the vast majority of the respondents held a bachelor's degree or higher (78.4%) (Table 1).

Table 1
Demographic characteristics.

	N = 413	%
Gender		
Male	177	42.9
Female	236	57.1
Age		
Under 20	150	36.3
21–30	207	50.1
31–40	38	9.2
> 41	18	4.4
Marital status		
Married	73	17.7
Unmarried	340	82.3
Education level		
Less than high school degree	14	3.4
High school degree	40	9.7
College graduate (or currently enrolled in college)	60	14.5
University graduate (or currently enrolled in university)	253	61.3
Graduate degree	46	11.1
Family monthly income		
Under 3000 Chinese Yuan	111	26.9
3001–6000 Chinese Yuan	127	30.8
6001–9000 Chinese Yuan	82	19.9
9001–12,000 Chinese Yuan	41	9.9
12,001–15,000 Chinese Yuan	18	4.4
15,001–20,000 Chinese Yuan	16	3.9
Over 20,001 Chinese Yuan	18	4.4

4. Results

4.1. Measurement model evaluation

First, the skewness value was adopted to examine the normality of the data. Since the $Z_{skewness}$ value in the study variables did not exceed ± 2.58 or ± 1.96, the distribution was normal (Hair, Anderson, Tatham, & Black, 2010). Additionally, the correlations between constructs within the proposed model were lower than the cut-off of 0.75

Table 2
Measures, loadings, and reliability.

Measures	Standardized loading	Cronbach's α
Experiencescape (Ex.)		0.836
The atmosphere is appealing to my senses.	0.76	
The design and layout is functional.	0.77	
The level of crowd is comfortable.	0.70	
The employees are friendly.	0.84	
The customers are sociable.	0.72	
The environment reflects nature.	0.71	
The organizational culture shows hospitality to all stakeholders.	0.72	
Perceived value (PV)		0.908
The home-based accommodation offered good value for the price.	0.88	
The overall value of staying in home-based accommodation was high.	0.90	
The experience home-based accommodation here was worth the money.	0.86	
Memorability (Me.)		0.911
I will have wonderful memories about my stay in this home-based accommodation.	0.88	
I will remember many positive things about home-based accommodation.	0.90	
I will not forget my experience in home-based accommodation.	0.80	
The overall experience of home-based accommodation will be an everlasting memory.	0.90	
Attitude (Att.)		0.966
I think revisit to home-based accommodation is good.	0.80	
I think revisit to home-based accommodation is wise.	0.93	
I think revisit to home-based accommodation is pleasant.	0.94	
I think revisit to home-based accommodation is beneficial.	0.93	
I think revisit to home-based accommodation in is attractive.	0.91	
Subjective norms (SN)		0.925
Most people who are important to me think I should revisit home-based accommodations.	0.90	
Most people who are important to me would want me to revisit home-based accommodation.	0.93	
People whose opinions I value would prefer me to revisit home-based accommodations.	0.91	
Perceived behavioral control (PBC)		0.812
Whether or not I revisit home-based accommodations is completely up to me.	0.74	
I am confident that if I want, I can go and revisit home-based accommodations.	0.82	
I have enough resources, time and opportunities to revisit home-based accommodations.	0.83	
Revisit intention (RI)		0.901
I am planning to revisit home-based accommodations in the near future.	0.81	
I am confident that if I want, I can go and revisit home-based accommodations.	0.91	
I have enough resources, time and opportunities to revisit home-based accommodations.	0.87	
Co-creation behavior (CB)		0.874
In the experience of home-based accommodation, I directly interacted with the ambient during my stay.	0.81	
In the experience of home-based accommodations, I had great play time with other people.	0.87	
In the experience of home-based accommodations, I have been physically active.	0.82	

Measures, loadings, and reliability.
Note1. Goodness-of-fit statistics for the measurement model: $\chi^2 = 891.416$, $df = 406$, $p < .001$, $\chi^2/df = 2.196$, RMSEA = 0.054, CFI = 0.95, IFI = 0.95, TLI = 0.94.
Note 2. All standardized factor loadings were significant ($p < .001$).
Note 3. Measures for variables were evaluated with a seven-point scale from “Strongly disagree” (1) to “Strongly agree” (7).

Table 3
.Measurement model results and correlations.

	Ex.	PV	Me	Att.	SN	PBC	RI	CB
Ex.	0.**57**[a]							
PV	0.63[b](0.39) [c]	**0.69**						
Me.	0.59(0.35)	0.70(0.49)	0.**63**					
Att.	0.45(0.20)	0.63(0.40)	0.55(0.30)	0.**74**				
SN	0.48(0.23)	0.61(0.37)	0.61(0.37)	0.69(0.48)	0.**73**			
PBC	0.52(0.27)	0.66(0.44)	0.77(0.60)	0.59(0.35)	0.69(0.48)	0.**58**		
RI	0.42(0.18)	0.58(0.34)	0.67(0.45)	0.58(0.36)	0.68(0.46)	0.72(0.52)	**0.63**	
CB	0.59(0.35)	0.64(0.41)	0.60(0.36)	0.46(0.21)	0.50(0.25)	0.58(0.34)	0.47(0.22)	**0.60**
Mean	5.17	4.989	5.164	5.061	4.680	5.022	4.730	4.908
S. D.	0.897	1.110	1.072	1.333	1.134	1.072	1.215	1.117
C. R.	0.88	0.87	0.87	0.93	0.89	0.80	0.83	0.82

Note1. Ex. = Experiencescape, PV = Perceived value; Me. = Memorability; Att. = Attitude; SN = Subjective norm; PBC = Perceived behavior control; RI = revisit intention; CB = co-creation behavior.
Note2. C.R. = composite reliability.
[a] AVE (Average variance extracted) values are bolded and along the diagonal.
[b] Correlations between variables are below the diagonal.
[c] Squared correlations between variables are within parentheses.

(between 0.42 and 0.72). Therefore, no high multicollinearity existed (Green, 1978). Next, reliability and validity were evaluated by the measurement model, using a confirmatory factor analysis (CFA) (See Table 2). The results from the measurement model indicate that the model closely fits the data (χ^2 = 891.416, df = 406, χ^2/df = 2.196, $p < .001$, RESEA = 0.054, CFI = 0.95, IFI = 0.95, TLI = 0.94). All items were loaded to their associated latent construct significance ($p < .001$). Cronbach's alpha values of each construct ranged from 0.83 to 0.96. Thus, the reliability of each construct was demonstrated to be high, since they exceeded the suggested cut-off point of 0.7 (Nunnally & Bernstein, 1994). As seen in Table 3, the composite reliability values were also assessed in order to evaluate the multi-item scales. The values ranged from 0.82 to 0.93, which exceeded the minimum requirement of 0.60 (Bagozzi & Yi, 1988). Therefore, the multi-item measures used in this study are internally consistent and reliable. In addition, all average variance extracted (AVE) values ranged between 0.57 and 0.74, exceeding the suggested cut-off of 0.50 (Hair et al., 2010). Therefore, convergent validity of the measures was also established. Finally, discriminant validity was evaluated by comparing the AVE values and the squared correlations. Since all AVE values were higher than the squared correlations (Fornell & Larcker, 1981), discriminant validity was also established. The details of the measurement model results are shown in Tables 2 and 3.

4.2. Modeling comparison

The chi-square tests of TPB and extended TPB (ETPB) indicate a significant difference between the two models ($\Delta\chi2$ (270) = 724.765, $p < .05$). The R^2 for behavioral intention in ETPB improved from 0.60 to 0.65 with the insertion of co-creation experience constructs (experiencescape, perceived value, and memorability). Therefore, the extended TPB was demonstrated to be superior to the original TPB in explaining tourists' revisit intentions. Table 4 presents detailed information of the comparison of the two models.

4.3. Structural model evaluation

As seen in Table 5 and Fig. 2, a structural equation modeling (SEM) was carried out to determine the fit of the proposed research model. The study results reveal that the model closely fits the data (χ^2 = 913.715, df = 336, $p < .01$, χ^2/df = 2.71, CFI = 0.94, IFI = 0.94; TLI = 0.93; RMSEA = 0.065). Our proposed research model explained 65% of the total variance in revisit intentions. The hypothesized relationships among the constructs related to co-creation experience (Hypotheses 1–3) were examined first. The study results indicate that experiencescape had a positive influence on the evaluation of perceived value ($\beta_{Ex.\rightarrow PV}$ = 0.84, t = 11.10, $p < .001$), which in turn contributed to the establishment of memorability ($\beta_{PA\rightarrow Me.}$ = 0.46, t = 6.84, $p < .001$). In addition, our study results indicate that experiencescape also exerted a significant direct influence on memorability ($\beta_{Ex.\rightarrow Me}$ = 0.47, t = 3.39, $p < .001$). Therefore, H1, H2, and H3 were supported: perceived value was a partial mediator between experiencescape and memorability. Moreover, the associations between the co-creation constructs (experiencescape and memorability) and the TPB constructs (attitude and revisit intention) were demonstrated to be significant ($\beta_{Ex.\rightarrow Att.}$ = 0.79, t = 9.27, $p < .001$; $\beta_{Me.\rightarrow RI}$ = 0.13, t = 2.50, $p < .05$). Therefore, H4 and H5 were supported. Furthermore, the relationships among the TPB constructs were examined. Study results indicate that all three predictors of revisit intention significantly influenced revisit intention ($\beta_{Att.\rightarrow RI}$ = 0.09, t = 2.14, $p < .05$; $\beta_{SN\rightarrow RI}$ = 0.16, t = 2.57, $p < .01$; $\beta_{PBC\rightarrow RI}$ = 0.74, t = 6.70, $p < .001$). Therefore, H6, H7, and H8 were supported. Finally, the total and indirect influences of certain factors on revisit intention were also examined (See Table 5). Specifically, the strongest factor influencing revisit intention was perceived behavior control ($\beta_{PBC\rightarrow RI}$ = 0.74, $p < .001$), followed by experiencescape ($\beta_{Ex..\rightarrow RI}$ = 0.19, $p < .05$), subjective norms ($\beta_{SN.\rightarrow RI}$ = 0.16, $p < .05$), memorability ($\beta_{Me.\rightarrow RI}$ = 0.13, $p < .05$), attitude ($\beta_{Att.\rightarrow RI}$ = 0.09, $p < .05$), and perceived value ($\beta_{PV\rightarrow RI}$ = 0.06, $p < .05$).

Table 4
Results of the structural-model comparisons.

Goodness-of-fit statistics & R square	TPB	Proposed model(extended TPB)
Fit indices		
χ^2	188.95	913.715
df	66	336
χ^2/df	2.86	2.71
RMSEA	0.067	0.065
CFI	0.97	0.94
IFI	0.97	0.94
NFI	0.96	0.90
R^2(revisit intention)	0.60	0.65

Table 5
Result of the structural equation modeling.

Hypotheses	Paths	Coefficients	T-values
Hypotheses 1	Ex. → PV	0.84	11.10***
Hypotheses 2	PV → Me.	0.46	6.84***
Hypotheses 3	Ex. → Me.	0.47	5.51***
Hypotheses 4	Ex. → Att.	0.79	9.27***
Hypotheses 5	Me. → RI	0.13	2.50*
Hypotheses 6	Att. → RI	0.09	2.14*
Hypotheses 7	SN → RI	0.16	2.57**
Hypotheses 8	PBC → RI	0.74	6.70***
Variance explained	Total effect on RI	Indirect effect on RI	
R^2 (PV) = 0.495	$\beta_{Ex\text{-}RI}$ = 0.19*	$\beta_{EX.\text{-}PV/Me./Att.\text{-}RI}$ = 0.07*	
R^2 (Me.) = 0.579	$\beta_{PV\text{-}RI}$ = 0.06*	$\beta_{PV\text{-}Me.\text{-}RI}$ = 0.02*	
R^2 (Att.) = 0.303	$\beta_{Me.\text{-}RI}$ = 0.13*		
R^2 (RI) = 0.658	$\beta_{Att.\text{-}RI}$ = 0.09**		
	$\beta_{SN\text{-}RI}$ = 0.16**		
	$\beta_{PBC\text{-}RI}$ = 0.74***		

Note 1. Ex. = Experiencescape, PV = Perceived value; Me. = Memorability; Att. = Attitude; SN = Subjective norm; PBC = Perceived behavior control; RI = Revisit intention.
Note 2. Goodness-of-fit statistics for the measurement model: χ^2 = 913.715, df = 336, $p < .001$, χ^2/df = 2.719, RMSEA = 0.065, CFI = 0.94, IFI = 0.94, TLI = 0.93.
* $p < 0.05$.
** $p < 0.01$.
*** $p < 0.001$.

4.4. Measurement-invariance model

Based on the results of k-means cluster analysis, the sample was divided into groups of low (n = 206) and high (n = 207) co-creation behavior. Then, a non-restricted model was generated for the split group (χ^2 = 1572.05, df = 812, $p < .05$). This non-restricted model was compared to a full-metric invariance model in order to confirm any difference between the measurement structures (See Table 6). Results of the chi-square differences revealed that the difference was insignificant ($\Delta\chi^2$ (23) = 30.79, $p > .05$). Therefore, the full-metric invariance was supported.

4.5. Structural-invariance model evaluation

The hypothesized moderating effect of co-creation behavior was examined with a series of modeling tests for metric invariance. As seen in Fig. 3 and Table 6, the baseline model (χ^2 = 1455.31, df = 672, $p < .05$, CFI = 0.90, IFI = 0.90 RMSEA = 0.053) satisfactorily fit the data. Then, the baseline model was compared to nested models with a chi-square test. The results from the structural invariance test reveal that the paths from experiencescape to perceived value differed

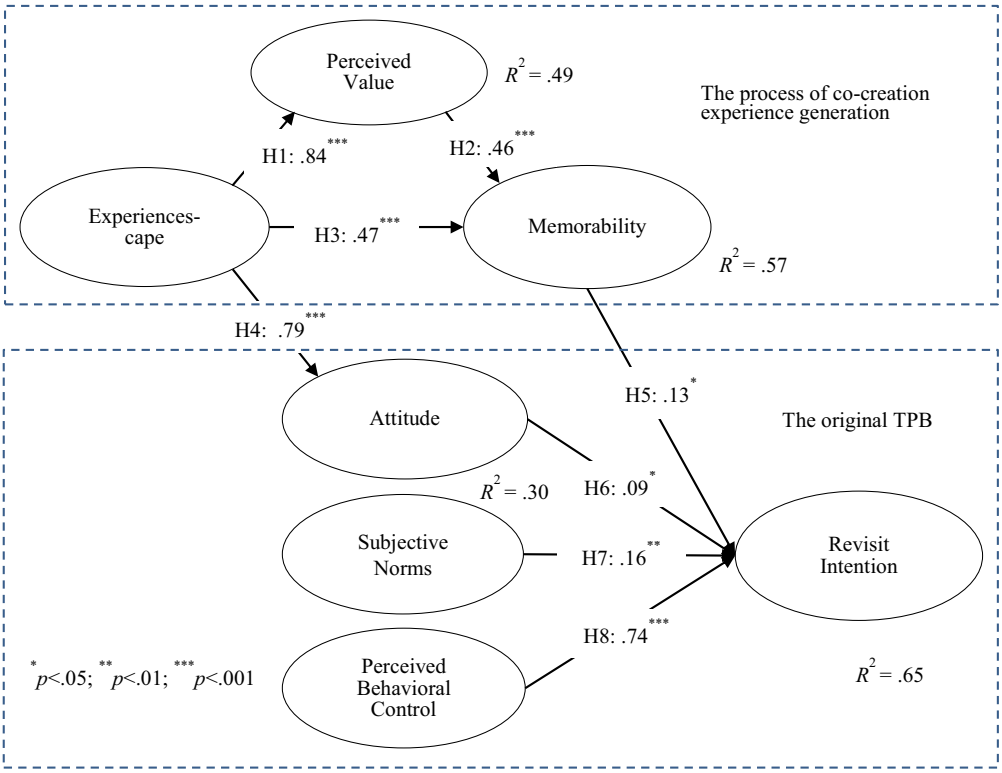

Fig. 2. Results of the structural model estimation (N = 413).
Note: Goodness-of-fit statistics for the structural model: χ^2 = 913.715, df = 336, $p < .001$, χ^2/df = 2.719, RMSEA = 0.065, CFI = 0.94, IFI = 0.94, TLI = 0.93.

significantly between the high co-creation behavior group and the low co-creation behavior group ($\Delta\chi^2$ (1) = 4.05, $p < .05$). The path from experiencescape to attitude between the two groups was also significant ($\Delta\chi^2$ (1) = 3.96, $p < .01$). Thus, H9a and H9c were supported. However, no significant difference was seen between the two co-creation behavior groups in the relationship between experiencescape and memorability ($\Delta\chi^2$ (1) = 0.81, $p > .05$). Therefore, H9b was not supported. The study results further indicate that paths from experiencescape to perceived value/attitude were stronger in tourists with a higher degree of co-creation behaviors showed a stronger influence ($\beta_{Ex.\rightarrow PV}$ = 0.91, t = 5.98, $p < .001$; $\beta_{Ex.\rightarrow Att.}$ = 0.94, t = 5.36, $p < .001$) than in tourists with a lower degree of co-creation behaviors ($\beta_{Ex\rightarrow PV}$ = 0.57, t = 6.12, $p < .001$; $\beta_{Ex.\rightarrow Att.}$ = 0.54, t = 4.80, $p < .001$).

5. Discussion

This study aimed to clarify individuals' decision-making process concerning home-based accommodations by incorporating four co-creation-experience-related constructs—experiencescape, perceived value, memorability, and co-creation behavior—into the original TPB. Compared to the original TPB, our extended TPB was superior in explaining the development of revisit intention to home-based accommodations. With regards to hypothesis testing, the study results

Table 6
Results of metric-invariance models.

Measurement-invariance models						
Models		χ^2	df	$\Delta\chi^2$	Full-metric invariance	
Non-restricted model Full-metric Invariance		1572.05 1602.85	812 835	$\Delta\chi^2$ (23) = 30.79, $p > 0.05$ (insignificant)	Supported	
Structural-invariance models						
Paths	Low CB group (n = 206)		High CB group (n = 207)		Baseline Model (Freely Estimated)	Nested Model (Constrained to be Equal)
	Coefficients	t-values	Coefficients	t-values		
Ex. → PV	0.57	6.12***	0.91	5.98***	χ^2 (672) = 1455.31	χ^2 (673) = 1459.36 [a]
Ex. → Me.	0.33	3.18**	0.48	3.42***	χ^2 (672) = 1455.31	χ^2 (673) = 1456.12 [b]
Ex → Att.	0.54	4.80***	0.94	5.36***	χ^2 (672) = 1455.31	χ^2 (329) = 1459.28 [c]
Chi-square difference test: [a] $\Delta\chi^2$ (1) = 4.05, p < 0.05 (significant; H9a – supported) [b] $\Delta\chi^2$ (1) = 0.81, p > 0.05 (insignificant; H9b – not supported) [c] $\Delta\chi^2$ (1) = 3.96, p < 0.05 (significant; H9c – supported)					Other goodness of fit indices of the baseline model for two groups: RMSEA = 0.053, CFI = 0.90, IFI = 0.90, TLI = 0.90	

Note 1. Ex. = Experiencescape, PV = Perceived value; Me. = Memorability; Att. = Attitude; SN = Subjective norm; PBC = Perceived behavior control; RI = revisit intention ; CB = co-creation behavior.
** $p < 0.01$.
*** $p < 0.001$.

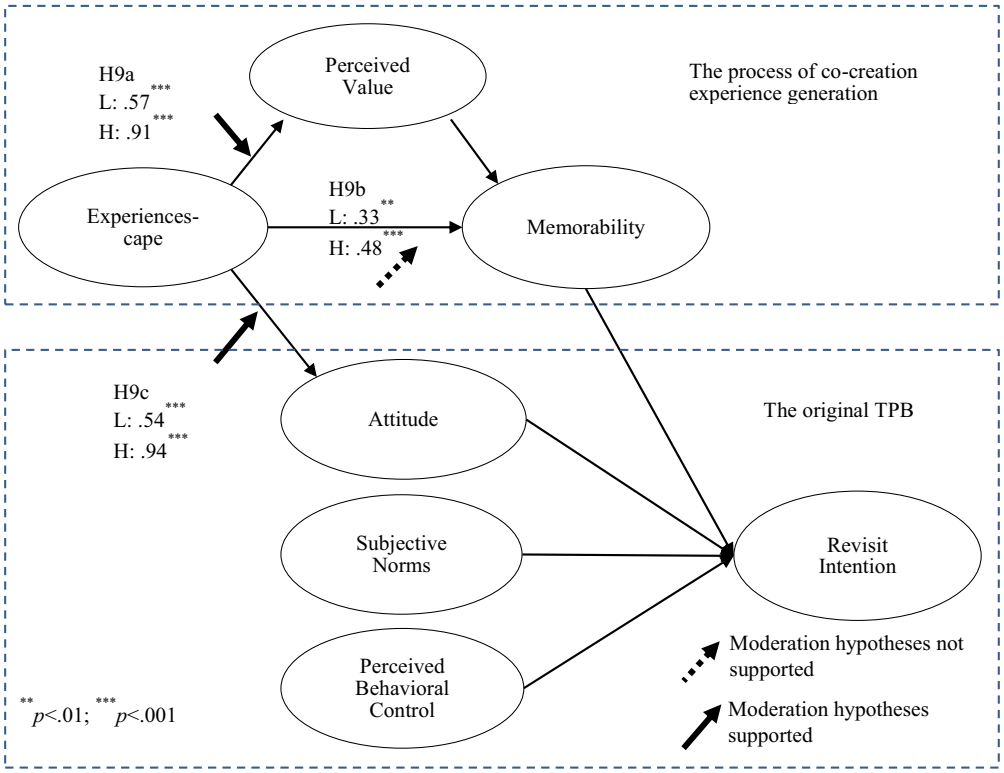

Fig. 3. Results of the invariance model estimation.
Note 1: Goodness-of-fit statistics for the baseline model: $\chi^2 = 1455.31$, $df = 672$, $p < .001$, $\chi^2/df = 2.719$, RMSEA = 0.053, CFI = 0.90, IFI = 0.90, TLI = 0.90.
Note2: Two identical models were tested (Models for low and high co-creation behavior).

indicated that all the predictive constructs were validated as determinants of revisit intention, supporting H1-H8. However, the study results from the invariance tests indicated that while H9a and H9c were supported, H9b was not supported. In particular, the findings indicated that perceived behavioral control, subjective norms, and memorability were the most important constructs for the formation of revisit intention. Memorability and attitude were found to be important mediators between experiencescape and revisit intention, and perceived value was found to be a mediator between experiencescape and memorability. Co-creation behavior was found to be a significant moderator between experiencescape and perceived value as well as between experiencescape and attitude. Overall, we have successfully extended TPB by adding such constructs, deepened the existing theory in the context of home-based accommodations, and provided a comprehensive understanding of tourists' behavior regarding revisit intention to home-based accommodation.

5.1. Theoretical implications

Three main theoretical implications can be inferred from the findings of this study. First, our research model has successfully extended the theory of planned behavior (TPB) by introducing constructs related to co-creation experience into the theoretical framework. In particular, the constructs of experiencescape, perceived value, and memorability are well reflected in the process of generating co-creation experiences. In addition, the examination of co-creation behavior has reflected the role of the customer in such an experience-generation process. The study results indicate that our proposed model was superior to the original one, since it displays a better explanatory power than the original TPB. To the best of our knowledge, few studies have empirically extended TPB by adding a co-creation experience process. Thus, from a theoretical perspective, we have successfully extended the original TPB in line with Ajzen's (1991) criteria for improving the theory.

From the perspective of tourist behavior in general, this study is a process of deepening and broadening the existing social theory in tourist-behavior literature (Perugini & Bagozzi, 2001). In particular, the study contributes important insights into tourists' intentions to revisit home-based accommodations by extending the existing TPB framework through co-creation experiences. By including two important interactive parties during the co-creation experiences – the experiencescape as the service provider party and co-creation behavior as the customer party – the current study uncovers the antecedents of tourists' intentions and reveals intricate relationships among these constructs. Previous studies have intensively investigated the influential variables such as perceived risk (Mao & Lyu, 2017), travelers' personality (Poon & Huang, 2017), trust (Wu, Zeng, & Xie, 2017), e-WOM (Mauri & Minazzi, 2013), and familiarity (Ha & Jang, 2010). Nevertheless, these studies have overlooked the importance of co-creation experiences as a distinguished characteristic embedded in home-based accommodations. Thus, this study has provided a new perspective reflecting the tourism co-creation activities as inherent to the nature of the setting which adds the knowledge of tourists revisit intentions to the current tourists' behavior literature.

Additionally, from a perspective of co-creation experience in particular, little research has explored the causal relationships among experiencescape, value, and memorability by considering customer co-creation behavior as a moderating variable in the context of small business hospitality. Previous studies mainly focused on the co-creation experience relating to constructs such as attention and involvement (Campos et al., 2017), interactive participation and interaction (Campos et al., 2018), place identity and place dependence (Suntikul & Jachna, 2016), and engagement (Mathis et al., 2016). However, few studies have examined the causal relationships among these or similar constructs. The current study establishes an integrative model by extending the co-creation concept to include not merely the setting of a service organization as its stimulating element, but its consequences,

that is, its perceived value and memorable experiences. Moreover, while most previous studies focused only on one party (i.e., either the service provider or the customer) (e.g., Reichenberger, 2017), the current study examines the effects from the perspectives of both the service organization (i.e., experiencescape) and the customers themselves (i.e., co-creation behavior).

Second, the present study has helped reveal the significant role of three important mediators (perceived value, memorability, and attitude) in forming tourists' revisit intentions. Specifically, the perceived value, which was first identified as a mediator, partly mediates the relationships between experiencescape and memorability in the formation of co-creation experiences. While conventional literature indicated that the co-creation experience was more likely to be achieved by co-created value based on service-dominant logic (SDL) (Vargo & Lusch, 2008), the creation process of such a value, especially in the context of home-based accommodation, was still not clear to us. Thus, the current study revealed that perceived value could be generated by the interaction between experiencescape and visitors; meanwhile, the experiencescape directly contributes to memorability. Moreover, the study results also revealed that the experiencescape-exerted influence ($\beta = 0.84$, $p < .001$) through perceived value to memorability nearly twice as strong as the influence ($\beta = 0.47$, $p < .001$) directly from experience on memorability. Overall, maximizing the perceived value can more efficiently and more critically build customers' sense of memorability. These study results further contribute to the development of the SDL literature in a specific home-based accommodation situation, and thus theoretically provide a deeper understanding of SDL in the hospitality industry. In addition, the mechanisms of revisit-intention formation by co-creation experience were also made clear.

The other two critical mediators (i.e., memorability and attitude) have also been verified as two different influential routes bridging co-creation generation and revisit intention. Specifically, memorability should be strengthened in the direction of generating memorable experience, and attitude could be focused more on the environmental dimension of experiencescape designed by home-based accommodation owners (e.g., atmosphere, design, layout, and hospitableness). However, if the two routes need to be distinguished, memorable experiences were more important in forming a strong revisit intention; Thus, to further increase revisit intention, the goal of generating various memorable experiences should always be prioritized. Therefore, since two routes are both influential ($\beta_{Me..\rightarrow RI} = 0.13$; $\beta_{Att..\rightarrow RI} = 0.09$) on revisit intention, both of the two mediators should be increased to induce a higher revisit intention.

Third, the current study identified the role of co-creation behavior as an important moderator strengthening the influences from experiencescape on its outcomes (i.e., perceived value, memorability, and attitude). The present study may be the first to identify that customers' co-creation behaviors could strengthen the effects an external aspect of service provision (experiencescape) has on internal aspects of individuals' psychological constructs. In particular, co-creation behavior significantly strengthened the influences from the experiencescape on the perceived value ($\triangle\chi(1) = 4.05$, $p < .05$) and the attitude ($\triangle\chi(1) = 3.96$, $p < .05$) while it did not moderate the relationships between the experiencescape and memorability ($\triangle\chi(1) = 0.81$, $p > .05$). Such results clarified how co-creation behavior deepens the co-creation experience and strengthens tourists' intentions. That is, to generate a more memorable experience, tourists' co-creation behavior should be designed to make “added-value”, while to make more favorable revisit intentions, tourists' co-creation behavior should be invoked to form a positive attitude towards a revisit to home-based accommodations. As such, from a theoretical perspective, previous studies mainly examined the co-creation experience from the perspective of either the service provider or customer participation. In contrast, the present study engaged a comprehensive perspective by involving contributions from both service provider (enhancing experiencescape) and customer (enhancing co-creation behavior). This provides a deeper understanding of the functions of co-creation behaviors in forming revisit intentions and sheds light on the directions of strategy development.

5.2. Practical implications

The results of our study provided three practical implications. First, the results from the SEM indicate that the most important factor influencing revisit intention was perceived behavior control ($\beta_{PBC.\rightarrow RI} = 0.74$), followed by subjective norms ($\beta_{SN.\rightarrow RI} = 0.16$), memorability ($\beta_{Me..\rightarrow RI} = 0.13$), and attitude ($\beta_{Att..\rightarrow RI} = 0.09$). Therefore, our extended TPB has provided guidelines for increasing customers' revisit intentions to home-based accommodations. Specifically, in order to increase revisit intentions, hospitality managers should first increase tourists' PBC as it is the most influential factor. Since such home-based accommodations are generally far away from urban areas, convenient traffic access should be solved by providing shuttle buses connecting to the nearest railway station or airport. In addition, to solve the problem of lacking relevant information in finding proper home-based accommodations, strategies could be developed to make tourists aware of such a kind of accommodation. To make the information well-spread, vivid information could be created in the form of pictures and videos. Moreover, elements of storytelling could be developed by using celebrity endorsement through SNS on the internet (e.g., Twitter and Facebook).

Second, to increase subjective norms, it may be critical to show the unique benefits to the public in order to gain the support from salient references. Therefore, benefits such as an appealing atmosphere, friendly employees, authentic cultural presentation, and a highly interactive experience should be presented to the public through various promotional activities. Moreover, making versions in different languages by considering tourists' cultural background could also be a good way for market segmentation.

Third, the study results indicate that attitude, memorability, and perceived value were significant mediators in the proposed model. When a hospitality manager aims to increase revisit intention through the design of experiencescape, two directions (memorability and attitude) can be chosen for marketing strategies. On the one hand, to increase memorability, efforts should be focused on how to create a memorable experience. Managers should bear in mind that home-based accommodation is not purely a place for hospitality, but also a place for activities. According to Pine and Gilmore's (1998) framework of experiential economy, memorable experiences would be gained from the activity types (i.e., entertainment, education, aesthetics, and escapism). Therefore, entertainment activities such as local performances and events could be developed; educational activities such as a culture learning class and local museum visiting could be established. Moreover, aesthetic activities such as slow walking and cycling could also be also arranged. In addition, to provide escapism activities, attention should be paid to flow experience (e.g., yoga and painting). On the other hand, to generate a favorable attitude, efforts should be made to provide unique and attractive characteristics (e.g., hospitality, themed ambience, authentic culture, local food) to develop customers' preferences for home-based accommodations. In addition, since perceived value had a greater influence as a mediator between experiencescape and memorability ($\beta_{Ex.\rightarrow PV} = 0.84$) than directly on memorability ($\beta_{Ex.\rightarrow Me} = 0.47$), managers should pay attention to whether customers had a satisfying accommodation experience. The development of experiencescape should be carried out under the principle of value triggering.

Fourth, our study results indicated that having customers participate more in co-creation activities is a good way to create a higher level of perceived value and to form a more favorable attitude towards the accommodation. According to Campos et al. (2018), co-creation behavior includes two dimensions, namely active participation and interaction. As such, opportunities should be provided to design physical

activities to stimulate tourists' active participation. Managers should also show their warm hospitableness to “break the ice” between employees and tourists, as well as to blur the boundaries between tourists to make better interaction. However, since co-creation behavior cannot affect the influence of experiencescape on memorability, managers should remember that co-creation activities alone are not enough; they should always be organized to reinforce a superior experiencescape.

5.3. Limitations and future research

The current study has some limitations. First, given the limited representativeness of the sample in terms of cultural and national background, future studies should be carried out with respondents across different nations and cultures in order to generalize the findings. Previously, a number of studies have demonstrated the significant role of cultural factors in individuals' behaviors with critical constructs both under the TPB framework (e.g., subjective norm) (Cho & Lee, 2015; Srite & Karahanna, 2006; Zendehdel, Paim, Delafrooz, & Wright, 2016) and in the co-creation process (e.g., perceived value) (Steenkamp & Geyskens, 2006). In this sense, the study that includes such cultural factors should be addressed in the future. Second, based on previous literature on the co-creation experience, co-creation behavior could be further distinguished into interaction behavior and active participation behavior (Campos et al., 2018). Therefore, future studies could be carried out to examine the moderating role of different co-creation behavior dimensions. Third, the data were collected in one tourism destination. Future studies should test the applicability of the framework in other locations with various types of home-based accommodations. Fourth, the integration of TPB with the process of co-creation experience is still open to extension. We propose factors relating to generating co-creation experience (experiencescape, perceived value, memorability, and co-creation behavior), while other important constructs may be ignored in the specific co-creation process (e.g., experience of mindfulness, subjective well-being). Therefore, future studies may include other potential factors.

Acknowledgement

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Appendix A. Appendix

Measures	Mean	S.D.	Skew	Kurtosis
Experiencescape (Ex.)				
The atmosphere is appealing to my senses	5.37	1.681	−0.145	0.158
The design and layout is functional	5.10	1.403	−0.180	0.051
The level of crowd is comfortable	4.93	1.663	−0.048	−0.123
The employees are friendly	5.34	1.573	−0.134	−0.011
The customers are sociable	5.03	1.572	−0.146	0.194
The environment reflects nature	5.21	1.746	−0.207	0.142
The organizational culture shows hospitality to all stakeholders	5.24	1.540	−0.250	0.114
Perceived value (PV)				
The home-based accommodation offered good value for the price	4.97	1.376	−0.048	−0.120
The overall value of staying in home-based accommodation was high	5.00	1.413	−0.209	0.137
The experience home-based accommodation here was worth the money	5.00	1.592	−0.284	−0.018
Memorability (Me.)				
I will have wonderful memories about my stay in this home-based accommodation	5.13	1.441	−0.151	0.106
I will remember many positive things about home-based accommodation	5.18	1.342	−0.114	0.199
I will not forget my experience in home-based accommodation	5.22	1.451	−0.288	0.239
The overall experience of home-based accommodation will be an everlasting memory	5.13	1.595	−0.259	0.226
Attitude (Att.)				
I think revisit to home-based accommodation is good	5.09	2.038	−0.201	0.324
I think revisit to home-based accommodation is wise	4.99	1.966	−0.166	0.272
I think revisit to home-based accommodation is pleasant	5.06	2.006	−0.267	0.270
I think revisit to home-based accommodation is beneficial	5.09	2.014	−0.289	0.194
I think revisit to home-based accommodation in is attractive	5.08	2.074	−0.137	0.175
Subjective norms (SN)				
Most people who are important to me think I should revisit home-based accommodations	4.64	1.497	−0.141	0.056
Most people who are important to me would want me to revisit home-based accommodation	4.65	1.416	−0.043	0.097
People whose opinions I value would prefer me to revisit accommodations	4.74	1.526	−0.115	0.044
Perceived behavioral control (PBC)				
Whether or not I revisit home-based accommodations is completely up to me	5.15	1.529	−0.190	−0.195
I am confident that if I want, I can go and revisit home-based accommodations	5.06	1.603	−0.239	0.035
I have enough resources, time and opportunities to revisit home-based accommodations	4.86	1.614	−0.210	0.081
Revisit intention (RI)				
I am planning to revisit home-based accommodations in the near future	4.54	1.783	−0.288	0.285
I am confident that if I want, I can go and revisit home-based accommodations	4.82	1.647	−0.458	0.137
I have enough resources, time and opportunities to revisit home-based accommodations	4.83	1.881	−0.174	0.291
Co-creation behavior (CB)				
In the experience of home-based accommodation, I directly interacted with the ambient during my stay	4.98	1.459	−0.138	0.012
In the experience of home-based accommodations, I had great play time with other people	4.89	1.736	−0.244	0.064
In the experience of home-based accommodations, I have been physically active	4.86	1.458	−0.031	0.018

Appendix A. Supplementary material

Supplementary data to this article can be found online at https://doi.org/10.1016/j.tmp.2019.100581.

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