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Examining the sensory impressions, value perception, and behavioral responses of tourists: the case of floating markets in Thailand

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ABSTRACT

This study investigates the relationship between sensory impressions and perceived value in explaining the behavior of floating market tourists. It also explores whether the effects of sensory elements and perceived value on the behavioral responses of tourists differ among the three stages of destination development. Integrated generalized structured component analysis and multigroup analysis are performed to verify the conceptual model. The findings of this work enhance the understanding of the floating market, which is a popular tourist destination worldwide. Based on these findings, theoretical and practical implications are presented from the perspective of tourist sensory experience.

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Sensory impressions; value perception; behavioral responses; advocacy; revisit intention; floating market; destination life cycle; Integrated Generalized Structured Component Analysis (IGSCA)

Introduction

A floating market is one form of community tourism, and it is a popular tourist attraction in many destinations worldwide (Singh, 2015). A floating market can be considered part of creative tourism in which tourists engage in leisure activities on rivers or canals flowing through communities within villages or towns (Wattanacharoensil & Sakdiyakorn, 2016). The importance of floating markets has long been recognized among destination management organizations (DMOs) and tourism authorities because these markets provide experiences in heritage, local charm, spectacular sites, and connection with the local people, attracting tourists to a destination (Fakfare & Wattanacharoensil, 2020). The recent interest in developing floating markets into creative destinations has led to the promotion of community tourism, including local food, boating activities, canals/rivers, farmers' markets, cultural exhibitions, souvenirs, and local tour products (Thongpanya, 2018). At present, many destinations, such as Thailand, have increasingly targeted domestic tourists in response to their government's policy regarding domestic tourism promotion. Such promotion comprises a model of community tourism destinations to boost the revival and recovery of the tourism industry during the COVID-19 pandemic (United Nations World Tourism Organization [UNWTO], 2020).

Tourist experiences and behavior have been extensively studied in the destination literature (Fakfare et al., 2020b, 2020a). Although the role of a community market is essential for people living in a community and floating market destinations are appealing to tourists, psychological studies that focus on the sensory dimensions and relevant marketing aspects of floating market destinations have received minimal attention from scholars (Boonratana, 2011; Thongpanya, 2018; Wattanacharoensil & Sakdiyakorn, 2016). A relevant research by Wattanacharoensil and Sakdiyakorn (2016) applied a qualitative method for exploring stakeholder's perceptions of floating markets' potential to become creative tourism destinations. Thongpanya (2018) conducted in-depth interviews and adopted observation techniques to investigate the construction of community identity and its effect on resident well-being in floating market destinations. The importance of floating markets to local communities and the attributes that affect tourist experiences are either described qualitatively or descriptively in the tourism literature. However, research in this area remains limited in terms of number and scope. To the best of the authors' knowledge, the current work is a pioneer study that

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explores the effects of the multisensory dimensions of a floating market on a primary service-oriented construct, i.e., perceived value (PV), and tourists' future behavior, i.e., advocacy and revisit intention.

The concept of sensory impression was first developed in the area of sensory marketing, and it recently elicited interest from tourism scholars (Lv et al., 2020). Krishna (2012) defined sensory marketing as a process "that engages the consumers' senses and affects their perception, judgment, and behavior" (p. 333). In contrast with the conventional idea that tourists typically form images of a destination by accumulating holiday experiences, the sensory impression construct adopts a bottom-up approach given that the external environment reaches individuals via their senses and that the resulting experiences affect their attitudes and behavior (Agapito et al., 2014). However, although sensory impression has emerged as an underlying concept that influences tourists' attitudes and post-travel behavior, its effect varies in existing research because of the diverse types of leisure activities and destinations (Lee et al., 2020; Mehran et al., 2020). For example, Agapito et al. (2017) analyzed tourists' sensory impression in the context of southwest Portugal and reported that rich sensory tourist experiences play a critical role in facilitating tourists' memories and favorable behavioral attitudes toward destinations. In Chua et al. (2019), sensory impression was determined to significantly moderate the relationship between perceived values and behavioral intentions, particularly in terms of revisit intention and willingness to recommend the sky lounge. In a heritage tourism setting, Lv et al. (2020) found that the visual and gustatory aspects of sensory experience are dominant factors that affect tourists' attitude and value perception. However, tourism studies that empirically address the role of multisensory dimensions on primary service-oriented constructs and tourist's future behavior remain sparse, prompting further examination to explain the favorable attitudes and behavioral responses of tourists. Regardless of the cultural and economic effects of floating markets on community tourism development in many destinations, minimal attention has been given to this type of attraction (Wattanacharoensil & Sakdiyakorn, 2016). The literature has called for further studies that adopt concepts, such as sensory impressions, to predict the attitudes and behavioral outcomes of floating market tourists, as observed in other tourism contexts (Lv et al., 2020).

Furthermore, the moderating role of destination life cycle or the stages of community in tourism development has been rarely examined in prior tourism research, particularly from the perspective of tourist attitudes and behavior (Manosuthi et al., 2020, 2020a). Few researchers have investigated this topic, but mostly from the general perspective of community development and residents' well-being (Kim et al., 2013; Suess et al., 2018). The effects of tourism on tourist experience and value perception may vary significantly in accordance with the primary function of the evolving phase of a destination (Fakfare & Wattanacharoensil, 2020). Hence, whether tourists who visit different floating market destinations and various stages of tourism development (e.g., development, consolidation, and stagnation) exhibit similar or different attitudes and behavioral responses remains unclear given the lack of research on this topic. Consequently, the examination of this topic will present an interesting research motivation that can add to the knowledge in tourism.

The current empirical research aims to develop an integrative framework for examining the relationship between multidimensional sensory impressions and PV in explaining the supportive behavior (i.e., advocacy and revisit intention) of floating market tourists. Theoretically, the present study expands tourism knowledge by integrating multidimensional sensory impressions and the moderating role of community stages into tourism development to model the advocacy and revisit intention of floating market tourists. The results of this research offer practical insights to practitioners, including DMOs, tourism promotional agencies, and local authorities, into managing various senses to generate favorable value perception and positive behavioral intention of tourists.

Literature review

Sensory impressions, attitudes, and behavioral responses of tourists

Sensation can be described as the process of activating sensory organs by sensory elements, such as vibration, temperature, and light, which are transmitted to the brain, resulting in a person's perception of his/her surroundings (Zurawicki, 2010). Perceptual development through which afferent information is selected, systematized, and interpreted can lead to a "conscious sensory experience," such as smell, sound, taste, and texture (Goldstein, 2010, p. 8). Lv et al. (2020) indicated that senses are the essential mechanisms through which people discover and understand their surroundings. In this regard, the factual knowledge required for people to make a rational decision or a logical basis for a course of action arises in the form of images that are linked to a variety of senses (Agapito et al., 2013).

Although marketing research has focused on examining consumers' senses (Krishna, 2012), tourism scholars have given this topic minimal attention (Agapito et al., 2017; Lv et al., 2020). However, research that examined sensory experience has considerable implications for tourism, particularly floating market destinations, given that such destinations provide tourists with a unique sensory experience through social activities in which they participate (Wattanacharoensil & Sakdiyakorn, 2016). In Thailand, floating markets that traditionally serve as focal places for trading domestic produces have gradually developed into tourism destinations that provide home-grown products, local cuisine, cultural performance, the hospitality of local people, and water-based activities to tourists (Pongajarn et al., 2018). Given that floating market destinations highly engage essential sensory elements that affect tourists' perceptions, attitudes, and behavior, comprehending the sensory impressions of floating market tourists is crucial in helping them fulfill their trip experiences and in fostering relational behavior between tourists and destinations (Boonratana, 2011; Wattanacharoensil & Sakdiyakorn, 2016). Building upon earlier research on sensory experience (Agapito et al., 2017; Krishna, 2012; Lv et al., 2020), sensory impressions in the current study can be considered tourists' favorable perceptions about the extent of stimulation of the senses, including visual, aural, olfactory, gustatory, and haptic components, when visiting a floating market. For example, tourists may experience spectacular sights, remarkable waterscape, natural scents, native dialects, breezing, and local delicacies at floating markets, leading to a lasting impression and favorable image of a destination.

Sensory impressions have recently been investigated in tourism studies, particularly their role in tourism experience (Agapito, 2020; Kastenholz et al., 2020; Lv et al., 2020; Lv & Wu, 2021). Tourism experience generally involves the process of attaining sensory stimulation through each of the senses (Pan & Ryan, 2009). As asserted by Agapito et al. (2017), physical sensations (and sensory impressions toward a destination) exert a considerable effect on tourists' experience. They not only reflect the quality of tourism experiences, but they also provide relational value through the physical and emotional attachment of tourists to a place (Kim et al., 2016). For example, when tourists visit a floating market, they may sample homegrown cuisine and local delicacies, leading to a sense of taste appreciation. The diverse smells, colors, and tastes of food can contribute to a lasting impression, subsequently affecting the value perception of tourists toward a floating market.

Lv et al. (2020) indicated that sensory impression can be associated with several service-oriented variables because it plays a potential role in triggering behavioral outcomes from tourist experience. The recent literature has either directly or indirectly connected sensory impression with perceived value and tourists' behavioral responses (Agapito et al., 2013, 2017; Lv et al., 2020). For example, in Agapito et al. (2017), tourists' behavioral response, particularly in terms of loyalty intention, was investigated due to the pertinent role of sensory impressions. The results showed that sensory impressions can form memorable tourist experiences and facilitate the link between the long-term memory and loyalty intention of tourists (Manosuthi et al., 2021aa). Therefore, destination managers and service providers must search for elements that evoke sensory impressions to fulfill tourist desires. Lv et al. (2020) further examined the role played by sensory impressions in determining tourist behavior. Their findings showed that sensory impressions exert a direct and positive influence on destination loyalty in terms of advocacy and revisit intention. PV, satisfaction, and perceived quality were also observed as pivotal mediators in the tourist behavior model. PV and loyalty intention (i.e., recommendation to others or willingness to revisit in the future) can be positively boosted through favorable sensory experiences.

The previous literature also indicates that the effect of PV contributes to loyalty (Li & Petrick, 2010), and the influences of PV may be associated with tourist experiential consumption to a certain extent (Agapito et al., 2014; Holbrook & Hirschman, 1982; Pine & Gilmore, 1998). Li and Petrick (2010) proposed that PV mediates the effects of experiential quality and behavioral loyalty. Melancon et al. (2011) conceptualized advocacy as an important domain that reflects the in-depth loyalty intention of tourists. Advocacy goes beyond the concept of intention to recommend because it includes handling critics for a destination (Fakfare et al., 2020b). This study adopts advocacy and speculates that integrating this construct into the research model may provide better insight into loyalty intention in terms of revisit intention in the context of floating market destinations. Fernandes and Cruz (2016) reported that experience dimensions (e.g., functional benefits and physical environment) valued by tourists can favorably influence advocacy behavior, and in turn, affect the revisit intention of tourists.

Although previous research is critical to our understanding of sensory impression and its relationship with crucial service-oriented variables (i.e., satisfaction, PV, and tourists' supportive behavior), it also underlines

the research gap in the context of water-based community tourism, such as floating markets. To the best of the authors' knowledge, the current study is the first attempt to frame a logical network in which sensory impressions are linked to PV. This fundamental service-oriented construct has been repetitively verified as highly related to tourists' supportive behavior in the context of community tourism destinations. To verify the relationship between sensory impressions and their roles in a nomological network, composite-based structural equation modeling with an integrated generalized structured component analysis estimator was utilized. This approach can potentially improve the accuracy of parameter estimates for a model that contains common factors and composites. On the basis of the aforementioned academic evidence, the following hypotheses are developed.

H1: Sensory impressions, such as visual, aural, olfactory, gustatory, and haptic, positively affect PV.

H2: PV positively affects advocacy.

H3: Advocacy positively affects the intention to revisit a floating market destination.

Stages of a destination in tourism development

Extant tourism studies have given attention to the moderating role of the stages of tourism development in stakeholders' engagement in tourism activities (Kim et al., 2013). As Butler (1980) indicated, tourist destinations are dynamic, and they generally evolve in six successive stages: exploration, involvement, development, consolidation, stagnation and post-stagnation. These cyclical stages of development are primarily reliant on a range of factors, such as changes in tourists' attitudes and behavior toward a destination and the degradation of the environment and tourism facilities.

Martin and Uysal (1990) asserted that each phase of tourism growth has its own carrying capacity and distinctive features. For example, during the early stage of tourism development, destinations have abundant tourism resources but typically lack investments to create values; thus, facilities that accommodate tourists, such as hotels, restaurants, and transportation, are limited (Zhou et al., 2017). During this phase, governmental bodies frequently develop, promote, and regulate attractions/destinations. Given that the tourism infrastructure is unlikely to be prepared, destinations may not meet tourists' demands and requirements during this stage, affecting tourists' attitudes and behavior. When a destination reaches the consolidation or stagnation stage, during which all tourism service and facilities are well-developed, tourists may experience certain comfort in available facilities but may feel crowded because of too many visitors. The destination can further decline or rejuvenate during this cycle, depending on the strategy implementation of tourism authorities. If a destination experiences a decline, then tourists are likely to switch to newer attractions, and the destination becomes disengaged from tourism. Alternatively, destination managers may decide to rejuvenate the destination by changing products or introducing new types of attractions to search for new tourist markets (Whitfield, 2009)

Since the concept of tourism area life cycle (TALC) was proposed by Butler (1980), this model has been popularly adopted by scholars to investigate tourism issues in different settings. For example, Zhong et al. (2008) discussed the application of the TALC framework, particularly during the stages of exploration, involvement, development, and consolidation, to the tourism development of a national park in China. Kozak and Martin (2012) used the model of destination life cycle to explain the sustainable growth of Turkey's tourism industry. Whitfield applied the TALC concept to the planning and development of the conference sector, particularly to the rejuvenation of UK's conference venues. Fakfare and Wattanacharoensil (2020) examined the moderating effect of destination life cycle, particularly the consolidation and stagnation stages, on tourism influences in the community market setting. Kim et al. (2013) asserted that community well-being (and tourist satisfaction) can significantly change given the role of the stages of a destination in tourism development. Nevertheless, whether the effect may differ across the cyclical phase of tourism development, particularly in the context of water-based community tourism, such as floating markets, remains questionable. This question must be addressed because the solution can be helpful in the development of destination policies. This study builds on previous tourism research (Fakfare & Wattanacharoensil, 2020; Kim et al., 2013; Kozak & Martin, 2012) that applied the six successive stages of the TALC model to identify the role of the stages of a floating market destination in tourism development. On the basis of academic evidence, the following hypotheses are proposed. Additional details regarding the analysis of the life cycle of floating markets are presented in the methodology section.

H4-1: The stage of floating market destinations in tourism development moderates the effect of sensory impressions on PV.

H4-2: The stage of floating market destinations in tourism development moderates the effect of PV on advocacy.

H4-3: The stage of floating market destinations in tourism development moderates the effect of advocacy on intention to revisit such destinations.

Methodology

Study design

This empirical research primarily adopted a quantitative method through a systematic five-step procedure. First, a questionnaire was established and then a panel of experts verified the content validity of the measurement items. The experts comprised two tourism academics whose research focus is associated with community tourism development and one industry professional with substantial experience in working as a policy planner for a community tourism destination. In accordance with the expert panel review, slight adjustments were made to the wordings and sentence structures to enhance the clarity of the questionnaire. Second, domestic tourists with complete tourism experiences at floating market destinations over the past year were recruited to fill the questionnaire. In the third stage, the collected data were screened and recorded. Fourth, in response to the research objective regarding the moderating role of the destination life cycle of a floating market destination, this study invited a panel of experts to help verify the evolving phases of floating market destinations identified in the dataset. Finally, measurement and structural model tests were conducted to examine the effects of sensory impressions on tourist satisfaction, PV, and supportive behavior (i.e., advocacy and intention to revisit a floating market destination).

Measurement development

Applying the components of sensory impressions previously identified in the literature review, a framework to measure sensory elements associated with floating market destinations was proposed with five dimensions: visual, aural, olfactory, gustatory, and haptic. We ensure that all constructs used in this study appreciate the acceptable level of reliability and validity by adopting the validated measures from the prior studies (Agapito et al., 2017; Lv et al., 2020). The applied measures comprising 18 items were also modified to fit the study context. Regarding the measures for perceived value, four items were modified from Li and Petrick (2010). Advocacy was assessed utilizing four items (Melancon et al., 2011), and revisit intention was measured using three items adapted from Huang and Hsu (2009). Besides, our measures were re-evaluated by the panel of reviewers to confirm the face validity. Moreover, this study was submitted to the Institutional Review Board (IRB) for their approval in 2020. All constructs were assessed with a seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree.

The traditional constructs such as perceived value, advocacy, and revisit intention were assumed to be reflected by their effect indicators as a factor model (Benitez et al., 2020; Hair et al., 2020; Hwang et al., 2020, 2017). However, sensory constructs were explicated as a linear combination of their behavioral items as a composite model due to the independence among indicators (Bollen & Bauldry, 2011). As addressed by Hwang et al. (2020), it is recommended for researchers to distinguish the measurement model to avoid unintentional bias from the estimator used in the analysis. More specifically, to date, there are only two approaches (PLSc and IGSCA) that accounted for the potential biases in parameter estimates for the mixed factor-composite model. Since the recent simulation studies revealed that the parameter recovery of IGSCA tends to be more accurate than that of PLSc due to the property of full information in the GSCA framework over limited information in the PLS framework, our study thus selected IGSCA as the estimator.

Data collection

The unit of analysis in this study is the potential domestic Thai travelers who had attended a floating market in Thailand. The representatives were filtered through a screening question (i.e., "I have visited a floating market destination in the past 12 months"). Next, the respondents were instructed to respond to a few questions to trigger their memory cues about the tourism experience at the floating markets. For instance, respondents were asked to provide a name of a floating market based on their recent visits.

Considering that an onsite survey was unsuitable during the COVID-19 situation, an online survey was performed with the assistance of a group of research

students. Google Docs was used as the platform to create mobile- and web-based questionnaires. This platform was selected due to its effective features that can be conveniently monitored through a Google account and a document editor (Nawi et al., 2019). In addition, the use of Google Docs to gather data is cost-effective, and it simultaneously increases efficiency and data reliability (Rayhan et al., 2013). This study gathered data from early November 2020 to mid-January 2021. Given that the population of domestic tourists visiting floating markets over the past year is difficult to identify, this research adopted convenience and snowball sampling methods to gain the representatives of the data. Online questionnaires were disseminated to networks of researchers because this specific type of respondents can confirm confidence in data accuracy. With the assistance of 15 research students, a link to the questionnaire was also distributed through social media sharing and chat application software. Respondents were requested to complete the questionnaire and then pass the link to their acquaintances who may have visited a floating market in Thailand. A total of 1,200 individuals who had complete experiences at 40 floating market destinations participated in the survey. However, incomplete data were found in 42 questionnaires, and 1,158 were kept for statistical analysis.

Table 1 illustrates the descriptive respondent profiles. The gender ratio was reasonably balanced, with 40.6% male and 59.4% female. The age group 21 to 30 years had the most significant number of respondents with 59.4%, followed by 18 to 20 years (15.8%) and 31 to 40 years (13%). These statistics are consistent with the information provided by PWC (2021) given that approximately 60% of mobile Internet users in Thailand are between the ages of 16 years and 44 years. In accordance with the KKP Research (2021), the COVID-19 pandemic has affected the travel motivation of tourists. The younger age groups tend to exhibit more interest in traveling than the older age groups during the pandemic. The study of Quo Global (2020) also reported that the majority of domestic travelers in Thailand are between 20 years and 39 years. This information is in line with our research considering the low average age of tourists visiting floating markets in Thailand. In terms of education, 65.1% of the respondents had a bachelor's degree, while others had attained high school (18.3%), associate degree (10.7%), and post-graduate (5.9%). A majority of the respondents visited domestic destinations as tourists 3 to 4 times per year (31%), followed by 5 to 6 times (22.7%) and 1 to 2 times (20.6%). Additionally, the monthly income ranges of the respondents were classified as follows: US$833 (72.9%), US $1,167–1,500 (14%), and ≥ US$1,501 (13.2%).

Given that each floating market destination evolved differently in the stages of the tourism development (Butler, 1980), this research further attempted to categorize the stage of the floating market destination in tourism development. In accordance with the representative data empirically found in the current research, 40 floating market destinations around Thailand were recognized. Three significant stages of floating market destinations, namely, stagnation, consolidation, and development, were identified by an expert panel (one tourism researcher and one industry professional) combined with a review of the literature. This finding is in line with the results of Thongpanya (2018) and Wattanacharoensil and Sakdiyakorn (2016) given that floating markets in Thailand are generally well-established. Therefore, the three identified life cycle stages (i.e., stagnation, consolidation, and development)

Table 1. Respondent profiles (N = 1,158).

Respondent profile	Category	(%)
Gender	Male	40.6
	Female	59.4
Age	≤ 20	15.8
	21–30	59.4
	31–40	13.0
	41–50	9.1
	≥ 51	2.7
Education	High school	18.3
	Associate	10.7
	degree	65.1
	Undergraduate	5.9
	Postgraduate	
Number of visits to a domestic destination (per year)	1–2	20.6
	3–4	31.0
	5–6	22.7
	7–8	9.7
	≥ 9	16.1
Monthly income	≤ US$500	40.0
	US$501–833	32.9
	US$1,167–1,500	14.0
	US$1,501–1,833	5.7
	≥ US$1,834	7.5

Table 2. Stages of the floating market destinations identified in the study.

Development stage	Identified floating market destinations (n = 40)
Stagnation (n = 6)	Damnoen Saduak, Don Wai, Bang Nam Pueng, Ra Haeng, Rangsit and Amphawa Floating Market
Consolidation (n = 7)	See Pak, Hua Hin Sam Pan Nam, Wat Ta Kian, Koh Kloy, Ing Nam Sam Kok, Wat San Chao and Ayothaya Floating Market
Development (n = 27)	Wat Lampaya, Taling Chan, Ton Tarn, Klong Lad Mayom, Tung Bua Chom, Wat Sa-pan, Sam Peng song, Bueng Praya, Tung Bua Dang, Sam Wang, Sa Pan Kong, Sa Nam Chai, Klong Kang Pier, Klong Suan 100 Years, Bang Kla, Klong Por Pan Tai, Pak Panang, Klong Hae, Wat Tha Karong, Sai Noi, Ban Don, Bang Bai Mai, Lak Ha, Tha Kha, Talay Noi, Kwan Riam and Pracharat Suan Bua Floating Market

were suitable for further analysis. Table 2 shows the evolving phases of the floating market destinations identified in this study.

Analysis procedure

Initially, the assessment of reliability and validity of items for factor models was carried out through a series of evaluations of the construct reliability and convergent/discriminant validity recommended by Hair et al. (2020) and Benitez et al. (2020).

Construct reliability was examined using alpha (α) and DG-rho (ρ) with the cutoff value of .6. To achieve an acceptable level of convergent validity, the Average Variance Extracted (AVE) and loadings must be greater than .6. For assessing the discriminant validity of factors, the .9 cutoff criteria of CI_{CFA} (sys) and χ^2 (sys) was chosen over the traditional HTMT ratio since this technique does not involve the HTMT's parallel assumption, which requires the validation of equal variances and equal covariances of indicators (Rönkkö & Cho, 2020).

Our multiple-group analysis contained a systematic four-step procedure. First, the dataset was classified into three stages, which are (1) stagnation, (2) consolidation, and (3) development. Second, these groups were simultaneously fitted into the unconstrained model using the IGSCA framework for accounting for the bias from mixed factor-composite measurement models (Hwang et al., 2020). In this step, the overall model fit was assessed based on GFI and SRMR with the cutoff values of .93 and .08, respectively (Cho et al., 2020). Third, just like the second step, all parameters were fixed across groups (constrained model) and simultaneously estimated using the IGSCA approach. Forth, the choice between constrained and unconstrained models depended on the FIT difference with 1,000 bootstrap samples. In such analysis, we treated gender, age, education, times, and income as covariates.

Results

Reliability and validity

Assessment of reliability was conducted via examining the α and ρ (Benitez et al., 2020; Hair et al., 2020) as shown in Table 3. All estimates of reliability were above the cutoff values (α > .6, ρ > .7, and AVE >.5) (Benitez et al., 2020; Hair et al., 2020; Manosuthi et al., 2021), thus yielding support for the evidence of construct reliability. Construct validity was assessed through convergent validity and discriminant validity. Since standardized loadings for all items shown in Table 4 were above .6 (Hair et al., 2020), it was safe to conclude that there was strong support for the evidence of convergent validity. The problem of discriminant validity was not severe, although the upper bound of ρ_{CFA} is higher than the cutoff value. Findings indicated that the problem of discriminant validity falls into the marginal and moderate levels. Since those constructs were theoretically supported, widely used, and massively gathered (Table 5), systematic problem from scales is not the root cause of the high ρ_{CFA}. Hence, the analysis was carried on without merging factors.

Multigroup analysis (MGA)

We estimated and compared the fit indices between the constrained (Model 1) and unconstrained (Model 2) models to test the moderating effect of the life cycle stages, as shown in Table 6. IGSCA revealed that FIT = .695, GFI = .995, and SRMR = .042 for the constrained model and FIT = .696, GFI = .996, and SRMR = .035 for the unconstrained model. A recent simulation study in GSCA literature has suggested that the cutoff value of GFI should be higher than .93, while SRMR should be smaller than .08 when observations exceed 100 (Cho et al., 2020). Therefore, our fit indices

Table 3. Reliability and convergent validity.

	Total sample (n = 1,158)			Stagnation (n = 571)			Consolidation (n = 352)			Development (n = 229)		
Construct	AVE	α	ρ	AVE	α	ρ	AVE	α	ρ	AVE	α	ρ
VIS	.662	.872	.907	.680	.882	.914	.639	.857	.898	.659	.870	.906
AUR	.737	.821	.894	.744	.828	.897	.744	.827	.897	.716	.802	.883
OLF	.770	.850	.909	.781	.859	.914	.770	.850	.909	.743	.826	.896
GUS	.789	.866	.918	.788	.866	.918	.822	.892	.933	.727	.812	.889
HAP	.719	.870	.911	.718	.869	.911	.723	.872	.913	.716	.868	.910
PV	.755	.901	.902	.760	.903	.905	.742	.894	.896	.770	.908	.909
ADV	.743	.894	.896	.739	.892	.895	.756	.900	.903	.743	.890	.896
RI	.811	.927	.928	.799	.922	.923	.817	.929	.930	.834	.935	.938

Note: α = alpha, ρ = DG rho, AVE = Average Variance Extracted, VIS = Visual, AUR = Aural, OLF = Olfactory, GUS = Gustatory, HAP = Haptic, PV = Perceived value, ADV = Advocacy, RI = Revisit intention

Table 4. Estimates of weights, loadings, and their 95% CI obtained from the unconstrainted multiple group analysis.

			Stagnation (n = 571)				Consolidation (n = 352)				Development (n = 229)			
Construct	Type	Indicator	$\hat{w}_i$	$CI_{\hat{w}_i}$	$\hat{\lambda}_i$	$CI_{\hat{\lambda}_i}$	$\hat{w}_i$	$CI_{\hat{w}_i}$	$\hat{\lambda}_i$	$CI_{\hat{\lambda}_i}$	$\hat{w}_i$	$CI_{\hat{w}_i}$	$\hat{\lambda}_i$	$CI_{\hat{\lambda}_i}$
VIS	Composite	VIS1	.241	[.223;.247]	.788	[.740;.814]	.247	[.235;.259]	.787	[.732;.838]	.247	[.235;.259]	.855	[.813;.886]
		VIS2	.234	[.219;.243]	.785	[.727;.832]	.222	[.205;.239]	.710	[.630;.782]	.222	[.205;.239]	.759	[.666;.830]
		VIS3	.241	[.242;.264]	.850	[.824;.880]	.261	[.244;.273]	.829	[.786;.869]	.261	[.244;.273]	.854	[.817;.890]
		VIS4	.244	[.239;.265]	.842	[.817;.872]	.254	[.239;.273]	.814	[.775;.853]	.254	[.239;.273]	.791	[.705;.838]
		VIS5	.254	[.235;.259]	.854	[.819;.882]	.265	[.244;.284]	.848	[.819;.881]	.265	[.244;.284]	.795	[.687;.867]
AUR	Composite	AUR1	.372	[.368;.390]	.837	[.804;.870]	.381	[.368;.393]	.839	[.789;.885]	.381	[.368;.393]	.852	[.809;.886]
		AUR2	.407	[.385;.418]	.891	[.859;.909]	.385	[.370;.402]	.857	[.820;.892]	.385	[.370;.402]	.824	[.773;.874]
		AUR3	.379	[.364;.397]	.859	[.828;.891]	.393	[.373;.417]	.891	[.866;.910]	.393	[.373;.417]	.863	[.833;.888]
OLF	Composite	OLF1	.383	[.370;.392]	.895	[.878;.911]	.383	[.370;.392]	.902	[.880;.922]	.387	[.368;.406]	.899	[.872;.921]
		OLF2	.379	[.379;.402]	.902	[.885;.920]	.379	[.379;.402]	.894	[.864;.919]	.389	[.374;.404]	.885	[.851;.912]
		OLF3	.370	[.355;.371]	.854	[.817;.875]	.370	[.355;.371]	.834	[.785;.876]	.363	[.352;.375]	.799	[.732;.862]
GUS	Composite	GUS1	.371	[.363;.382]	.885	[.868;.906]	.371	[.363;.382]	.903	[.881;.928]	.370	[.356;.387]	.860	[.815;.887]
		GUS2	.360	[.355;.374]	.869	[.844;.890]	.360	[.355;.374]	.905	[.877;.925]	.365	[.350;.376]	.840	[.774;.884]
		GUS3	.395	[.376;.401]	.909	[.886;.929]	.395	[.376;.401]	.911	[.889;.931]	.368	[.351;.386]	.859	[.793;.908]
HAP	Composite	HAP1	.299	[.282;.310]	.853	[.821;.876]	.299	[.282;.310]	.851	[.797;.890]	.291	[.268;.291]	.865	[.814;.893]
		HAP2	.298	[.288;.313]	.867	[.840;.895]	.298	[.288;.313]	.861	[.817;.901]	.291	[.291;.319]	.857	[.802;.896]
		HAP3	.291	[.268;.291]	.803	[.748;.830]	.291	[.268;.291]	.823	[.770;.869]	.292	[.274;.307]	.833	[.774;.874]
		HAP4	.291	[.291;.319]	.865	[.848;.893]	.291	[.291;.319]	.867	[.844;.888]	.301	[.285;.316]	.831	[.770;.884]
PV	Factor	PV1	.370	[.357;.391]	.845	[.791;.892]	.370	[.357;.391]	.839	[.762;.897]	.370	[.357;.391]	.887	[.837;.935]
		PV2	.390	[.376;.413]	.889	[.860;.920]	.390	[.376;.413]	.870	[.838;.907]	.390	[.376;.413]	.875	[.824;.924]
		PV3	.387	[.368;.402]	.880	[.829;.897]	.387	[.368;.402]	.874	[.827;.917]	.387	[.368;.402]	.870	[.824;.903]
ADV	Factor	ADV1	.402	[.384;.422]	.892	[.857;.917]	.402	[.384;.422]	.906	[.867;.938]	.402	[.384;.422]	.898	[.859;.928]
		ADV2	.404	[.388;.430]	.895	[.867;.922]	.404	[.388;.430]	.853	[.807;.898]	.404	[.388;.430]	.892	[.825;.939]
		ADV3	.355	[.339;.372]	.788	[.718;.844]	.355	[.339;.372]	.848	[.790;.902]	.355	[.339;.372]	.791	[.719;.858]
RI	Factor	RI1	.375	[.361;.393]	.900	[.867;.930]	.375	[.361;.393]	.894	[.852;.922]	.375	[.361;.393]	.908	[.871;.938]
		RI2	.367	[.356;.379]	.880	[.826;.917]	.367	[.356;.379]	.907	[.869;.932]	.367	[.356;.379]	.943	[.899;.969]
		RI3	.376	[.360;.392]	.902	[.875;.936]	.376	[.360;.392]	.910	[.878;.941]	.376	[.360;.392]	.888	[.842;.925]

Note: VIS = Visual, AUR = Aural, OLF = Olfactory, GUS = Gustatory, HAP = Haptic, PV = Perceived value, ADV = Advocacy, RI = Revisit intention, $\hat{w}_i$ = estimated weights, $CI_{\hat{w}_i}$ = 95% Confidence interval of estimated weights, $\hat{\lambda}_i$ = estimated loadings, $CI_{\hat{\lambda}_i}$ = 95% Confidence interval of estimated loadings with 1,000 bootstrap samples

Table 5. Discriminant validity using CI_{CFA}(sys) and χ^2 (sys) (n = 1,158).

Factor		ADV	RI
PV	Estimated ρ_{CFA}	.931	.861
	Confidence Interval ρ_{CFA}	[.908,.953]	[.834,.887]
	p-value	.000[a]	.000[b]
	Degree of problem	moderate	marginal
	Theoretical distinction	yes	yes
	Evidence of prior studies	Kim and Tang (2020)	Cheng and Lu (2013)
Factor			**RI**
ADV	Estimated ρ_{CFA}		0.915
	Confidence Interval ρ_{CFA}		[.893,.938]
	p-value		.000[b]
	Degree of problem		marginal
	Theoretical distinction		yes
	Evidence of prior studies		Kumar and Kaushik (2020)

Note: a $\chi^2(1) - \chi^2$(original model) > 3.84 and the upper bound $\in$ [.9,1)
b $\chi^2(.9) - \chi^2$(original model) > 3.84 and the upper bound $\in$ [.8,.9)
ρ_{CFA} = Factor correlation based on CFA, PV = Perceived value, ADV = Advocacy, RI = Revisit intention

(GFI = .995/.996 and SRMR = .042/.035) indicated an excellent fit for both models. We then evaluated the FIT difference between constrained and unconstrained models based on 1,000 bootstrap samples. IGSCA revealed that FIT difference = .00049, SE = .0002, and 95% CI was in the range of [.0007;.0017]. Hence, it was supported by the empirical evidence to conclude that the unconstrained model (Model 2) was preferred, suggesting that the different destination lifecycles may involve different relationships among variables within the model.

For the unconstrained model, the overall assessment fit indices highlighted the importance of the FIT family. Specifically, this model accounted for 69.6% of the total variation of all variables across the three life cycle stages (FIT = .696). Further examination of the measurement model's explanatory power provided that FIT_M = .812, thus signifying that the measurement model accounted for 81.2% of the overall variation of total indicators. Likewise, the structural model explained approximately 30.3% of the total variation of both latent factors and composites (FIT_S = .303).

For path coefficients (Figure 1), VIS, AUR, OLF, GUS, and HAP showed statistically significant and positive impacts on PV for the consolidation stage (Group 2). However, OLF explicated a statistically insignificant impact on PV for stagnation and developmental stages. Also, AUR exhibited a statistically insignificant effect on PC only in the developmental stage. As expected, the

Table 6. Estimates of path coefficients, their 95% CI, and fit indices obtained from the multiple group analysis.

	Model 1: Constrained model				Model 2: Unconstrained model											
	Constrained all parameters				Stagnation (n = 571)				Consolidation (n = 352)				Development (n = 229)			
Relationship	$\hat{\beta}_i$	$CI_{\hat{\beta}_i}$	f^2	R^2	$\hat{\beta}_i$	$CI_{\hat{\beta}_i}$	f^2	R^2	$\hat{\beta}_i$	$CI_{\hat{\beta}_i}$	f^2	R^2	$\hat{\beta}_i$	$CI_{\hat{\beta}_i}$	f^2	R^2
VIS → PV	.173	[.114;.248]	.031	.746	.218	[.128;.322]	.050	.764	.143	[.033;.290]	.021	.752	.161	[.002;.292]	.027	.758
AUR → PV	.166	[.075;.268]	.028		.172	[.035;.276]	.030		.161	[.014;.291]	.026		.167	[−.004;.312]	.029	
OLF → PV	.129	[.039;.209]	.017		.137	[−.016;.236]	.019		.195	[.082;.328]	.039		.059	[−.124;.193]	.003	
GUS → PV	.214	[.143;.294]	.048		.180	[.074;.284]	.033		.246	[.101;.389]	.064		.217	[.049;.346]	.049	
HAP → PV	.285	[.148;.370]	.089		.266	[.160;.371]	.076		.219	[.067;.354]	.050		.374	[.205;.534]	.163	
PV → ADV	.909	[.880;.931]	4.731	.872	.945	[.906;.972]	8.313	.752	.908	[.841;.948]	4.704	.825	.887	[.818;.935]	3.675	.894
ADV → RI	.911	[.877;.935]	4.911	.781	.884	[.842;.921]	3.590	.758	.945	[.904;.969]	8.403	.786	.908	[.833;.948]	4.705	.825
Fit indices	**Model 1: Constrained model**								**Model 2: Unconstrained model**							
FIT	.695								.696							
FIT_S	.301								.303							
FIT_M	.811								.812							
GFI	.995								.996							
SRMR	.042								.035							
FIT difference	FIT difference = .00049 SE = .0002 95% Confidence interval [.0007,.0017] with 1,000 bootstrap samples															
Decision	Model 2 is statistically preferred															

Note: VIS = Visual, AUR = Aural, OLF = Olfactory, GUS = Gustatory, HAP = Haptic, PV = Perceived value, ADV = Advocacy, RI = Revisit intention, $\hat{\beta}_i$ = estimated path coefficients, $CI_{\hat{\beta}_i}$ = 95% Confidence interval of estimated path coefficients, f^2 = effect sizes, R^2= coefficient of determination

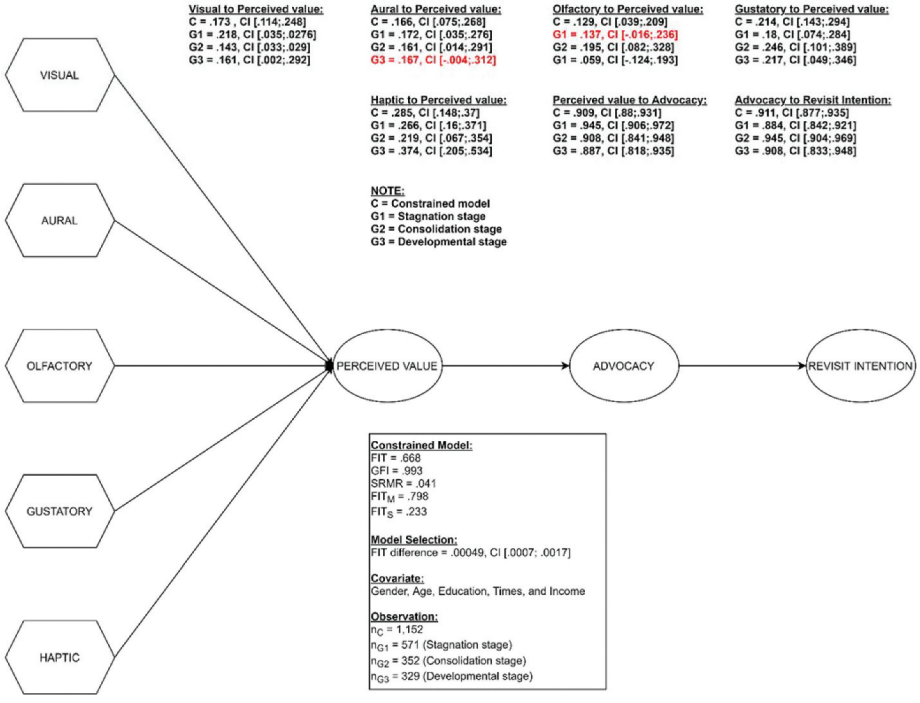

Figure 1. Results of the research model. Note: Hexagon denotes composites whereas eclipse indicates factors

effect of PV on ADV and ADV on RI had a statistically significant and positive effect for all stages. However, the impact of PV-ADV-RI was different in their effect size across the life cycle stages. Based on the structural model assessment result, it could be summarized that the destination lifecycle performed a moderating effect on the interplay of constructs.

Discussion and implications

For several decades, community markets (on the ground and in rivers) have become essential components of Thai tourism, in which tourists can learn about and engage in various cultural activities, such as boat trips, cultural sightseeing, tasting homegrown delicacies, shopping, and visiting local farmlands (Fakfare &

Wattanacharoensil, 2020). Community tourism, particularly the floating market category, can showcase the way of life of local people; it can provide a sense of authenticity and offer sensory experiences to tourists, making the development of floating markets into creative tourism destinations possible (Wattanacharoensil & Sakdiyakorn, 2016). By synthesizing previous results from community tourism and sensory experience research, primary constructs (e.g., tourists' sensory impressions, PV, and behavioral responses) that underpinned floating market destinations were identified. The results provide an interesting possibility for future studies. Thus, the current research sought to explore which sensory aspects of a floating market destination contribute to the value perception of tourists to determine whether PV develops advocacy and revisit intention.

Previous marketing and tourism studies have addressed the causal connections among sensory impressions, PV, and future tourist behavior (Chua et al., 2019; Krishna, 2012). Gaining a satisfying and long-lasting experience is a fundamental reason why individuals visit a leisure destination (Tung et al., 2021). Thus, understanding the factors that trigger tourists' senses and form their impression of a destination and how these sensory elements influence PV and behavioral responses is crucial. However, no study has yet established a nomological network that integrates multidimensional sensory impressions and PV to explain the behavior of floating market tourists. The current work provides an expanded view of floating markets through the empirical examination of underlying tourism and sensory marketing constructs, addressing the knowledge gap to advance existing community tourism and destination research.

Moreover, continuing the examination of water-based community markets (Boonratana, 2011; Pongajarn et al., 2018) and sensory impressions (Agapito et al., 2013, 2017, 2014; Lv et al., 2020), this study is one of the pioneers in investigating the moderating role of the stages of a destination in tourism development. The result provides empirical evidence for enhancing the destination life cycle model proposed by Butler (1980); Butler (2004), given that the different phases of floating market development (i.e., stagnation, consolidation, and development) involve varied relationships among the examined constructs, supporting H4-1. This finding is in line with those of previously published articles, suggesting that the dynamic stages of tourism development can affect stakeholders' attitudes and behavior in a different way, albeit in various study contexts (Kim et al., 2013; Zhou et al., 2017).

In the current study, the overall results (Model 1) indicate that PV is influenced by a positive perception toward the five senses: visual, aural, olfactory, gustatory, and haptic, verifying the importance of the sensory impression construct in the context of water-based community tourism. Among the five components, haptic impression was positively related to perceived value more than the other sensory components on the basis of its coefficient ($\beta = 0.285$). Haptic impression describes tourists' sense of touch or how they feel about their surroundings, such as the breeze and the temperature in a destination (Ghosh & Sarkar, 2016). One plausible explanation for the robust effect of this component on value perception is that tourists generally expect a high degree of physical comfort when they visit a leisure destination (Fakfare et al., 2020b). The result concurs with that of Kastenholz et al. (2020) because the sense of touch can favor delightful emotional responses, particularly among same-day visitors. We may focus on the haptic experience of tourists to enhance perceived value because this sensory dimension is apparently more relevant for developing the relational value that may cause tourists to revisit or recommend floating market destinations to others. The value of haptic impression in the current research is represented by pleasant weather, various water-based activities, cleanliness, and tourist support facilities. Similar to the work of Wattanacharoensil and Sakdiyakorn (2016), the physical environment is considered to foster favorable tourists' haptic sensations in the community tourism setting.

Through a deeper comparative analysis of destination life cycle (Model 2), tourists attending a floating market during the development stage perceive haptic impression ($\beta = 0.374$) to have a more substantial effect on value perception than those visiting floating market destinations during the consolidation ($\beta = 0.219$) and stagnation ($\beta = 0.266$) stages. The result expounds the fact that development is the stage during which substantial investment is typically attracted to a destination; therefore, tourism facilities and travel-related services are highly enhanced (Whitfield, 2009). Thus, the conclusion that tourists visiting a floating market destination during the development phase perceive haptic impressions as more essential than those attending such market during the consolidation or stagnation phase is reasonable.

Gustatory impression was the second dominant component that drives positive value perception (Model 1: $\beta = 0.214$). In the current study, gustatory impression describes a sense of taste appreciation when tourists visit a floating market. The result highlights the notion that floating markets are central places for selling or

trading produces in Thailand and meeting areas for people to dine and socialize (Boonratana, 2011). Given that tourists expect to experience local delicacies when they visit a destination (Fakfare & Lee, 2019; Meeprom & Fakfare, 2021), home-grown cuisines from different localities, fresh seafood, local beverages, and seasonal tropical fruits represent elements that can form a gustatory impression of floating market visitors. This finding is consistent with that of Wattanacharoensil and Sakdiyakorn (2016) because tourists' gustatory experience should be emphasized when developing floating markets into creative tourism destinations. A multigroup analysis (MGA) also reports that gustatory delights act as a significant PV driver in all the identified life cycle stages. However, tourists visiting floating markets during the stagnation stage (β = 0.180) perceive a sense of taste appreciation that is less than those visiting floating markets during the consolidation (β = 0.246) and development (β = 0.217) stages. This finding is sensible because tourists typically consider tourism-related products in a destination during the stagnation stage as outdated and uninventive, and therefore, find them less attractive or nonnovel (Moore & Whitehall, 2005).

Consistent with the previous literature that visual stimuli are essential for shaping tourists' attitudes and behavior (Lv et al., 2020; Lv & Wu, 2021), the current study verifies that visual impression is a critical determinant of PV in every cyclical stage of community tourism development. Tourists are likely to obtain a more essential experiential value resulting from their visual appreciation of a floating market destination during the stagnation stage (β = 0.218) than the consolidation (β = 0.143) and development (β = 0.161) stages. Although the peak number of tourists is reached during the stagnation stage, conservative tourists, particularly repeat visitors, who are the primary visitors of a stagnated destination (Meacci & Liberatore, 2018), may possess high relational value with a floating market destination and appreciate visual stimuli, such as waterscape, natural scenery, market views, cultural attractions, local architecture, and streams more than other types of tourists. Consequently, tourists attending a floating market during the stagnation stage perceive more fair value and visual impression of the market than those attending during the other stages.

Aural impression also serves as an underlying antecedent of PV (Model 1). Aural impression, which is related to the sense of hearing, is operationalized by the noise of the crowd/market, the sound of streams, and local or country music during the current study. Tourists realize the value of participating in community tourism when aural experience is enhanced. The MGA analysis of the destination life cycle (Model 2) indicates that aural impression exerts a significant and positive effect on PV during the stagnation and consolidation stages. By contrast, no significant relationship is observed between the aural component and PV during the development stage. The nature of a destination life cycle anticipates the result because attractions and activities typically cater to the needs of tourists, particularly the mass market types, during the development stage (Moore & Whitehall, 2005). In addition, the primary goal of market or destination managers in a floating market setting is to attract the optimum number of tourists to visit a newly developing market. Thus, if tourists consider an attraction, such as a floating market, as overcrowded, they will develop an unfavorable impression of the place (Koh et al., 2020). By contrast, a less crowded destination (e.g., a stagnated/consolidated market) may be favorable to tourists who are searching for an exclusive experience, particularly in terms of auditory sensation (Baker & Wakefield, 2012).

Along with the four aforementioned sensory components, olfactory impression is also an essential PV driver. In the current study, olfactory impression describes a sense of smell related to tourists' perception of a floating market (e.g., natural scents and fresh air). Interestingly, the comparative analysis of destination life cycle (Model 2) shows that only tourists who visit a floating market during the consolidation stage perceive the value of this destination on the basis of their olfactory sensory experience. Such result is expected because the consolidation stage is when the local community and economy are suitably tied to tourism (Whitfield, 2009). Koh and Fakfare (2020) indicated that a congested environment can be expected during the development stage (e.g., more tourist motorboat services), while the deteriorating state of an attraction's environment is generally observed during the stagnation stage. Thus, tourists may plausibly perceive favorable olfactory elements (e.g., good air quality, food aroma, and pleasant market odors) to be indispensable during the consolidation stage of a floating market destination than during the other stages.

The relationships between PV and tourists' behavioral responses regarding advocacy and revisit intention were also examined. The findings demonstrated that PV strongly influences advocacy, which, in turn, influences revisit intention; thus, H2 and H3 are supported. Considering that tourists may develop a deep emotional connection with the destinations they visit (Kastenholz et al., 2020), the stimulation of multisensory experiences

is apparently an effective strategy for enhancing a destination's relational value in the community tourism setting. The moderating effects of destination life cycle further verify the strong connection among the examined constructs during all stages, supporting H4-2 and H4-3. When tourists realize the value of participating in floating market activities, they are likely to express relational behavior with a community/destination. Their impression and value perception for a floating market that they visited may increase, and such increase may be demonstrated by recommending and defending the place to friends and other visitors and their willingness to revisit the place. The findings support those of Chen and Chen (2010) given that a favorable value perception of tourists contributes to positive behavioral responses. In addition, the results confirm the importance of integrating sensory impression into a tourist behavioral model (Agapito et al., 2017; Lv et al., 2020), presenting academic evidence for the relationships between sensory components and primary service-oriented constructs in the context of community tourism and floating market destinations.

Managerial implications

This study also offers implications for DMOs and travel service providers of floating market destinations. First, destination managers can pinpoint the critical source of tourists' PV by gaining insights into their sensory impressions. Such insight can be a strategic tool for developing and managing resources at a floating market destination. For example, this study found that haptic impression is the most influential component that drives tourists' PV, implying that concerned practitioners should give particular attention to the development and maintenance of tourism facilities, the availability of water-based attractions and activities, and the cleanliness of a floating market to ensure the haptic experiences of visitors.

Second, managers of a floating market destination can try to identify and design outstanding sensory experience for visitors. Not only can the development of multisensory design be beneficial for tourists and community people (Agapito & Chan, 2019; Agapito, 2020), but it can also provide opportunities to managers to enhance the value of floating markets. In accordance with the empirical findings, haptic impression accounts for the highest ratio of tourist's sensory experience, verifying the importance of its effect on value perception and behavioral responses. At the destination level, tourism bureaus can cooperate with market managers and local communities to design tourists' haptic experience in particular. Tourist centers, clean toilets, and support facilities (e.g., Wi-Fi Internet and ATM machines) should be available to accommodate tourists in floating market destinations. DMOs can go the extra mile by offering discounts to domestic tourists for all types of water-based activities (e.g., canal boat tours and sightseeing). However, other sensory components, including auditory, olfactory, gustatory, and visual impressions, also positively affect PV. Thus, managers should not only focus on enhancing tourists' haptic experience when designing the experience of floating market visitors. For example, a careful design based on the multisensory nature of a gastronomic experience should be emphasized (Agapito, 2020). Floating market visitors may be excited to try local delicacies, taste homegrown cuisine, and drink beverages from different localities. Thus, gustatory features should be prearranged and available to cater to the desires of floating market tourists. Managers can also consider this aspect of sensory experience when developing floating markets into creative tourism destinations.

Importance should also be placed on the visual aspect of a floating market because this aspect was identified as a dominant dimension for tourists who are searching for a sensory experience in a previous study (Lv et al., 2020). Our findings indicated that visual impression moderately influences perceived value. Tourists may prefer a floating market with a beautiful landscape, spectacular river views, and attractive local cultures. DMOs and service providers can focus on developing and maintaining the surroundings and attractiveness of floating market destinations, such as man-made attractions, ancient buildings, clean canals, and directions and signs to boost the visual experience of tourists.

To develop floating markets as top tourist destinations for domestic travelers, aural impression is another important sensory domain that should be considered by concerned stakeholders. Apart from showcasing only the murmuring or natural sound of streams/rivers at floating markets, DMOs can work with market managers and shop vendors to enhance the aural experience of tourists. For example, when tourists arrived at a floating market, managers cannot only provide warm greetings, but they may also offer live music performance to entertain tourists. Another essential element that can constitute favorable tourist experience concerns olfactory value (Lv & Wu, 2021). In a floating market destination, tourists generally expect to experience fresh air, natural odor, and food aroma. Accordingly, managers should exert effort to maintain good air quality in markets and nearby areas. A separate ready-to-eat food zone can also be established with the presentation of aromatic local delicacies.

Third, this study verifies that the life cycle stage of a floating market destination moderates the relationships among sensory impressions, PV, and behavioral

responses. The result supports DMOs and tourism authorities in understanding the sensory components that affect tourists' preferences and behavior regarding the current destination stage. This result also implies that different actions and resources must be satisfied to promote a floating market during various tourist destination stages. For example, this study found that olfactory impression significantly influences tourists' PV of a floating market only during the consolidation stage. Concerned practitioners should probably maintain regular effort to provide a sense of smell appreciation to tourists visiting a floating market during the consolidation stage while increasing attention to the improvement of olfactory factors for floating markets during the development and stagnation stages.

Limitations and future research

This research exhibits certain limitations that must be addressed. First, the limited types of floating market identified by the survey participants enable the authors to investigate only three destination stages (i.e., stagnation, consolidation, and development). Future researchers are encouraged to extend the investigation into the exploration, rejuvenation, and decline stages of a destination's life cycle, providing insight into how destination stages affect various factors in the tourist behavioral model. Second, this study adopts convenience and snowball sampling techniques through an online survey to collect data samples (i.e., Thai domestic tourists). A different sampling method conducted on-site at popular floating market destinations may obtain broader and larger representatives. Third, given that differences in nationality can affect tourists' preference and destination experience (Dedeoğlu et al., 2018), analyzing the moderating effects of nationality on sensory components and travel behavior in the context of community tourism destination will be another area of future research. Fourth, this study does not include other constructs that can be relevant to its outcomes. Future research is encouraged to investigate a relationship(s) between a predictive and/or an outcome variable(s) and sensory impressions. Memorable experience, tourist delight, and destination authenticity that can be associated with the nature of floating market destinations can be adopted as a mediator, along with the sensory components in a mixed-factor composite structural model. Lastly, the findings of this research mostly rely on cross-sectional data with a self-reported design. Cross-sectional data can lead to bias, such that results may differ depending on the study period (Bland, 2001). Therefore, future research can consider a longitudinal study to evaluate tourists' perception of sensory experience when they visit a leisure destination (e.g., after the COVID-19 pandemic).

Highlights

- The concept of sensory impressions in the setting of floating market destinations was adopted.
- Integrated generalized structured component analysis was used to investigate the relationships among sensory impressions, perceived value, advocacy, and revisit intention.
- Destination life cycle was identified as a significant moderator in the interplay of constructs.
- This study offers an enhanced understanding of sensory experiences from the perspective of floating market tourists.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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