DOI: https://doi.org/10.59294/HIUJS.VOL.5.2023.547

Motives influencing the co-production behavior of Vietnamese tourists: Scale development and validation

Truong Thi Xuan Dao
Hong Bang International University, Vietnam

ABSTRACT

The study highlights a number of incentives that impact product co-production behavior, including: economic, psychological, and social motivations. It was developed from the research framework "Descriptive model of the consumer co-production process" by M. Etgar. Nevertheless, particularly for travel-related goods, defined measurement scales for these variables are still lacking. A credible and dependable scale measuring the social, psychological, and economic factors influencing co-production behavior through a conceptual approach is needed to close this study gap. Multidimensional ideas become essential and significant. From an operational standpoint, tourist managers can assess or track the success of co-production techniques using measuring scales as a reference. The main purpose of this research is to develop a measurement scale for the group of psychological motives, economic motives and social motives that influence tourists' co-production behavior. With this goal, the techniques implemented for measuring these concepts will follow the guidelines (Churchill, 1979) of including the following steps: 1) Identify topics and create categories; 2) Screening and correction; and 3) Validate the scale.

Keywords: *psychological motivation, economic motivation, social motivation, co-production behavior*

1. INTRODUCTION

Today, the relationship between businesses and customers is no longer just a normal exchange relationship between sellers and buyers but has changed according to the new market structure. It is structured through the axis of relationships and cooperation with customers and businesses [1]. A business can achieve success when it correctly identifies customer requirements and needs and designs products that match customer expectations or in other words businesses focus on a business model that focuses on customer satisfaction or customer-centric rather than the traditional product-centric business model. Customer centricity is an approach based on collaboration and relationships with customers rather than an approach focused on sales and profits[2].

At this time, businesses in this sector adopt a co-production strategy with the aim of identifying complex customer requirements and needs precisely, providing a product that is cohesive with the customers to reduce service problems and grow service output [3]. Applying a co-production strategy to the tourism sector is crucial for the success of the industry, understanding the indefinable needs of new potential tourism products and organizing appropriate tourism activities for customers '[4]. In order to understand the motivations that influence tourists' behavior to participate in co-production is necessary. However, until now, research on this issue is still limited. Developed from the research framework " Descriptive model of the consumer co-production process" [5], the study identifies a number of motives that influence co-production behavior such as: economic, psychological and social motives. However, measurement scales for these factors have not yet been clearly established, especially for tourism products. To fill this gap in research, developing a reliable and valid scale that measures the economic, psychological, and social drivers that influence product co-creation behavior through a conceptual approach is essential. Multi-dimensional concepts become necessary and important. From a practical perspective, measurement scales can serve as a guide for tourism managers to evaluate or monitor the effectiveness of strategies in co-production.

Corresponding author: Dr. Truong Thi Xuan Dao
Email: daottx@hiu.vn

2. LITERATURE REVIEW

2.1. Tourism products

Defines "product" as: *"anything that can be offered to a market for attention, acquisition or consumption that might satisfy a want or need bridge. It includes physical objects, services, people, places, organizations and ideas"*. Kotler's insight is particularly relevant in the context of tourism because it clearly shows that products are not just physical objects but also services, people, places, organizations and ideas, which are the components that make up tourism [4].

Also commented that the term "tourism product" is used at two different levels. One is the "concrete" level , which is the level of a discrete product offered by a business, such as a sightseeing tour or a seat on an airplane. The other type is the "total" level , which is the traveler's entire experience from the time he leaves home until he returns [5]. P. Kotler (2001) put forward two perspectives: a tourism product is "a set of physical and service characteristics along with symbolic associations expected to satisfy the buyers' wants and needs" or a tourism product is "a satisfying activity at a desired destination" [6] .

Three conclusions can be drawn when defining "tourism product" as follows: (1) there is attention to the nature of the product in general and the nature of the specific service ; (2) the structure of services is often considered relatively complex, involving different service levels; (3) consumers are recognized as typically having some connection to the provision of the service.

2.2. Co-production of tourists

Tourists can participate in all stages of the production process offered by agents, from planning to evaluating the travel experience. During this process, both agents and customers transfer their resources and capabilities to the production stages [3]. The main goal of the process is to produce output for businesses on the one hand and for customers on the other hand [7]. The output produced can have positive or negative features. However, since the main goal in the co-production process is to provide positive outputs for both the business and the customer, there are some important points that need to be taken into account to get positive service results in end of the process. According to[8], the first important point is the level of customer participation in production, and the second point is the customer's participation behavior in production. Not every customer has to participate in all stages of the production process.

2.3. Motivation to participate in co-production

2.3.1. Economic motive

Incentives are identified by [9] as an economic "reward". Holbrook (2006) [10] suggests that reducing the cost of performing a certain activity can be a key motivator for customers to engage in co-production. Costs can be reduced by replacing the use of more expensive resources by non-consumer partners with the use of lower-cost resources by consumers. For example, consumers can purchase airline tickets directly through Internet-based websites rather than "using" the travel agent[5].

Therefore, consumers will try to make products as suitable to their preferences as possible, subject to obvious budgetary and material constraints [5]. In some consumption situations, this may imply that the consumer will want the product he or she receives to be significantly different from those of other consumers. In such cases, the actual level of customization achieved will always be compared with this ideal level of differentiation.

2.3.2. Psychological motivation

Consumers may decide to engage in co-production activities precisely because the participation activities and performance of related tasks may provide experiences of psychological benefits independent of the nature of the product [5]. Research on marketing as well as theories on consumer culture explain the psychological benefits that participating in co-production brings to customers such as [9 -10]. Consumer's psychological values that motivate customers to participate in co-production can be divided into two types, which are internal values and external values[10]:

Intrinsic value: According to [10], intrinsic value implies that an experience is appreciated for its own sake, while extrinsic values serve as a means to an end. Internal values may include the desire for fun and enjoyment, defined as "an experience that is personally enjoyed and actively pursued for one's own benefit," and the search for aesthetic value (when the experience of co-production guides one's own assessment of the aesthetic value of that activity). Also according to [11] intrinsic values can be moral motivation (activities pursued for their own moral values) and spiritual

motivation (activities pursued for their own moral values). Consumers may want to engage in different co-creation activities simply because these activities are different from their daily routine (e.g., traveling).

External value: co-production can provide consumers with opportunities to seek values such as excellence, where experiences are valued for their ability to help consumers perform well [10], and Autonomy is defined as "a situation that promotes choice and a sense of freedom". Co-production can be attractive if it allows consumers to learn and possibly master new skills and techniques. Consumers may also decide to engage in introductory activities to satisfy their need for self-expression and uniqueness '"[11], to exercise and utilize their inherent personal abilities that have not yet been recognized. implemented in their daily routine. A similar approach is proposed by [12], the authors argue that, in postmodern culture, individuals engage in some continuous task, along with valuable experiences that they achieve can become a source of inspiration for others.

2.3.3. Social motivation

Co-production can also bring social benefits to customers. [10] suggests that seeking social status and esteem may be an important motivator, an example being the case of adolescents gaining status among their peers if they repair their own car. Co-production can also provide consumers with the skills to maintain contact and dialogue with theiris. Participation in activity networks also creates social contact values-the enjoyment of sharing certain activities with people who share similar interests and desires. Co-production allows consumers to participate in physical or virtual product co-creation communities and social networks with product co-creators and other consumers. [13] suggest that another important social driver of co-production behavior is consumers' desire for control, such as being able to fully control their environment, as well as their need to Demand can determine what will be the end result of the product or service that the person is about to use.

3. SCALE DEVELOPING

The implementation technique for measuring these concepts will follow the guidance of [14] including the following steps: 1) Identify topics and create categories; 2) Screening and correction; and 3) Validate the scale. All steps will be summarized in Figure 1.

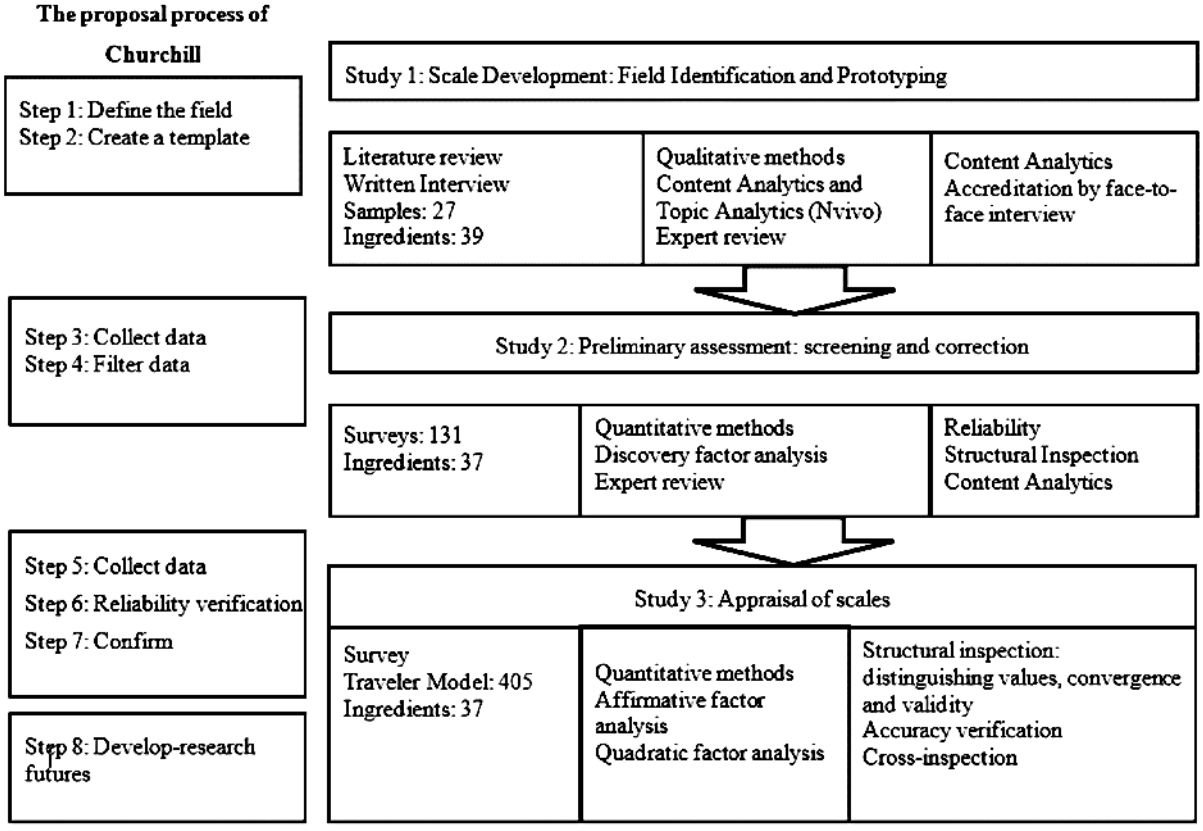

Figure 1. Methodological process for developing and validating scale

Study 1: Scale development: Domain identification and prototyping

Consumers engage in co-production to achieve set goals that reflect diverse consumption values and serve as incentives for consumers to engage in such activities. Relevant drivers are developed from economic and behavioral models of consumers including economic, psychological and social drivers[5].

In-depth interviews are an effective approach for gaining in-depth understanding of phenomena of interest because respondents provide information in a context that is not possible in surveys[15]. This study conducted group discussions and in-depth interviews. The first is a group discussion with 4 groups, each group has 6 people, all of whom are students currently studying Hotel Management and Travel & Tourism Service Management in Ho Chi Minh city. The time for each focused interview lasts 30 minutes and will be conducted from September 18, 2022 to September 28, 2022. Then, the author conducted in-depth interviews with 5 experts who are lecturers and directors of tourism companies.

From the review of relevant literature and the results of focus group interviews, the measurement components for the concepts include 43 components: The economic motivation group includes 15 components, the psychological motivation group includes 13 components and the social motivation group has 15 components.

Nvivo 10 software was used to analyze content. The content of group interviews and in-depth interviews will be recorded, then imported into NVivo 10. Content analysis is performed through 4 steps (Presented in Table 1), specifically as follows:

Table 1. Steps for content analysis using Nvivo 10

	Purpose	Method	Result
Step 1	Topic analysis: Identify, analyze, and report topics	Encode	Develop the initial encoder
Step 2	Refine and combine themes	Analyze, compare and check continuously	Encoding, create official encoding table
Step 3	Identify topics and corresponding components	Summarize the theoretical basis	The original official groupings consisted of 43 elements, after removing duplicate elements, there were 39 elements.
Step 4	Correction	Evaluate content experts by direct interview	The official components are 37

Content analysis of the interviews revealed 43 components deemed relevant to motivations for engaging in co-production. In subsequent content analysis of these themes, cross-checked with the literature review, 39 remaining components were grouped conceptually into eight concepts (Table 2). To maximize the content validity of the scale, some redundant items remained; The level of redundancy needs to ensure internal consistency at this stage of scale development.

The final results have 37 components grouped into eight concepts, which are Cost Reduction, Risk Reduction, Flexibility and Differentiation Gain, Intrinsic Value, Extrinsic Value, Status Seeking and self-esteem, Social Contact Value, and Consumer Desire for Control.

Table 2. Motivational components participating in co-production

Concept	Ingredient	%	
Reduce cost	There is no charge for service fees	2.76%	9.48%
	Use your own resources	2.87%	
	Easy to connect and take advantage of many promotions and discounts	3.85%	
Reduce risk	Reduce financial risk	2.84%	11.66%
	Reduce performance risk	2.86%	
	Reduce physical risks	2.32%	
	Reduce time risk	2.32%	
	Psychological harm	1.32%	

Concept	Ingredient	%	
The level of flexibility and differentiation achieved	Best suited for yourself and your fellow participants	3.63%	13.21%
	Most suitable for economic conditions	3.03%	
	Best suited to your preferences	2.59%	
	Most suitable for physical condition	2.42%	
	Distinctive	1.54%	
Intrinsic value	Joy, love	2.32%	9.94%
	Satisfaction	2.66%	
	Do good things	1.60%	
	Because of moral values	1.32%	
	Because of spiritual (spiritual) values	2.04%	
External value	Self-command	1.50%	7.84%
	Express yourself and be unique.	1.93%	
	Opportunity to achieve excellence	1.60%	
	Realize and use inherent personal abilities.	2.81%	
Seek status and self-esteem	Gain status in the hearts of friends and people around you	2.81%	12.23%
	Receive respect from friends and people around you	2.92%	
	Create influence with others	2.04%	
	Create position and influence in the online community	2.81%	
	Inspire others	1.65%	
Social relationship values	The enjoyment of sharing certain activities with people who have similar interests and desires.	5.12%	13.37%
	Join virtual communities.	2.60%	
	Join real communities.	2.87%	
	Join social networks	2.78%	
Customers' desire for control	Proactively control costs	2.82%	22.27%
	Actively control your time	2.82%	
	Be proactive in product/service design and arrangement activities	3.69%	
	Autonomy in experiential activities	2.15%	
	Satisfy the need to be flexible during the experience	4.79%	
	Satisfying needs can determine the quality of products/services that you design and experience yourself.	6.00%	

Study 2: Preliminary assessment: screening and correction

The second study was conducted with the purpose of preliminary evaluating the scale for the concepts formed from study 1. According to [13] eliminate items that do not meet certain measurement criteria or do not provide the reliability and consistency initially suggested.

The study conducted a survey of tourists who participated in travel trips in the past 12 months using a convenient sampling method. The survey period will be conducted for 2 weeks, from October 2, 2022 to October 16, 2022. The collected sample size is 131. The research sample has the following descriptive information:

Table 3. Descriptive statistics for study sample 2

Sample information		Frequency	(%)
Gender	Male	69	52.7
	Female	62	47.3
Educational level	Professional secondary school/College	12	9.2
	University	85	64.8
	Graduate	34	26
Age	Generation Z (From 15 to 20 years old)	38	29.0
	Generation Y (From 21 to 34 years old)	57	43.5

Sample information		Frequency	(%)
Age	Generation X (From 35 years old to 49 years old)	30	22.9
	Baby Boomers (From 50 years old to 64 years old)	6	4,6
Job	Managers	6	4,6
	Public sector employees	22	16.8
	Private sector employee	36	27.5
	Student	60	51.1
Income	Under 7 million (vnd)	50	38.2
	From 7 million to 10 million (vnd)	40	35.1
	From 11 million to 15 million (vnd)	18	13.7
	From 16 to 20 million (vnd)	11	9.2
	Over 20 million (vnd)	5	3.8

The study sample had a fairly similar proportion of men (52.7% men and 47.3% women). The majority of respondents have a university degree (64.8%). The age group from "From 21 to 34 years old" accounts for the largest proportion and the income group "From 7 million to 10 million" has the highest proportion of respondents participating in the survey.

Table 4. Results of preliminary testing of the scale using EFA and Cronbach's Alpha

	first	2	3	4	5	6	7	8
DVTT1	0.844							
DVTT4	0.814							
DVTT5	0.812							
DVTT2	0.754							
DVTT3	0.720							
MKS6		0.867						
MKS4		0.825						
MKS1		0.797						
MKS5		0.738						
MKS3		0.719						
MKS2		0.696						
LHKB2			0.837					
LHKB1			0.821					
LHKB4			0.808					
LHKB3			0.788					
LHKB5			0.698					
LHXH4				0.820				
LHXH3				0.808				
LHXH1				0.783				
LHXH2				0.768				
GRR2					0.842			
GRR3					0.813			
GRR5					0.662			
GRR1					0.625			
GRR4					0.562			
GTBT3						0.866		
GTBT1						0.804		
GTBT4						0.707		
GTBT2						0.690		

	first	2	3	4	5	6	7	8
GTBT5						0.563		
GTBN4							0.803	
GTBN1							0.766	
GTBN3							0.751	
GTBN2							0.640	
GCP2								0.814
GCP1								0.788
GCP3								0.695
Variance extract	16.838	15.388	10.795	7.170	5.753	5.517	3.510	3.136
Eigenvalue	6.230	5.694	3.994	2.653	2.129	2.041	1.299	1.160
Cronbach's Alpha	0.778	0.869	0.881	0.910	0.833	0.785	0.785	0.769

The results of Cronbach's Alpha reliability test all met the requirements (table 4). The results of exploratory factor analysis for these new conceptual components extracted 8 factors, respectively: Factor 1: Seeking status and social self-esteem (5 observed variables from DVTT1 to DVTT5), Factor 2: Customers' desire for control (6 observed variables from MKS1 to MKS6), Factor 3: Level of flexibility and difference achieved (5 observed variables from LHKB1 to LHKB5), Factor Factor 4: Social contact values (4 observed variables from LHXH1 to LHXH4), Factor 5: Risk reduction (5 observed variables from GRR1 to GRR5), Factor 6: Internal values (5 variables observed from GTBT1 to BTBT5), Factor 7: External value (4 observed variables from GTBN1 to BTBN4), Factor 8: Cost reduction (3 observed variables from GCP1 to GCP3).

Study 3: Validation of the scale

Study 3 validated the items of the proposed scale and established convergent and discriminant validity. As research suggests, first-order factor models can create multicollinearity and unidimensionality problems among first-order latent variables. By using a higher-order factor model, such as a second-order factor model, manifest variables show relationships with first-order latent variables, which in turn can be related to second-order latent variables. Therefore, the use of a second-order factor model can provide a model that is easier to analyze and understand with fewer parameters, compared to a first-order model with correlated factors. Accordingly, CFA confirmed the validation of the scale and verified whether these influencing factors were representative of the higher factor.

Qualitative research results in study 1, preliminary testing in study 2, along with theoretical overview. The study again tested the quadratic model for the variables by grouping the components into three multidimensional concepts. These are: Economic motivation (including concepts: Cost reduction, Risk reduction, Flexibility and difference achieved), Psychological motivation (Internal value, External value), Motivation social opportunities (Seeking social status and esteem, Social contact values, and Consumer desire for control).

The study conducted a survey of tourists who have participated in traveling in the past 12 months throughout the territory of Vietnam, through direct surveys and online surveys (Email, social media, …). Select the sample based on convenience based on probability. The survey period is 4 weeks (October 20, 2022 to November 20, 2022). As a result, after eliminating invalid surveys, the resulting sample size was 405. The research sample for this phase has the following characteristics:

Table 5. Descriptive statistics for study sample 3

Sample information		**Frequency**	**(%)**
Gender	Male	120	29.6
	Female	285	70.4
Educational level	High school	92	22.7
	Intermediate college	153	37.8
	University	102	25.2

Sample information		Frequency	(%)
Educational level	Graduate	30	7.4
	Other	28	6.9
Age	From 15 to 20 years old	10	2.5
	From 21 to 34 years old	83	20.5
	From 35 years old to 49 years old	171	42.2
	From 50 years old to 64 years old	91	22.5
	Over 64 years old	50	12.3
Income	Under 7 million (vnd)	12	3.0
	From 7 million to 10 million (vnd)	84	20.7
	From 11 million to 15 million (vnd)	177	43.7
	From 16 to 20 million (vnd)	52	12.8
	Over 20 million (vnd)	80	19.8
Job	Student	12	3.0
	Private sector employees	141	34.8
	Public sector employees	178	44.0
	Own your own business	28	6.9
	Public sector management	46	11.4
Travel agency	Saigontourist	11	2.7
	Vietravel	39	9.6
	Fiditour	37	9.1
	Ben Thanh Tourism Company	118	29.1
	Hanoitourist Travel Company	82	20.2
	Vietnam Tourism Company	83	20.5
	Other	35	8.6

Regarding gender, there are 120 men (29.6%), and 285 women (70.4%). The majority of education levels are college or university (63%). Income from "From 11 million to 15 million" accounts for the majority.

The Cronbach's Alpha results for all scales meet the requirements, the scales have Cronbach's Alpha coefficients ranging from 0.728 to 0.942 (all greater than 0.7), which is consistent with the testing parameter requirements of. In EFA exploratory factor analysis, 37 components grouped into 8 factors with the achieved values consistent with the testing parameters. The scales in these 8 factors all have factor loadings > 0.5, meeting the requirements. That is, the scale for the factors: Cost reduction, Risk reduction, Level of flexibility and difference achieved, Internal value, External value, seeking status and self-esteem, Relational value society and customers' desire for control both achieve convergent and discriminant validity.

The results of first-order CFA confirmatory factor analysis are as follows: To test the discriminant validity of all research concepts in this study, a critical model was established. In the critical model, all research concepts are freely related to each other. CFA results of the first-order critical model show that Chi – square = 1502.277; df = 601; p= 0.000. If adjusted according to degrees of freedom, CMIN/df = 2,500, meeting the compatibility requirements. Other goodness-of-fit indicators also met the requirements (GFI = 0.826; TLI = 0.898; CFI = 0.908) and RMSEA = 0.061 (Figure 2). The weights all meet allowed standards and are statistically significant.

Table 6. Results of testing reliability, validity and convergent validity

The scale	Study 3: n = 405					
	Means	SD	Cronbach's Alpha	Normalized loading factor	Aggregate reliability	Average variance extracted
Reduce costs (3 variables)			0.728		0.717	0.558
GCP1	3. 69	1.249		0.716		
GCP2	3.22	1.430		0.668		
GCP3	3.50	1.555		0.623		

The scale	Study 3: n = 405					
	Means	SD	Cronbach's Alpha	Normalized loading factor	Aggregate reliability	Average variance extracted
Risk reduction (5 variables)			0.876		0.888	0.617
GRR1	4.22	1.558		0.919		
GRR2	3.55	1.511		0.915		
GRR3	3.81	1.467		0.743		
GRR4	3.82	1.567		0.689		
GRR5	4.19	1.413		0.543		
Flexibility & differentiation achieved (5 Variables)			0.876		0.877	0.59
LHKB1	4.26	1.489		0.883		
LHKB2	4.51	1.507		0.807		
LHKB3	4.47	1.505		0.723		
LHKB4	4.24	1.461		0.711		
LHKB5	4.13	1.322		0.640		
Inner values (5 variables)			0.942		0.944	0.771
GTBT1	4.20	1.630		0.953		
GTBT2	4.26	1.627		0.921		
GTBT3	4.16	1.542		0.903		
GTBT4	4.08	1.784		0.877		
GTBT5	4.04	1.521		0.718		
External values (4 variables)			0.768		0.77	0.501
GTBN1	3.60	1.414		0.787		
GTBN2	3.96	1.453		0.694		
GTBN3	4.09	1.596		0.689		
GTBN4	3.07	1.537		0.539		
Seeking social status and self-esteem (5 variables)			0.895		0.9	0.644
DVTT1	3.52	0.878		0.895		
DVTT2	3.47	0.888		0.821		
DVTT3	3.46	1.010		0.806		
DVTT4	3.38	1.080		0.762		
DVTT5	3.55	0.944		0.722		
Social contact values (4 variables)			0.912		0.914	0.728
LHXH1	3.27	0.936		0.917		
LHXH2	3.09	0.944		0.847		
LHXH3	3.25	0.949		0.827		
LHXH4	3.34	0.901		0.803		
Customers' desire for control (6 variables)			0.896		0.902	0.615
MKS1	4.10	1.382		0.961		
MKS2	4.05	1.416		0.937		
MKS3	4.14	1.163		0.892		
MKS4	4.21	1.345		0.761		
MKS5	4.15	1.546		0.535		
MKS6	3.84	1.503		0.517		

The results of the second-order CFA confirmatory factor analysis are as follows: The second-order critical model CFA results (Figure 3) show that Chi – square = 1745.286; df = 623; p= 0.000. If adjusted according to degrees of freedom, CMIN/df = 2.801, meeting the compatibility requirements. Other goodness -of-fit indicators also met the requirements (GFI = 0.806; TLI = 0.878; CFI = 0.886) and RMSEA = 0.067. The weights all meet allowed standards and are statistically significant (table 5):

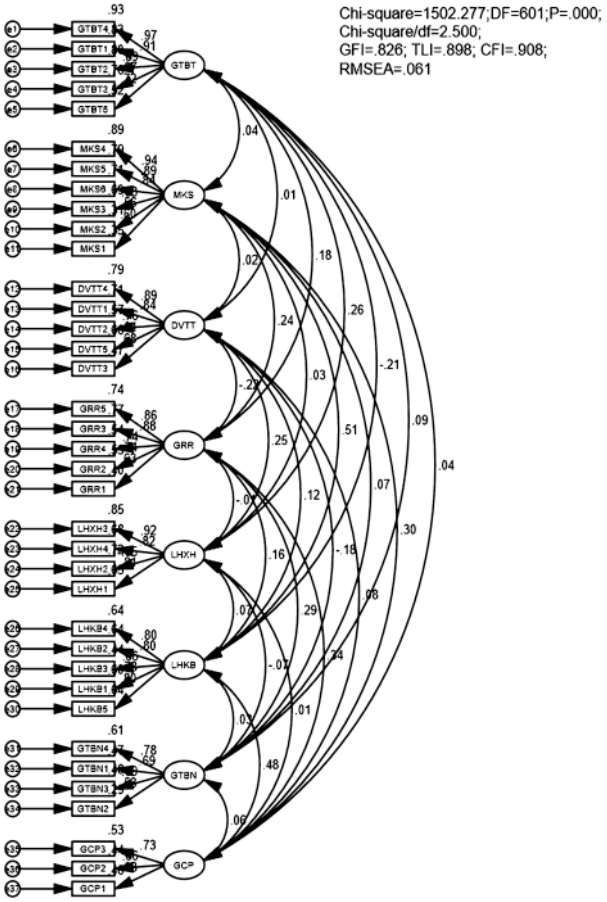

Figure 2. Results of first-order CFA confirmatory factor analysis

First, the standardized factor loadings range from 0.517 to 0.961, which is statistically significant. Second, the composite reliability (CR) ranged from 0.717 to 0.9 44 which is higher than the recommended level of 0.70. Third, the average variance extracted (AVE) estimated in the range from 0.501 to 0.771 is greater than 0.50. Discriminant validity is the degree to which the scale is truly distinct and not simply a reflection of some other construct. Each construct of AVE is greater than the squared correlation coefficient between constructs, thus achieving discriminant validity (table 6).

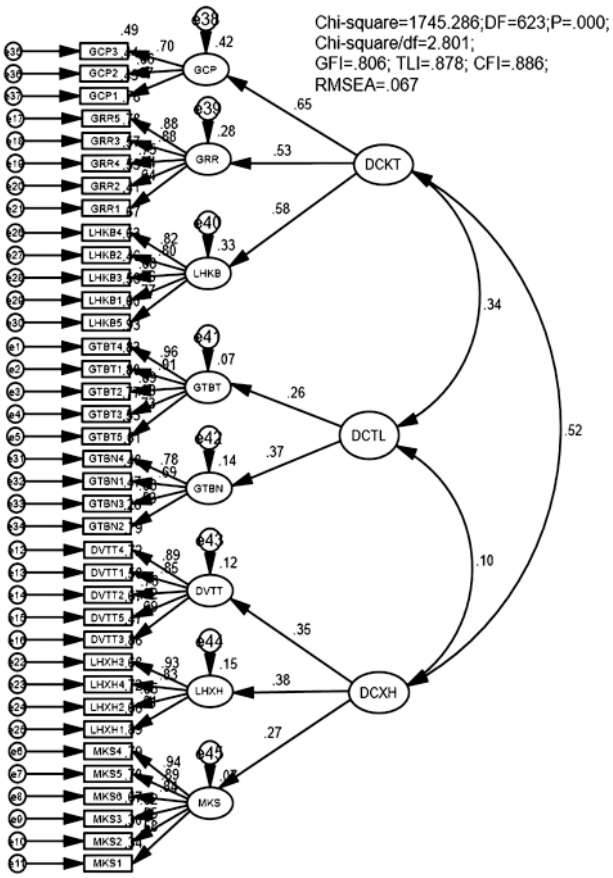

Figure 3. CFA results for the second-order critical model

4. CONCLUSION

Based on the qualitative research results in study 1, preliminary testing in study 2, along with theoretical overview. The study again tested the quadratic model for the variables by grouping the components into three multidimensional concepts. These are: Economic motives (including concepts: Cost reduction, Risk reduction, Level of flexibility and difference achieved), Psychological motives (Internal value, External value), Motivation social opportunities (Seeking social status and esteem, Social contact values, and Consumer desire for control). Evaluation criteria at this stage include: Unidimensionality, Convergent validity, Discriminant validity. A second-order critical model is established to explain the concepts of motivation to participate in co-production of tourists. This is a multi-directional, second-order concept.

5. LIMITATIONS AND FUTURE RESEARCH

Although it has theoretical and managerial significance, the research does not avoid certain limitations. Additionally, developing a scale for motivation to engage in co-production creates opportunities for future research in several ways:

First, the study only discusses tourism products,

especially tourists' tourism products Vietnam. Future research can expand the tourist market such as international visitors to Vietnam. From there, we will have a more general view of the motivation to participate in co-creating tourism products.

Second, the scale has the potential to extend to other areas of the tourism industry, such as accommodation, events and entertainment considering the similarities with tourism. Future research could modify the scale to fit different contexts.

Third, future research should further measure how these participation motives influence tourists' product co-creation behavior to empirically verify the measurement validity of the additional scale once again.

REFERENCES

[1] M. Etgar, "Co-production of services: A managerial extension.," in *The service-dominant logic of marketing: Dialog, debate and directions*, R. Lusch and S. Vargo, Eds. Routledge, 2006, pp. 128–138.

[2] S. L. Vargo and R. Lusch, "Evolving to a New Dominant Logic for marketing," *J. Mark.*, vol. 68, no. 1, pp. 1–17, 2004, doi: 10.1509/jmkg.68.1.1.24036.

[3] J. J. Blazquez-resino, A. Molina, and A. Esteban-, "Service-Dominant Logic in tourism: the way to loyalty," *Curr. Issues Tour.*, vol. 18, no. 8, pp. 706–724, 2013, doi: 10.1080/13683500.2013.863853.

[4] Y. Wang and D. R. Fesenmaier, "Towards understanding members ' general participation in and active contribution to an online travel community," *Tour. Manag.*, vol. 25, pp. 709–722, 2004, doi: 10.1016/j.tourman.2003.09.011.

[5] M. Etgar, "A descriptive model of the consumer co-production process," *J. Acad. Mark. Sci.*, vol. 36, pp. 97–108, 2008, doi: 10.1007/s11747-007-0061-1.

[6] P. Kotler, Marketing Management, *Millenium Edition*, 2001.

[7] Y. Yi and T. Gong, "Customer value co-creation behavior: Scale development and validation," *J. Bus. Res.*, vol. 66, no. 9, pp. 1279–1284, 2013, doi: 10.1016/j.jbusres.2012.02.026.

[8] I. O. Karpen, L. L. Bove, B. A. Lukas, and M. J. Zyphur, "Service-dominant orientation: Measurement and impact on performance outcomes," *J. Retail.*, vol. 91, no. 1, pp. 89–108, 2015, doi: 10.1016/j.jretai.2014.10.002.

[9] R. F. Lusch, S. W. Brown, and G. J. Brunswick, "A General Framework for Explaining Internal vs. External Exchange," *J. Acad. Mark. Sci.*, vol. 20, no. 2, pp. 119–134, 1992.

[10] M. B. Holbrook, "Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay," *J. Bus. Res.*, vol. 59, no. 6, pp. 714–725, 2006, doi: 10.1016/j.jbusres.2006.01.008.

[11] T. Ying and W. C. Norman, "Personality Effects on the Social Network Structure of Boundary-Spanning Personnel in the Tourism Industry," *J. Hosp. Tour. Res.*, vol. 41, no. 5, pp. 515–538, 2014, doi: 10.1177/1096348014538047.

[12] L. Guo, E. J. Arnould, T. W. Gruen, and C. Tang, "Socializing to Co-Produce: Pathways to Consumers' Financial Well-Being," *J. Serv. Res.*, vol. 16, no. 4, pp. 549–563, 2013, doi: 10.1177/1094670513483904.

[13] R. G. Netemeyer et al., "Developing and validating measures of facets of customer-based brand equity," *J. Bus. Res.*, vol. 57, no. 2, pp. 209–224, 2004, doi: 10.1016/S0148-2963(01)00303-4.

[14] G. A. Churchill, "A Paradigm for Developing Better Measures of Marketing Constructs," *J. Mark. Res.*, vol. 16, no. 1, p. 64, 1979, doi: 10.2307/3150876.

[15] F. Maghnati, K. C. Ling, and A. Nasermoadeli, "Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry," *Int. Bus. Res.*, vol. 5, no. 11, pp. 169–177, 2012, doi: 10.5539/ibr.v5n11p169.

Động cơ ảnh hưởng đến hành vi đồng tạo sản phẩm của khách du lịch Việt Nam: Xây dựng và kiểm định thang đo

Trương Thị Xuân Đào

TÓM TẮT

Phát triển từ khung nghiên cứu "Mô hình mô tả về quá trình đồng tạo sản phẩm của người tiêu dùng" của Etgar (2008), nghiên cứu xác định một số động cơ ảnh hưởng đến hành vi đồng tạo sản phẩm như: động cơ kinh tế, tâm lý và xã hội. Mặc dù vậy, các thang đo đo lường cho các yếu tố này vẫn chưa được xây dựng một cách rõ ràng, đặc biệt là cho sản phẩm là du lịch. Để lấp đầy khoảng trống này trong nghiên cứu, việc phát

triển một thang đo đáng tin cậy và hợp lệ đo lường các động cơ kinh tế, tâm lý và xã hội ảnh hưởng đến hành vi đồng tạo sản phẩm thông qua cách tiếp cận khái niệm đa chiều trở nên cần thiết và quan trọng. Từ góc độ thực tế, các thang đo lường có thể đóng vai trò như một hướng dẫn cho các nhà quản lý du lịch đánh giá hoặc giám sát tính hiệu quả của các chiến lược trong đồng tạo sản phẩm. Mục đích chính của nghiên cứu này là phát triển thang đo lường cho nhóm động cơ tâm lý, động cơ kinh tế và động cơ xã hội ảnh hưởng đến hành vi đồng tạo sản phẩm du lịch của khách du lịch. Với mục tiêu này, các kỹ thuật thực hiện cho đo lường các khái niệm này sẽ thực hiện theo hướng dẫn của Churchill (1979) bao gồm các bước như sau: 1) Xác định chủ đề và tạo danh mục; 2) Sàng lọc và hiệu chỉnh; và 3) Thẩm định thang đo.

Từ khóa: *động cơ tâm lý, động cơ kinh tế, động cơ xã hội, hành vi đồng tạo sản phẩm*

Received: 30/11/2023
Revised: 18/12/2023
Accepted for publication: 19/12/2023