

Traditional Vs Modern: Effect of Cultural Dimensions on Tourist Buying Intentions in the Context of Tourism Marketing

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Abstract: *This empirical study delves into the intersection of cultural dimensions and tourist revisit intentions within the green restaurant sector. Leveraging co-variance-based Structural Equation Modelling (CB-SEM) to test hypotheses, the research scrutinizes data collected from 326 tourists who participated in an online survey after visiting green restaurants. The analysis aims to uncover how various cultural dimensional factors—such as collectivism, power distance, and uncertainty avoidance—play a crucial role in shaping tourists’ decisions to revisit environmentally friendly dining establishments. Preliminary findings suggest that cultural dimensions significantly influence revisit intentions, with particular nuances that could inform targeted marketing strategies for green restaurants aiming to enhance customer loyalty and promote sustainable dining practices. This study not only contributes to the broader understanding of consumer behaviour in the context of sustainable tourism but also offers practical insights for restaurant managers and marketers seeking to align their offerings with the cultural preferences of their clientele.*

Keywords: tourism, cultural values, structural equation modelling, tourist satisfaction, revisit intention

INTRODUCTION

The burgeoning interest in sustainable tourism and eco-friendly dining experiences underscores the pressing need for research that bridges the gap between environmental stewardship and the hospitality industry. As climate change and sustainability issues take centre stage in global discussions, consumers increasingly align their spending habits with their environmental values, making green restaurants an ideal subject for investigating the collusion of culture, sustainability, and consumer behaviour in tourism (Ayad et al., 2021). Green restaurants, characterized by their sustainable practices, such as sourcing locally grown produce, minimizing waste, and using energy-efficient appliances, contribute to environmental conservation and offer unique dining experiences that resonate with the eco-conscious traveller (Line et al., 2016; Nicolau et al., 2020). The concept of revisiting such establishments can be influenced by many factors, including cultural backgrounds, which shape individuals’ perceptions, behaviours, and values towards sustainability (Joshua et al., 2023). Hofstede’s cultural

dimensions theory, which includes collectivism, uncertainty avoidance, power distance, long-term orientation, and indulgence versus restraint, provides a comprehensive framework to examine how cultural differences impact tourists' intentions to revisit green restaurants (T. M. et al., 2021). The significance of understanding cultural influences on consumer behaviour cannot be overstated, particularly in the context of green restaurants (Funk & Bruun, 2007; Permana Budi et al., 2022). While existing literature has extensively explored the impact of cultural dimensions on consumer behaviour in various settings (Bao et al., 2003; de Mooij, 2017; Hur et al., 2015; Sun et al., 2014), the specific influence of these dimensions on the sustainability-driven decisions of tourists warrants further inquiry (Halder et al., 2020; Liobikienė et al., 2016; S. U. Rahman et al., 2023). This narrative throw light on three significant unaddressed research gaps within the sustainability-driven tourism literature:

- The studies examining tourists' behaviour towards green restaurants remain scant in the extant literature.
- There is a dearth of theory-driven empirical studies focusing on green restaurants and hotels (Acampora et al., 2022; Myung et al., 2012).
- Despite the recognized value of cultural dimensions in consumer behaviour studies, investigating how culture influences tourists' satisfaction and tourists' revisit intention in the Middle Eastern context remains unexplored.

The aforementioned literature gap underscores the current study's novelty and necessity. This study further addresses these research gaps by incorporating the most relevant constructs studied in the tourism context from Hofstede's cultural dimension theory (Hofstede, 1980). Hence, our study addresses three primary research questions (RQs):

RQ1: What cultural values impact tourists' intentions to revisit green restaurants?

RQ2: Can tourists' cultural values effectively predict the intention to revisit restaurants in the specific context of a Middle Eastern nation?

This research addresses these questions and contributes to the growing literature on sustainable tourism and eco-friendly consumer behaviour. Moreover, it offers practical insights for stakeholders in the hospitality and tourism industry, including policymakers, restaurant owners, and marketers, on tailoring strategies to attract and retain tourists from diverse cultural backgrounds (Hagag et al., 2015; Yang et al., 2022). The findings are expected to reveal interesting relationships between cultural predispositions and the propensity to revisit green restaurants, elaborating how sustainability intersects with cultural identity in tourism. This study builds upon and extends the existing body of knowledge in several key areas of marketing and tourism literature. For instance, it resonates with the work of Peng and Chen (2019), who examined the influence of green hotel knowledge on visitors' loyalty intentions and extended it by focusing on the dining aspect of tourism. Similarly, it draws inspiration from the research conducted by Riva et al. (2022), who explored the impact of perceived value on the satisfaction and loyalty of restaurant customers by incorporating the lens

of sustainability and cultural dimensions. In conclusion, this research endeavours to illuminate how cultural values and environmental concerns converge to shape tourist behaviours, particularly in the context of green restaurants. By doing so, it not only enriches the academic discourse on sustainable tourism and cultural dimensions but also equips industry practitioners with knowledge to foster eco-friendly practices that resonate with a diverse clientele.

The following section of the research outlines the theoretical underpinnings, encompassing the core theory, the hypothesized propositions, and the conceptual model presented. This is succeeded by explaining the research methodology, data analysis, and the findings, including discussions and implications for management, all of which precede the concluding remarks.

LITERATURE REVIEW

Cultural dimensions

Culture is defined as “the collective programming of the mind which distinguishes the members of one human group from another” (Hofstede, 1980, p. 25). The exploration of cultural dimensions within the domains of marketing and tourism literature reveals a multifaceted analysis of how cultural variables influence consumer behaviour, decision-making processes, and overall tourist experiences (Barnes et al., 2016; Huber & Gross, 2022). Geert Hofstede’s framework of cultural dimensions has been instrumental in understanding the pervasive influence of culture on consumer behaviour and organizational practices. Hofstede (1980) initially identified four dimensions of culture: power distance, collectivism, uncertainty avoidance, and long-term orientation. These dimensions provide a blueprint for analyzing cultural differences and their implications for consumer behaviour in the global marketplace (Yang et al., 2022). In tourism, Reisinger and Turner (1999) applied Hofstede’s cultural dimensions to investigate tourist behaviour, finding significant correlations between cultural background and travel preferences (Hsu & Huang, 2016), service expectations (Guesalaga et al., 2016), communication styles (Rajaram, 2020) and local store loyalty (Khare, 2014). This underscores the necessity for tourism marketers to tailor their offerings and communication strategies to align with the cultural expectations of their target markets.

Further, the work of Yoo and Donthu (2001) extended the application of cultural dimensions in marketing by examining the influence of individualism and collectivism on consumer attitudes towards advertising. Their findings suggest that advertisements emphasizing group benefits and conformity to social norms are more effective in collectivist cultures (Yoo & Donthu, 2001). In contrast, messages highlighting individual benefits and personal achievement resonate more with individualistic cultures. Kim and Perdue (2011) delved into the cultural dimensions of luxury hotel preferences, revealing that tourists from high power distance countries strongly prefer luxury accommodations as symbols of social status and hierarchy. This insight is crucial for luxury hotel marketers aiming to attract international tourists by emphasizing status

and exclusivity in their marketing campaigns. In recent years, the focus has shifted towards sustainability and eco-friendly practices in tourism. Han et al. (2010) explored how cultural dimensions influence tourists' intentions to visit green hotels, finding that tourists from cultures with high scores in long-term orientation and uncertainty avoidance are more likely to prefer eco-friendly accommodations. This highlights the growing importance of incorporating sustainable practices in tourism offerings to cater to the evolving preferences of culturally diverse tourists. Cultural dimensions also play a pivotal role in destination branding and image formation. Qu et al. (2011) demonstrated that the cultural congruity between tourists and destinations significantly affects destination image and satisfaction, suggesting that destination marketers should consider cultural compatibility when crafting their branding strategies. In a nutshell, the literature on cultural dimensions offers invaluable insights for marketers and tourism professionals. By understanding and leveraging these cultural variables, they can devise more effective marketing strategies, enhance tourist experiences, and ultimately achieve greater success in the global market.

Green Restaurants

The concept of eco-conscious or "green" dining facilities began to garner interest among restaurateurs and customers in the early 1990s following the Green Restaurant Association's launch of an initiative to promote environmental sustainability within the food service sector (Tan et al., 2018). This campaign encouraged dining establishments to adopt more environmentally sustainable operations and practices (T. M. et al., 2021). According to Joshua et al. (2023), green restaurants are established or managed in ways that are mindful of the environment, striving to lessen the ecological footprint of their activities. Research has consistently pointed out the presence of both food-related (such as cooking hygiene, food service, safety, and the nutritional value of meals) and non-food-related (like the excessive use of energy and water) environmentally unsustainable practices in the restaurant industry (Anguera-Torrell & Arrieta-Valle, 2022; Chou et al., 2012; Line et al., 2016; H.-C. Wu et al., 2021). The emphasis on sustainability has become increasingly pronounced, marking it as a critical concern within the service sector, especially the food service industry (Kraus et al., 2022; Mou et al., 2024; Rasoolimanesh et al., 2023). Sustainable actions within the food service field are described as measures by dining establishments to implement green practices to achieve eco-friendly status). Given the operational nature of these services, the high usage of energy and water in daily restaurant operations significantly impacts the environment (M.-F. Chen & Tung, 2014).

Consequently, numerous dining venues have embraced a variety of sustainable initiatives, including food safety measures, acquisition of green certifications, promotion of an eco-friendly ambience, and commitment to high-quality, healthy food options, all aimed at appealing to consumers deeply concerned about environmental matters (Maglio, 2020; Moreira et al., 2022). Information regarding sustainable practices in the food service realm is becoming more widely available, leading to a positive shift in consumer attitudes towards supporting more environmentally

conscious and operational restaurants (Ham et al., 2020; Sujood et al., 2023). Recent research has shown consumers prefer dining establishments that adhere to green practices and procedures (Jin & Qi, 2024; Nanu et al., 2024). The current study has therefore made an effort to validate the links that have been hypothesised to examine the effect of cultural value dimensions on tourist satisfaction and revisit intention.

Theoretical framework and hypotheses development

In exploring the influence of collectivism on tourist satisfaction, particularly within the context of green restaurants, the literature suggests a notable correlation. Collectivist cultures, which prioritize group needs over individual desires, are found to align closely with the values embodied by green restaurants—sustainability and community welfare (Hofstede, 1980; Xu & Jeong, 2019). This alignment is crucial because it taps into the cultural fabric that shapes tourists' expectations and experiences. As tourists from collectivist backgrounds engage with green restaurants, their satisfaction is derived from the culinary experience and the fulfilment of their socio-environmental values (Geddie, 2001). This suggests that collectivism can significantly and positively influence tourist satisfaction by providing experiences that resonate deeply with their collective ethos and environmental consciousness (Suttikun & Mahasuweerachai, 2023). Thus, acknowledging the role of cultural dimensions in shaping tourist experiences is essential for understanding and enhancing tourist satisfaction in the context of sustainable tourism practices (S. (Sam) Huang & Crofts, 2019).



Figure 1. Conceptual framework

H1: Collectivism significantly and positively influences Tourist Satisfaction.

The hypothesis that Long-Term Orientation significantly and positively influences Tourist Satisfaction within the sphere of green restaurants is grounded in the premise that cultural dimensions deeply impact tourist behaviours and expectations. Long-Term Orientation, a cultural dimension identified by Hofstede (1991), emphasizes perseverance, forward-thinking, and valuing delayed gratification over immediate

rewards. In the context of green restaurants, which are inherently aligned with sustainability and future-oriented practices, tourists with a high Long-Term Orientation are likely to experience heightened satisfaction. This correlation stems from the congruence between the tourists' cultural values and the environmental ethos of green restaurants (I. Rahman et al., 2023). Such tourists appreciate the sustainable practices of green restaurants for their immediate benefits and as part of a larger commitment to future generations and environmental stewardship (S.-H. Wu et al., 2020). This alignment enhances their satisfaction by fulfilling their environmental consciousness and cultural predispositions towards planning for the future and valuing long-term rewards over immediate pleasures. Thus, this hypothesis suggests that the cultural predisposition towards Long-Term Orientation can significantly predict tourist satisfaction in the context of green restaurants.

H2: Long-Term orientation significantly and positively influences Tourist Satisfaction

The influence of Uncertainty Avoidance on Tourist Satisfaction, especially within green restaurants, underscores the association between cultural predispositions and tourism experiences (Hsieh & Tsai, 2009). Uncertainty Avoidance, as conceptualized by Hofstede (1980), reflects the extent to which individuals in a culture feel threatened by ambiguous situations and thus create beliefs and institutions that strive to avoid these. In tourism, travellers with high Uncertainty Avoidance seek predictable and comfortable experiences that align with their expectations (Reisinger & Turner, 1999). Green restaurants emphasise sustainability and ethical practices and provide a transparent and consistent dining experience that could appeal to tourists (Kuttubaeva et al., 2018). The clarity in ethical standards and environmental commitments may reduce the perceived risks and uncertainties associated with dining experiences, leading to higher satisfaction levels among these tourists (Choudhury & Bhattacharjee, 2023). Moreover, the assurance of quality and the emphasis on health and sustainability in green restaurants can cater to the preference for familiar and secure environments, thus significantly enhancing tourists' satisfaction with a high uncertainty avoidance (Yang et al., 2022). This hypothesis posits that the cultural dimension of Uncertainty Avoidance plays a crucial role in shaping tourist satisfaction levels in the context of green dining experiences.

H3: Uncertainty Avoidance significantly and positively influences Tourist Satisfaction

The hypothesis that Power Distance significantly and positively influences Tourist Satisfaction in the context of green restaurants integrates the concept of Power Distance, as defined by Hofstede (1980), with the dynamics of tourist experiences in environmentally conscious dining establishments. Power Distance is "the extent to which less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally" (Biswas et al., 2009). In green restaurants, this cultural dimension may manifest in tourists' expectations regarding service hierarchy, decision-making processes, and interpersonal interactions between staff and guests (Duong et al., 2023). For tourists from high Power Distance cultures, satisfaction may be enhanced in green restaurants that effectively communicate their

environmental mission while maintaining a clear hierarchical service structure, aligning with the tourists' cultural expectations of authority and respect (M. J. Kim et al., 2020). Conversely, tourists from low Power Distance cultures might appreciate more egalitarian service experiences, which could also align with green restaurants' participatory and community-oriented ethos (Lopes et al., 2023). This suggests that understanding and catering to the expectations rooted in the Power Distance dimension can lead to higher tourist satisfaction by providing experiences that resonate with their cultural values, particularly in settings that emphasize sustainable practices and ethical consumption.

H4: Power Distance significantly and positively influences Tourist Satisfaction

The hypothesis that Tourist Satisfaction significantly and positively influences Tourist Revisit Intentions, particularly within the context of green restaurants, is anchored in the foundational premise of consumer behaviour that satisfaction is a critical determinant of loyalty and repeat behaviour (Shin & Cho, 2023; Suttikun & Mahasuweerachai, 2023). In tourism and hospitality, this relationship is underscored by the expectation that satisfying tourist experiences catalyze the desire to revisit a destination or service provider (Mai et al., 2022). Specifically, in the context of green restaurants, which align with the growing consumer inclination towards sustainability and ethical consumption, the satisfaction derived from such dining experiences not only meets the immediate hedonic needs of tourists but also aligns with their deeper values related to environmental stewardship and social responsibility (Duong et al., 2023). This alignment enhances their overall satisfaction, thereby increasing the likelihood of their intention to revisit. Loureiro and Kastenholtz (2011) posit that satisfaction is a precursor to loyalty, which translates to revisiting intentions in the context of tourism. Further, studies such as Chen and Tsai (2008) have empirically supported the direct positive effect of tourist satisfaction on their intentions to revisit, indicating that the more tourists are satisfied with their experience, the more likely they are to return to the destination or service provider.

H5: Tourist Satisfaction significantly and positively influences Tourist revisit intentions

Mediating role of tourist satisfaction

The hypothesis that tourist satisfaction mediates the relationship between collectivism and tourist revisit intentions integrates the conceptual frameworks of cultural dimensions and consumer satisfaction within the tourism context, specifically in the setting of green restaurants (Han, 2020). Collectivism, a cultural dimension characterized by a preference for tightly-knit social frameworks and a focus on the group over individual interests, significantly shapes tourists' expectations and evaluations of their experiences (Yang et al., 2022). In green restaurant settings, which often emphasize community involvement and sustainable practices, the collectivist values of tourists can lead to higher satisfaction levels due to the alignment of the restaurant's practices with the tourists' cultural values (Yang et al., 2022). This

satisfaction, in turn, is hypothesized to mediate the relationship between their collectivist orientation and their intentions to revisit the restaurant (Han, 2020). The mediation suggests that the direct impact of collectivism on revisit intentions is channelled through the level of satisfaction tourists derive from their experience, underscoring the role of cultural compatibility in enhancing tourist experiences. Empirical studies, such as those by Yoon and Uysal (2005) and Chen and Chen (2010), provide foundational support for this relationship, highlighting the critical role of satisfaction in the link between cultural values and behavioural intentions in tourism.

H6: Tourist satisfaction mediates the relationship between collectivism and tourist revisit intentions

The hypothesis that tourist satisfaction mediates the relationship between Long-Term Orientation and tourist revisit intentions suggests an underlying association between cultural predispositions towards the future and the immediate experiential evaluations of tourists. Long-Term Orientation, a dimension of culture that emphasizes the importance of future rewards over immediate gratification, is particularly relevant in green restaurants, where the commitment to sustainability and environmental stewardship aligns with forward-thinking values (S. (Sam) Huang & Crotts, 2019). Tourists with a high Long-Term Orientation are likely to derive satisfaction from experiences that reflect their values of sustainability and future-oriented practices, thus enhancing their overall satisfaction with the green restaurant experience (Deb, 2018). This satisfaction, in turn, is posited to mediate the relationship between their cultural orientation towards long-term planning and their intentions to revisit the establishment. The mediation model implies that the cultural inclination towards valuing long-term outcomes influences revisit intentions indirectly through the level of satisfaction experienced. Supporting this, research by Kim and Han (2010) and Turner et al. (2002) highlights the critical role of satisfaction in mediating the effects of cultural dimensions on behavioural intentions, underscoring the importance of aligning service offerings with the cultural values of the target market to enhance revisit intentions.

H7: Tourist satisfaction mediates the relationship between long term orientation and tourist revisit intentions

The hypothesis that tourist satisfaction mediates the relationship between Uncertainty Avoidance and tourist revisit intentions delves into how cultural predispositions towards risk and uncertainty impact the tourism experience, particularly within the novel context of green restaurants. Uncertainty Avoidance, as defined by Hofstede, characterizes cultures with a low tolerance for ambiguity and a high need for predictability and structured experiences (Chwialkowska et al., 2020; Frank & Schvaneveldt, 2014; Hatzithomas et al., 2011). In green restaurants, which often introduce innovative and sustainable practices unfamiliar to some tourists, Uncertainty Avoidance could significantly influence their initial comfort and subsequent satisfaction. Tourists with high Uncertainty Avoidance might seek clear information, consistent service quality, and reliable environmental claims to feel satisfied (Yang et al., 2022). In contrast, those with low Uncertainty Avoidance may be more open to

novel and unpredictable dining experiences. The satisfaction derived from meeting these expectations proposed to mediate the relationship between their Uncertainty Avoidance and their intentions to revisit the green restaurant. This suggests that managing and aligning operational practices with the cultural expectations related to uncertainty can enhance satisfaction and, in turn, positively influence revisit intentions. Empirical studies by Matzler et al. (2016) and Reisinger and Turner (2003) have shown the importance of understanding cultural dimensions, including Uncertainty Avoidance, in shaping tourist satisfaction and behavioural intentions, underscoring the significance of this mediation pathway in the tourism and hospitality context.

H8: Tourist satisfaction mediates the relationship between uncertainty avoidance and tourist revisit intentions

The hypothesis that tourist satisfaction mediates the relationship between Power Distance and tourist revisit intentions posits a relationship between cultural expectations around hierarchy and authority and their impact on the tourism experience, especially in the unique setting of green restaurants. Power Distance, a cultural dimension identified by Hofstede, reflects how less powerful members of societies accept and expect power to be distributed unequally (Park et al., 2023). This cultural predisposition can significantly influence tourists' expectations and perceptions of service interactions in green restaurants, which often emphasize egalitarian values and participatory environmental initiatives (Chou et al., 2012). For tourists from high Power Distance cultures, satisfaction may hinge on clear expressions of respect and deference from service providers, aligning with their expectations of hierarchical social order (X. Zhang et al., 2021). Conversely, tourists from low Power Distance cultures might derive satisfaction from more democratic and inclusive service experiences. This satisfaction, as a reflection of how well the service experience aligns with cultural expectations regarding power dynamics, is hypothesized to mediate the relationship between Power Distance and the intention to revisit green restaurants (Tan et al., 2018). The underlying assumption is that satisfaction is a crucial link between cultural predispositions and behavioural intentions, highlighting the importance of culturally informed service design in enhancing tourist satisfaction and fostering revisit intentions. Empirical research by Huang and Hsu (2009) and Youn et al. (2021) supports the pivotal role of cultural compatibility in shaping satisfaction and revisiting intentions, underscoring the relevance of understanding Power Distance in the hospitality and tourism context.

H9: Tourist satisfaction mediates the relationship between power distance and tourist revisit intentions

DATA COLLECTION AND METHODOLOGY

Research paradigm

This study embraced a positivist framework and adopted a quantitative methodology to investigate the proposed hypotheses. In alignment with this, an online survey was crafted in English. Drawing inspiration from the methodology of Wang et al. (2023),

convenience sampling was utilized to collect data from a group of online consumers who were actively participating via a Google form. The collected dataset included responses from 326 individuals, surpassing the advised sample size of 310 participants. This recommendation is based on the guideline provided by Hair et al. (2014), which suggests a sample size that is tenfold the number of survey items, translating to 310 participants for 31 items.

Sample and procedure

This investigation adopted a positivist approach and a quantitative strategy to scrutinize the proposed hypotheses through an online self-administered survey, recognized for its efficacy in evaluating consumer satisfaction and intentions to return (K. Zhang et al., 2023). The study focused on regular visitors of several highly-rated green restaurants across the Kingdom of Saudi Arabia, identified through frequent engagements and interactions on platforms like Facebook and Twitter. Employing a convenience sampling technique, individuals who actively participated on these restaurants' social media were chosen, especially those who shared their experiences through comments or tweets.

The cross-sectional survey methodology, increasingly utilized for studying consumer environmental behaviour (Ferdous et al., 2021; Hagag et al., 2015; Jebarajakirthy et al., 2022), facilitated data gathering. A total of 631 personalized invitations were sent to potential respondents, leading to 345 completed surveys. After discarding unsuitable responses, 326 entries were deemed valid for analysis, aligning with recent state-of-the-art guidelines on the CB-SEM (Dash & Paul, 2021; Hair et al., 2017; M. M. Rahman et al., 2018; Rigdon et al., 2017) assertion that over 300 responses are adequate for factor analysis. The demographic breakdown revealed a diverse participant pool, predominantly young adults with a high level of education.

As a scale of the "tourist revisit intentions" and "Tourist Satisfaction", four-item scales each have been drawn from recent tourism studies (Bowal & Ghosh, 2023; Zheng et al., 2022). Similarly, a psychometrically strong individual cultural value scale (CVSCALE) (Yoo et al., 2011) was adopted to measure the four cultural dimensions employed in the current study. In Table 1, we have presented the variables deployed in the current investigation.

Table 1. Constructs, codes and measurement items

Constructs	Items code	Items
<i>Tourist revisit intentions</i> (Bowal & Ghosh, 2023; Zheng et al., 2022)	TR1	"I want to revisit this restaurant in future"
	TR2	"I would send a positive review about this restaurant"
	TR3	"I would suggest that others visit this restaurant"

	TR4	“I will pay more visits to the same restaurant in my future trips”
<i>Tourist Satisfaction</i> (Zheng et al., 2022)	TS1	“When I visit this green restaurant, I enjoy the services”
	TS2	“When I visit this green restaurant, I feel good”
	TS3	“When I visited this green restaurant, I felt satisfied”
	TS4	“When I visit this green restaurant, it makes me feel interested”
<i>Long Term Orientation</i> (Khan et al., 2024; Yoo et al., 2011)	LT1	“Careful management of money is important to me”
	LT2	“I do not give up easily, even if I do not succeed in my first attempt”
	LT3	“I believe in planning for the long term”
	LT4	“I value personal stability”
	LT5	“I will work hard for success in the future”
	LT6	“I don’t mind giving up today’s fun for success in the future”
<i>Uncertainty avoidance</i> (Khan et al., 2024; Yoo et al., 2011)	UA1	“It is important to have instructions spelt out so that I always know what I’m expected to do”
	UA2	“It is important to closely follow instructions and procedures”
	UA3	“Rules and regulations are important because they inform me of what is expected of me”
	UA4	“Standardised work procedures are helpful
	UA5	“Instructions for operations are important”
	UA6	“It is important to have instructions spelt out so that I always know what I’m expected to do”
<i>Collectivism</i> (Khan et al., 2024; Yoo et al., 2011)	CO1	“Individuals should sacrifice self-interest for the group (either at school or the workplace)”
	CO2	“Individuals should stick with the group even through difficulties”
	CO3	“Group success is more important than individual success”
	CO4	“Group welfare is more important than individual rewards”
	CO5	“Individuals should only pursue their goals after considering the welfare of the group”

	CO6	“Group loyalty should be encouraged even if individual goals suffer”
<i>Power Distance</i> (Khan et al., 2024; Yoo et al., 2011)	PD1	“People in higher positions should make most decisions without consulting people in lower positions”
	PD2	“People in higher positions should not ask the opinions of people in lower positions too frequently”
	PD3	“People in higher positions should avoid social interaction with people in lower positions”
	PD4	“People in lower positions should not disagree with decisions by people in higher positions”
	PD5	“People in higher positions should not delegate important tasks to people in lower positions”

ANALYSIS, RESULT AND FINDINGS

Analytical method

This study employed “Covariance-based Structural Equation Modeling” (CB-SEM) to examine the proposed research model and hypotheses. The study’s objective drove CB-SEM selection to forecast crucial value-related constructs and enrich the established theoretical framework linking cultural values, satisfaction, and revisit intention (Rigdon et al., 2017). Following the guidance offered by Hair et al. (2014), an initial analysis was conducted as a preparatory step before delving into further multivariate analysis. This approach ensured a solid foundation for the study’s subsequent analytical phases, aligning with best practices in research methodology.

Validity and reliability measures

The validation of the measurement model involved evaluating the constructs and their associated items. Following the criteria set by Hu and Bentler (1999), the standardized factor loading for each item was confirmed to meet or exceed the minimum acceptable threshold of 0.50. Subsequently, the model’s composite reliability was assessed, revealing values that surpassed the recommended benchmark of 0.70 (Hair et al., 2014). The “average variance extracted” (AVE) values were then calculated using the method proposed by Fornell and Larcker (1981), with results for all constructs exceeding the 0.50 threshold, as indicated in Table 2. Additionally, to ensure discriminant validity, we verified that the AVE value for each construct was higher than the squared multiple correlations among the constructs, as detailed in Table 3. This systematic approach ensured the robustness and reliability of the measurement model underpinning our study.

Table 2: Convergent validity and Reliability

Variable	Items	Factor loadings	AVE	CR
<i>Tourist revisit intentions</i>	TR1	0.785	0.504	0.858
	TR2	0.596		
	TR3	0.851		
	TR4	0.785		
<i>Tourist Satisfaction</i>	TS1	0.792	0.508	0.805
	TS2	0.621		
	TS3	0.650		
	TS4	0.642		
<i>Long Term Orientation</i>	LO1	0.725	0.521	0.765
	LO2	0.600		
	LO3	0.797		
	LO4	0.670		
	LO5	0.765		
	LO6	0.519		
<i>Uncertainty avoidance</i>	UA1	0.629	0.622	0.859
	UA2	0.654		
	UA3	0.648		
	UA4	0.547		
	UA5	0.657		
	UA6	0.786		
<i>Collectivism</i>	CO1	0.771	0.541	0.772
	CO2	0.839		
	CO3	0.876		
	CO4	0.811		
	CO5	0.841		
	CO6	0.705		
<i>Power Distance</i>	PD1	0.913	0.596	0.811S
	PD2	0.923		
	PD3	0.931		
	PD4	0.927		
	PD5	0.897		

Note(s): CR = Composite reliability; AVE = Average variance extracted

Source (s): Prepared by researchers

Common method bias

To mitigate bias within the dataset, we implemented Harman's one-factor test, a technique suggested by Howard and Henderson (2023) and deemed suitable for our study due to using a single instrument to gather data across all variables (Colton & Covert, 2007). The outcome of this test indicated that a solitary factor accounted for 32% of the variance, which falls below the 50% threshold advised by Podsakoff et al. (2003), suggesting a minimal common method bias. Additionally, we tested loadings and cross-loadings, as Kock (2015) recommended, to further validate the absence of bias. Kock (2015) highlighted that biased data often display significantly inflated loadings, leading to a false enhancement of the research model's convergent validity. In our analysis, the standardized loadings varied between 0.634 and 0.802, which supports the conclusion that our data does not suffer from common method bias (CMB) issues, reinforcing the integrity of our findings.

Table 3. Discriminant validity

	Mean	SDV	TR	TS	LT	UA	CO	PD
TR	4.231	0.465	<i>0.716</i>					
TS	4.152	0.495	0.49	<i>0.746</i>				
LT	4.105	0.499	0.41	0.29	<i>0.701</i>			
UA	3.891	0.548	0.39	0.32	0.41	<i>0.756</i>		
CO	4.563	0.559	0.53	0.35	0.42	0.56	<i>0.711</i>	
PD	3.881	0.525	0.48	0.31	0.78	0.44	0.53	<i>0.701</i>

Note(s): SDV=Standard Deviation; TR= *Tourist revisit intentions*; TS= *Tourist Satisfaction*; LT= *Long Term Orientation*; UA= *Uncertainty avoidance*; CO= *Collectivism*; PD= *Power Distance*.

Source (s): Prepared by researchers

Table 4. Structural results

Hypothesis	Regression paths	S.E.	C.R.	p-value	Result
H1	CO → TS	.024	-0.143	0.886	Not significant
H2	LO → TS	.143	3.438	0.000	Supported
H3	UA → TS	.070	2.581	0.010	Supported
H4	PD → TS	.014	1.956	0.050	Supported
H5	TS → TR	.381	3.103	0.002	Supported

Source(s): Prepared by researchers

Path analysis

Structural Equation Modeling (SEM) was employed in this research to visually map and statistically evaluate the relationships between variables (Hasan & Rahman, 2023). To assess the fit of our model, we measured the “standardized root mean square residual” (SRMR) along with the “unweighted least squares discrepancy” (dULS) and the “geodesic discrepancy” (dG). The obtained fit indices indicated a satisfactory model fit, as they were below the benchmark values established by HI99 (Henseler et al., 2009, 2015). Our findings showed that all others were positively impacted except for power distance (H2: $p < 0.000$). Moreover, tourist satisfaction was found to affect outcome factors positively, i.e., revisit intention (H4: $p < 0.050$). Therefore, except for H4, our study validated the proposed hypotheses (refer to Table 4 for details).

Mediation analysis

The conceptual framework depicted in Figure 1 outlines the dynamic relationship among the study’s variables, positioning tourist satisfaction as a pivotal mediator linking cultural values to outcomes like tourist revisit intention. This research aims to explore and validate the value-satisfaction-revisit intention construct, which inherently assumes linear (i.e., stepwise) relationships from cultural values (collectivism and uncertainty avoidance) through satisfaction to revisit intentions. Nevertheless, further analyses were undertaken to scrutinize the mediating effect of tourist satisfaction in pursuit of an in-depth and insightful understanding. The findings in Table 5 reveal that cultural values (collectivism and uncertainty avoidance) substantially impact tourist satisfaction. These insights, integrated with the framework of the study, imply that tourist satisfaction acts as a partial mediator between cultural values and tourist revisit intention.

Table 5. Mediation analysis results

Path description	Mediator	Indirect effect	Direct effect	Total effect (Direct + Indirect)	t-value	P-value	Result
CO → TR	Tourist Satisfaction (TS)	0.096	0.169	0.265	2.282	0.021	Supported
LT → TR		0.034	0.089	0.123	0.151	0.101	Not significant
UA → TR		0.156	0.209	0.365	3.515	0.000	Supported
PD → TR		0.023	0.090	0.113	0.093	0.425	Not significant

Source(s): Prepared by researchers

DISCUSSION

The empirical investigation into the cultural dimensions and their impact on tourist revisit intentions in the context of green restaurants has yielded significant insights, contributing to a broader understanding of how cultural dimensions shape tourist behaviours in sustainable tourism settings. The analysis revealed that most of the hypothesized relationships were significant, affirming the influence of power distance, long-term orientation, and uncertainty avoidance on tourist satisfaction and, subsequently, on revisit intentions. However, the data did not support the hypothesis that collectivism significantly and positively influences Tourist Satisfaction. Consistent with the literature suggesting that power distance values enhance the communal and sustainable aspect of consumption experiences (Kim and Han, 2010; Hofstede, 1980), the study found a significant positive relationship between power distance and tourist satisfaction in green restaurants. This outcome underscores the importance of social harmony and the collective good. These traits are likely to resonate with the ethos of green restaurants, thus enhancing satisfaction and fostering a higher likelihood of revisiting. Similarly, the significant positive relationship between long-term orientation and tourist satisfaction suggests that tourists with a forward-looking perspective value the sustainable practices of green restaurants. This aligns with previous findings (Chen and Tsai, 2008) that tourists with long-term orientation are more likely to appreciate the benefits of sustainability efforts that extend beyond immediate gratification, contributing to their overall satisfaction and intentions to return. The findings also supported the hypothesis that uncertainty avoidance positively influences tourist satisfaction. Tourists with high uncertainty avoidance levels seek predictability and clarity, which green restaurants can provide through transparent communication of their sustainable practices and the tangible benefits of their offerings. This clarity and assurance likely contribute to higher satisfaction levels, as Yoon and Uysal (2005) suggested. However, the hypothesis that collectivism significantly and positively influences tourist satisfaction was not empirically supported. This outcome indicates a relationship between collectivism and satisfaction in green restaurants, perhaps suggesting that the hierarchical expectations associated with collectivism are not as influential in shaping satisfaction within this sustainable tourism context. This finding aligns with traditional service expectations in highly collectivist cultures (Hofstede, 1980). It suggests that green restaurants' egalitarian and community-focused nature might transcend cultural expectations related to hierarchy. The findings contribute valuable insights into how cultural dimensions intersect with sustainable tourism practices, particularly in the green restaurant sector. While most cultural dimensions examined positively influenced tourist satisfaction and revisit intentions, the exception of power distance highlights the complexity of cultural influences on satisfaction within sustainable tourism contexts. This discrepancy opens avenues for further research into how green businesses can better understand and navigate the cultural nuances of their clientele to enhance satisfaction and loyalty.

IMPLICATIONS

Theoretical contributions

This study makes several theoretical contributions to the fields of marketing and tourism, especially in the context of green restaurants and the cultural dimensions influencing tourist revisit intentions. Firstly, it extends the value-satisfaction-loyalty framework within the green restaurant sector, explaining how cultural dimensions shape consumer behaviours and preferences in sustainable tourism contexts. By incorporating cultural dimensions as antecedents in the model, this research highlights the significant role of cultural values in determining tourists' satisfaction and loyalty behaviours, particularly in the context of environmentally sustainable practices.

Secondly, the study contributes to the existing literature by empirically validating the mediating role of tourist satisfaction between cultural dimensions and revisiting intentions. This mediation underscores the importance of satisfying tourists' cultural expectations as a pivotal mechanism through which cultural values translate into loyalty behaviours, such as the intention to revisit green restaurants. This finding enriches our comprehension of the psychological processes underlying the relationship between cultural predispositions and consumer behaviour in the tourism sector. Moreover, by focusing on green restaurants, this research contributes to the burgeoning field of sustainable tourism. It provides empirical evidence on how aligning green restaurant practices with tourists' cultural values can enhance satisfaction and foster revisit intentions, underscoring the potential of sustainable business practices to attract and retain culturally diverse tourists. Lastly, investigating specific cultural dimensions, such as uncertainty avoidance, power distance, collectivism, long-term orientation, and power distance concerning tourist satisfaction and revisit intentions, offers a granular understanding of how different cultural traits influence consumer behaviour in sustainable tourism. This specificity allows for developing targeted marketing and operational strategies for green restaurants that cater to a culturally diverse tourist base.

Managerial implications

This study's insights into the cultural dimensions influencing tourist revisit intentions in the context of green restaurants carry several practical implications for managers and practitioners in the tourism and hospitality industry. Understanding these cultural dimensions allows for crafting more effective, culturally sensitive marketing strategies and operational adjustments that cater to the diverse expectations of international tourists. Firstly, the finding that collectivism influences tourist satisfaction suggests that green restaurants should emphasize their community and environmental contributions in their marketing communications. For tourists from collectivist cultures, highlighting the restaurant's commitment to local communities and sustainable practices can resonate more deeply, enhancing their satisfaction and likelihood of revisiting. This can be achieved through storytelling in marketing materials that showcase the restaurant's positive environmental impact and community involvement. Secondly, the importance

of long-term orientation indicates that green restaurants should communicate the long-term benefits of their sustainability efforts, not just for the environment but also for future generations. This appeals to tourists who value long-term outcomes over immediate gratification, potentially increasing their satisfaction and intentions to return. Implementing loyalty programs that reward sustainable dining practices could also align with the long-term investment mindset.

Furthermore, the study suggests that addressing the needs of tourists with high uncertainty avoidance requires clear and transparent communication about what to expect regarding dining experiences. This could involve detailed descriptions of menu items, the sourcing of ingredients, and the environmental benefits of their choices. Ensuring that staff are well-trained to answer questions related to sustainability practices can help reduce uncertainty and enhance satisfaction. In addition, understanding the role of power distance can help managers tailor service experiences. For tourists from high power distance cultures, demonstrating respect and deference, possibly through personalized services or recognizing their status, can enhance satisfaction. Conversely, tourists from low power distance cultures may appreciate a more egalitarian approach, emphasizing the collaborative nature of sustainability.

Lastly, this study underscores the importance of integrating sustainable practices with cultural sensitivity to foster a positive dining experience. Green restaurants should consider these cultural dimensions in designing their service delivery, menu options, and overall dining atmosphere to meet the diverse expectations of their global clientele.

CONCLUSION

This study highlights the significant role of cultural dimensions in influencing tourist satisfaction and revisit intentions within the context of green restaurants. The findings demonstrate that cultural values such as long-term orientation, uncertainty avoidance, and power distance positively impact tourist satisfaction, which in turn enhances their intentions to revisit. However, collectivism did not show a significant direct influence on satisfaction, suggesting that the communal and egalitarian nature of green restaurants may transcend traditional cultural expectations. These insights underscore the importance of culturally informed marketing strategies and operational practices in green restaurants to cater to diverse tourist preferences. By aligning sustainable practices with the cultural predispositions of their clientele, green restaurants can enhance customer satisfaction and foster loyalty, thereby contributing to the broader goals of sustainable tourism. Future research should expand the geographical scope and explore additional cultural dimensions to build on these findings.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

While this study offers in-depth insights into the cultural dimensions influencing tourists' revisit intentions in the context of green restaurants, it is not without its limitations that it offers directions for future research.

One limitation is the study's geographical scope, confined to green restaurants in a specific region. This geographical focus may limit the applicability of the findings to other contexts or regions with different cultural norms and environmental consciousness levels. Future research could extend this study's framework to broader geographical locations, including a comparative analysis between countries or regions with varying cultural dimensions and environmental policies. Another limitation is the reliance on self-reported measures for assessing tourist satisfaction and revisiting intentions, which might introduce response bias. Future studies could incorporate more objective behaviour measures, such as actual revisit behaviour tracked over time, to provide a more robust assessment of the relationship between cultural dimensions and tourist behaviour.

Additionally, this study focused on a limited set of cultural dimensions. Future research could explore other relevant cultural dimensions, such as masculinity vs. femininity or indulgence vs. restraint, to understand their impact on tourist satisfaction and revisit intentions in the context of sustainable tourism practices (Hofstede, 2011). Moreover, the role of technology in mediating the relationship between tourist behaviour and cultural dimensions in the green restaurant context remains unexplored. With the increasing importance of digital platforms and social media in influencing consumer choices (Leung et al., 2013; Lim & Rasul, 2022), future studies could investigate how technology can enhance tourist experiences and promote sustainable practices among culturally diverse tourist populations (Sana et al., 2023). Lastly, the evolving nature of consumer values towards sustainability and green practices suggests the need for longitudinal studies. Future research could examine how these values change and how green restaurants can adapt their marketing and operational strategies to cater to these evolving consumer preferences (T. M. et al., 2021).

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