

Table 1. Chinese backpacker respondents characteristics (n = 317)

Variable	Category	Percentage (%)
Gender	Male	55.9
	Female	44.1
Income	2000 and below	46.5
	2001 - 3000	12.1
	3001 - 5000	20.7
	5001 - 8000	9.2
	8001 - 15000	9.5
	15000 and above	2.0
	Education	High school and before
Bachelor		74.1
Master		13.4
Doctor		1.6
Age	Under 18	1.9
	18 - 25	75.4
	26 - 35	16.4
	36 - 45	6.2
	Above 45	0.0

Table 2. EFA and t-test results for social identity as a backpacker

Factor	Factor loading (Cronbach's α)	Mean	Self-judgement		t-test	95% C.I.	
			"Are you a backpacker?"			Lower	Upper
			Yes (n=105)	No (n=205)			
Social identity	(0.895)	3.17	3.84	2.94	0.00**	.660	1.146
SI1	0.83	3.20	3.81	2.88	0.00**	.622	1.231
SI2	0.66	3.25	3.53	3.09	.009**	.111	.771
SI3	0.82	3.17	3.96	2.75	0.00**	.869	1.551
SI4	0.86	3.19	3.88	2.84	0.00**	.698	1.362
SI5	0.89	3.14	3.95	2.72	0.00**	.911	1.550
SI6	0.80	3.07	3.52	2.83	0.00**	.333	1.036

Note: Values in brackets are Cronbach's α . See statements of items (SI1 to SI6) in Appendix.

* $p < 0.05$, ** $p < 0.01$

Table 3. EFA and t-test results for respondents' travel behavior

Factor	Factor loading (Cronbach's α)	Mean	Self-judgement		t-test	95% C.I.	
			"Are you a backpacker?"			Lower	Upper
			Yes (n=105)	No (n=205)			
Travel behavior	(0.747)	5.38	5.53	5.30	0.07	-0.017	0.466
TB1	0.62	5.02	5.25	4.91	0.09	-0.057	0.733
TB2	0.66	6.05	6.10	6.05	0.77	-0.248	0.333
TB3	0.59	4.58	4.78	4.49	0.13	-0.087	0.665
TB4	0.67	5.47	5.58	5.42	0.35	-0.176	0.499
TB5	0.63	5.75	5.93	5.65	0.07	-0.027	0.585

Note: Values in brackets are Cronbach's α . See statements of items (TB1 to TB5) in Appendix.

*p < 0.05, **p < 0.01

Table 4. EFA and t-test results for respondents' travel motivation

Factor	Factor loading (Cronbach's α)	Mean	Self-judgement		t-test	95% C.I.	
			"Are you a backpacker?"			Lower	Upper
			Yes (n=105)	No (n=205)			
Leisure motive	(0.884)	5.31	5.15	5.43	0.08	-0.589	0.034
TM1	0.82	5.02	4.82	5.15	0.09	-0.709	0.051
TM2	0.89	5.45	5.31	5.56	0.14	-0.573	0.081
TM3	0.81	5.47	5.31	5.60	0.10	-0.617	0.052
External-oriented exploration motive	(0.883)	5.67	5.88	5.58	0.01**	0.062	0.545
TM4	0.64	5.61	5.72	5.57	0.38	-0.189	0.496
TM5	0.71	5.24	5.64	5.06	0.00**	0.255	0.909
TM6	0.61	5.41	5.87	5.21	0.00**	0.333	1.003
TM7	0.73	6.05	6.09	6.05	0.78	-0.233	0.310
TM8	0.77	5.99	6.13	5.93	0.18	-0.090	0.485
TM9	0.72	5.66	5.91	5.54	0.02*	0.051	0.689
TM10	0.64	5.75	5.87	5.71	0.27	-0.129	0.463
Self-achievement motive	(0.842)	5.10	5.27	5.02	0.12	-0.061	0.557
TM11	0.55	5.39	5.54	5.31	0.22	-0.142	0.612
TM12	0.64	5.63	5.63	5.64	0.97	-0.351	0.336
TM13	0.77	5.12	5.31	5.03	0.14	-0.095	0.657
TM14	0.75	4.29	4.60	4.13	0.03*	0.059	0.878

Note: Values in brackets are Cronbach's α . See statements of items (TM1, TM2, etc.) in Appendix.

* $p < 0.05$, ** $p < 0.01$

Table 5. EFA and t-test results for respondents' sense of alienation

Factor	Factor loading (Cronbach's α)	Mean	Self-judgement "Are you a backpacker?"		t-test	95% C.I.	
			Yes (n=105)	No (n=205)		Lower	Upper
Culture estrangement	(0.828)	3.92	4.15	3.83	0.04*	0.009	0.633
CE1	0.70	4.23	4.34	4.20	0.50	-0.267	0.542
CE2	0.74	3.68	3.87	3.62	0.17	-0.111	0.625
CE3	0.77	3.88	4.15	3.75	0.05*	0.007	0.789
CE4	0.71	3.92	4.26	3.76	0.01**	0.124	0.883
Work alienation	(0.799)	3.24	3.56	3.09	0.01**	0.123	0.805
WA1	0.72	2.92	3.03	2.88	0.48	-0.267	0.571
WA2	0.76	3.21	3.65	2.99	0.00**	0.246	1.069
WA3	0.74	3.67	4.01	3.50	0.03*	0.062	0.962
WA4	0.68	3.17	3.50	3.01	0.03*	0.045	0.945
Self-alienation	(0.735)	3.46	3.47	3.46	0.94	-0.348	0.375
SA1	0.74	3.53	3.52	3.56	0.85	-0.457	0.378
SA2	0.72	3.51	3.43	3.57	0.55	-0.602	0.323
SA3	0.66	3.33	3.48	3.26	0.33	-0.223	0.665
Detachment from home center	(0.715)	3.89	4.20	3.74	0.00**	0.146	0.790
CD1	0.63	4.35	4.49	4.28	0.34	-0.213	0.622
CD2	0.78	3.68	4.05	3.50	0.01**	0.161	0.935
CD3	0.71	3.68	4.21	3.41	0.00**	0.403	1.190

Note: Values in brackets are Cronbach's α . See statements of items (CE1, CE2, etc.) in Appendix.

*p < 0.05, **p < 0.01

Table 6. Binary logistic regression model of Chinese backpackers' social identities

	B	S.E.	Wald	Sig.	Exp. (B)	95% C.I.	
						Lower	Upper
External-oriented exploration motive	0.486	0.159	9.302	0.002**	1.625	1.189	2.220
Work alienation	0.328	0.142	5.316	0.021*	1.388	1.050	1.833
Leisure motive	-0.327	0.146	5.034	0.025*	0.721	0.542	0.959
Detachment from home center	0.401	0.143	7.902	0.005**	1.494	1.129	1.976
Self-alienation	-0.314	0.146	4.603	0.032*	0.731	0.549	0.973
Constant	-0.876	0.145	36.693	0.000**	0.416		

Note: Three variables (self-achievement motive, culture estrangement, and travel behavior) were excluded due to not being significant.

* $p < 0.05$, ** $p < 0.01$

Table 7. Multiple regression model of Chinese backpackers' social identities

	Standardized Beta	t	Sig.	95% C.I.	
				Lower	Upper
Constant		-1.148	0.252	-0.165	0.044
Detachment from home center	0.294	5.469	0.000**	0.186	0.395
Self-achievement motive	0.199	3.698	0.000**	0.091	0.300
External-oriented exploration motive	0.187	3.474	0.001**	0.080	0.290
Travel behavior	0.158	2.940	0.004**	0.052	0.261
Work alienation	0.155	2.888	0.004**	0.049	0.258
Culture estrangement	0.147	2.733	0.007**	0.040	0.249

Note: Two variables (self-alienation and leisure motive) were excluded due to not being significant.

* $p < 0.05$, ** $p < 0.01$

Appendix. Measurement items

Factors	Source	Code	Item statements
Social identity	Mael and Ashforth (1992)	SI1	When someone criticizes backpackers it feels like a personal insult.
		SI2	You are very interested in what others think about backpackers.
		SI3	When you talk about backpackers, you usually say “we” rather than “they”.
		SI4	Recognition for backpackers is recognition for you.
		SI5	When someone praises backpackers, it feels like a personal compliment.
		SI6	If a story in the media criticized backpackers, you would feel embarrassed.
Travel behavior	Loker-Murphy and Pearce (1995)	TB1	You prefer budget tourism facilities.
		TB2	You prefer an independently organized travel schedule.
		TB3	You prefer longer rather than short holidays.
		TB4	You prefer to meet other people during your travels.
		TB5	You prefer to experience authentic local lifestyles.
Leisure motive	Loker-Murphy (1997); Paris and Teye (2010)	TM1	You travel to have fun.
		TM2	You travel to rest and relax.
		TM3	You travel to release you from physical and psychological pressure.
		TM4	You travel to explore the unknown.
		TM5	You travel to experience thrills and adventure.
		TM6	You travel to strengthen your will and resolve.
		TM7	You travel to be close to nature.
		TM8	You travel to learn about history.
		TM9	You travel to experience different cultures.
		TM10	You travel to meet different people.
Self-achievement motive		TM11	You travel to seek the meaning of life.
		TM12	You travel to discover yourself and understand more about yourself.
		TM13	You travel to gain a sense of accomplishment.
		TM14	You travel to be recognized by other people.
Culture	Kohn and	CE1	Your ideas and opinions about important matters differ from those of your relatives.

estrangement	Kohn and Schooler (1983)	CE2	Your ideas and opinions about important matters differ from those of your friends.
		CE3	Your ideas and opinions about important matters differ from those of other people within your social class.
		CE4	Your ideas and opinions about important matters differ from those of most people in the country.
		WA1	You wonder why you work at all.
Work alienation	Maddi, Kobasa and Hoover (1979)	WA2	Ordinary work is too boring to be worth doing.
		WA3	Most of life is wasted in meaningless activity.
		WA4	You don't like my job or enjoy my work, I just put in my time to get paid.
		SA1	The attempt to know yourself is a waste of effort.
Self-alienation	Maddi, Kobasa and Hoover (1979)	SA2	The most exciting thing for you is your own fantasies.
		SA3	Unfortunately, people don't seem to know that they are only creatures after all.
		CD1	You want to find a sense of belonging to a place you traveled before.
Detachment from home center	Cohen (1979); in-depth interviews	CD2	Compared with your life, you prefer to live as the locals you visit.
		CD3	You hope you can live in a place you traveled before.
