# How anticipated emotions and perceived severity shape tourist civility

**Abstract**

How to alleviate tourist incivility (i.e., social and environmental deviant behaviors) is not only a practical concern but an emerging tourism research topic. Advocating civilized tourist behavior could be an effective tool in enhancing sustainable tourism. In this paper, we test how anticipated emotions and perceived severity (of tourism incivility problems) shape tourist civility via an extended norm activation model (NAM). A total of 401 valid questionnaires were obtained from tourists of a national wetland park in China. The results indicated that: 1) both positive and negative anticipated emotions not only have a direct impact on tourist civility but also have an indirect impact via personal norms, 2) positive anticipated emotions (as compared to negative ones) play a more vital role in the tourist civility formation, and 3) perceived severity of tourism incivility problems negatively moderates the links of personal norms and negative anticipated emotions to tourist civility. This paper provides theoretical and practical implications to better understand the role of anticipated emotions and perceived severity in tourist civility decision-making.

**Keywords:** tourist civility; norm activation model; anticipated emotions; perceived severity; broken windows theory

## Introduction

Sustainable development has become an urgent agenda for tourism destinations. Yet, a lingering problem remains for destination managers regarding the negative impacts caused by tourists (Liu et al., 2019). Whether it is improperly photographing the Moai statues on Easter Island, swimming in a Venetian canal, carving graffiti on Rome's Colosseum, scratching their initials on the Badaling section of the Great Wall, or contempt for cultural traditions in various destinations, tourists have frequently appeared in news stories for their errant behaviors (Bhati & Pearce, 2016; Su et al., 2022). Tourists' social and environmental deviant behaviors—here briefly termed tourist incivility—not only result in resource deterioration at destinations but also harm impressions of particular tourist groups (Lu et al., 2019). Faced with constant inappropriate tourist behaviors, fostering greater tourist civility is paramount for destinations (Huang et al., 2018).

Despite the growing significance of tourist civility, research on its antecedents is limited. Tourist civility can be considered as altruistic and pro-environmental behaviors (Qiu, 2017). Previous research has applied the norm activation model (NAM) as a theoretical foundation and confirmed its appropriateness in understanding antecedents of tourist civility (e.g., Liu et al., 2020). NAM, initially proposed by Schwartz (1977), is a widely used social psychological theory to explain altruistic and pro-social behaviors, including pro-environmental behavior of tourists and residents (Confente & Scarpi, 2020), volunteer tourism traveler behavior (Meng et al., 2020), visitors' litter binning behavior (Esfandiar et al., 2020), and environmentally responsible museum intentions (Han & Hyun, 2017). Despite its extensive application, scholars have expressed the need to enhance NAM's explanatory power by introducing several other critical constructs in specific contexts (e.g., Han et al., 2019). Particularly, given that the NAM is predominately a cognitive model, it is worthwhile to consider emotional factors in explaining the behavior in consideration. In addition, opportunities remain to examine the contingence of tourist civility in the NAM framework, with the perceived severity of tourism incivility problems being a potential boundary condition.

Anticipated emotions refer to the projected emotions of how individuals feel about a particular behavior (Song et al., 2017). People can develop emotions based on expected

consequences of enacting, or not enacting, specific behaviors (Bagozzi et al., 1998). Expecting psychological damage by failing to perform a behavior can result in negative anticipated emotions, while expecting psychological benefits by performing the behavior leads to positive anticipated emotions. These emotional factors, evoked after the assessment of given behaviors, are effective in accounting for the pro-environmental decision-making process (e.g., Bamberg & Möser, 2007; Zhao et al., 2020). This means that affective pre-responses to the performance of a specific behavior can be significant in understanding individuals' decision-making (Perugini & Bagozzi, 2001). However, research on the linkage between anticipated emotions and tourist civility remains unclear. Hence, this research extends NAM with (positive and negative) anticipated emotions and tests if anticipated emotions are effective supplements to NAM in explaining tourist civility.

Perceived severity is referred to as the extent of the seriousness of tourism incivility problems that a tourist perceives (Ahn et al., 2012). Previous literature reports mixed results (showing either positive, negative, or null effects) concerning the power of perceived severity (e.g., Horng et al., 2014; Kim et al., 2013; Lee, 2008). These inconsistent findings imply that perceived severity may be a moderator rather than a predictor. The potential moderating role of perceived severity could be explained by the broken windows theory. That is, if tourists perceive environmental problems to be serious, the broken windows effect may occur—the signs of littering on-site likely induce more littering and fewer pro-environmental behaviors (Keizer et al., 2008). However, it is not yet certain whether factors functioning to facilitate tourist civility might depend on the perceived severity of in situ deviant behaviors at the destination. Identifying whether the perceived severity impedes the extended NAM variables in facilitating tourist civility is essential in formulating appropriate environmental management strategies. Therefore, it is key to explore the moderating role of perceived severity in the tourist civility decision-making processes.

In sum, to address the aforementioned research gaps in the literature, this paper aims to: 1) examine the mediating role of anticipated emotions, ascription of responsibility, and personal norms in linking the awareness of consequences to tourist civility in the extended NAM; and 2) assess the moderating role of perceived severity of tourism incivility problems

in explaining tourist civility engagement.

## Literature review and hypotheses development

### *Tourist civility*

Civility is the display of respect, tolerance, or considerateness (Calhoun, 2000). Originating from the Romans and the root word *civitas* (i.e., the rights and duties of citizenship), the term "civility" appears in literature as integral to the roots of democracy in the assembly context (Schaefer, 2015). Elias traces "the transformation of the term civility from its origins rooted in notions of citizenship, political activity, and civil organization, to the realm of manners and politeness, or what had previously been called courtesy" (c.f., Harcourt, 2012, p.347).

In the Middle Ages, civility was understood as proper conduct and later became a courtly term that moved into the Renaissance as a focus on communities and the social celebration of human achievement (Schaefer, 2015, p.103). In political and philosophical literature, civility is viewed as a virtue linked to etiquette and good manners. Edyvane (2017) argues that "as a political concept, civility is bound up with the idea of an association of citizens, and includes cognate ideas of the civic, the civil and the civilian; it concerns one's status and duties as a member of a political community, as a citizen with certain rights and responsibilities. As an ethical concept, civility is bound up with the idea of what it means to be civilized, to be well-mannered or polite; its focus is on standards of behavior in our dealings with others in everyday life" (p.345).

To date, the term "civility" has a series of variations in numerous contexts, including workplace incivility (Andersson & Pearson, 1999), customer incivility toward employees (Van Jaarsveld et al., 2010), online incivility (Antoci et al., 2019), civilized tourism behavior (Liu et al., 2020), and uncivilized tourism behavior (Qu et al., 2021). This may be because the term has a long history, has undergone transformations, and has been investigated in different disciplines (Sifianou, 2019). Among the various civility terms, customer civility is an established construct in the study of ethical consumption (Ma et al., 2020; Wang et al., 2022). Customer civility entails a broad range of actions and is interchangeably used with other words, such as civilized behavior. In the area of P2P accommodation platforms, Ma et al. (2020) held the view that customer civility was recognized as to whether customers behave in

a civil manner according to social norms. With that said, civility literature focuses primarily on the social aspects of civility.

Following this social understanding of civility, tourist civility is mainly conceptualized as including public manners and virtue, which represent tourists' moral characteristics (Chen & Hsu, 2021). Yet, a more comprehensive appreciation of tourist civility shall include also the environmental aspects of good behaviors, given the increasing awareness regarding the importance of environmental protection. In particular, Qiu (2017) developed a scale to measure "tourist civility" using multi-items whereby not only social aspects of civility ("I obey public order during this travel", "I obey social morality during this travel", and "I respect local custom, cultural tradition, and religious belief during this travel") but also environmental aspects ("I protect tourism resources during this travel" and "I protect the ecological environment during this travel") are incorporated. The suitability of this scale was later consistently validated by Huang et al. (2018) and Liu et al. (2020). These previous studies provide the foundation for understanding tourist civility from a viewpoint of both social and environmental ethics.

Based on the above discussion, tourist civility can be understood as ethical behavior(s) while traveling (Edyvane, 2017). Given the tourism context for this research, tourist civility (or tourist civilized behavior) is tourists' ethical behaviors that not only obey the socially recognized moral norms of the destination and respect the local culture and customs (Huang et al., 2018; Ma et al., 2020), but also preserve the environment (Chen & Hsu, 2021; Qiu, 2017). Considering the empirical support from prior studies, this article adopts Qiu's (2017) scale to evaluate tourist civility.

***Norm activation model***

Numerous theoretical models have been introduced to understand people's environmental behaviors within the environmental psychology field (Bonnes & Lee, 2017). Among these, norm activation model (NAM) is regarded as the most influential theory (Han et al., 2019). Over the last four decades, scholars have relied heavily on NAM as the theoretical framework for explaining pro-environmental behaviors (Han, 2021). In the NAM framework, awareness of consequences, ascription of responsibility, and personal norms have been used as its

constructs (Schwartz, 1977). Of all these, awareness of consequences (AC), refers to the extent to which someone is aware of the negative consequences for others or for other things one values when not acting pro-socially (for instance in our case, how much tourists are aware of tourist incivility causing environmental pollution to destination). Ascription of responsibility (AR) is defined as feelings of responsibility for the negative consequences of not acting pro-socially (e.g., how much tourists believe that they are partly responsible for environmental problems caused by tourist incivility). Personal norms (PN) are described as feeling a moral obligation to perform or refrain from specific actions (Han et al., 2017); one example is to what extent tourists feel morally obligated to engage in tourist civility during traveling.

There are three main interpretations of the NAM in the literature. The first interpretation is a moderation model (De Groot & Steg, 2009) wherein the influence of personal norms on pro-social/environmental behavior is contingent on levels of awareness of consequences and ascription of responsibility. The second interpretation is a sequential mediation model (Steg & De Groot, 2010) where personal norms, which directly influence altruistic behavior, is activated by awareness of consequences via the indirect impact of ascription of responsibility (i.e., awareness of consequences → ascription of responsibility → personal norms → behavior). A third interpretation (Steg & De Groot, 2010) does not include any link between two cognitive factors (i.e., awareness of consequences and ascription of responsibility). According to this third model, norm activation is a progression where both awareness of consequences and ascription of responsibility are direct and independent predictors of personal norms, which subsequently result in a specific behavior. Across extensive studies and in various behavior domains, the sequential mediation model is confirmed as the better interpretation of the given behavior (e.g., De Groot & Steg, 2009; Steg & De Groot, 2010) and gains wide support in the literature (e.g., Han & Hyun, 2017; Kim & Hwang, 2020; Meng et al., 2020).

However, various scholars have also empirically demonstrated the direct role of both awareness of consequences and ascription of responsibility in predicting personal norms when explaining pro-environmental behavior (e.g., Wang et al., 2019; Rezaei et al., 2019). It

is worth mentioning that a growing tourism literature favors and supports the combination of the second and third interpretations (e.g., Gao et al., 2017; Wu et al., 2022). Thereby, we integrated both the second and third interpretations of the NAM paradigm to tourist civility (see Figure 1). Expressively, this research speculated that tourist consciousness of the negative consequences of not acting civilly and feeling personal responsibility for the outcomes will elicit a moral obligation to engage in civilized activities when traveling. This feeling of moral obligation, in turn, leads to engagement in civilized practices. Meanwhile, as noted earlier in the sequential mediation model of NAM, if tourists are aware of the negative consequences of not acting civilly, they will be inclined to ascribe a feeling of responsibility for the outcomes. The following hypotheses were thus proposed:

*$H_1$. Awareness of consequences has a positive and direct influence on personal norms.*

*$H_2$. Ascription of responsibility has a positive and direct influence on personal norms.*

*$H_3$. Awareness of consequences has a positive and direct influence on ascription of responsibility.*

*$H_4$. Personal norms have a positive and direct influence on tourist civility.*

***Integrate anticipated emotions into NAM***

While the NAM framework has been widely adopted in pro-environmental research, its sufficiency is questioned. In order to account for individuals' specific behavior more effectively, there is a need to broaden the original NAM framework (Han et al., 2019). Previous literature has suggested the role of emotions in prompting pro-environmental behavior (e.g., Wang et al., 2020); however, the effect of anticipated emotions on tourist civility is not widely addressed.

Individuals not only experience emotions but also anticipate these emotions they are to experience from enacting, or failing to enact, a particular behavior (Onwezen et al., 2013). That is, people develop positive (or negative) anticipated emotions when assessing the consequences of attaining (or not attaining) the goal to perform a particular behavior (Perugini & Bagozzi, 2001). Such anticipated emotions (e.g., pride and guilt) are regarded as self-conscious emotions (Han, 2014); they are especially important in formulating pro-social

and pro-environmental decision-making (Han et al., 2017; Zhao et al., 2020). Specifically, positive anticipated emotions motivate people to engage in the focal behavior to bring in more positive feelings, whilst negative anticipated emotions prompt people to perform the behavior in order to compensate or mitigate these adverse feelings. Consequently, both positive and negative anticipated emotions can directly activate pro-social and pro-environmental behavior (Onwezen et al., 2013). The direct role of emotions (including positive and negative anticipated emotions) in predicting tourist environmentally responsible behavior, respectively, has been identified (e.g., Zhao et al., 2020). A similar relationship may also exist in the tourist civility setting. Accordingly, the following hypotheses were proposed:

*$H_5$. Positive anticipated emotions have a positive and direct influence on tourist civility.*

*$H_6$. Negative anticipated emotions have a positive and direct influence on tourist civility.*

Variables such as awareness of consequences and ascription of responsibility are cognitions (Schwartz, 1977), whereas anticipated emotions are affective factors (Perugini & Bagozzi, 2001). There is an ongoing debate on whether cognition precedes emotion, or *vice versa* (Wang et al., 2020). Some scholars argue that affect/emotion is a precursor of cognition, emphasizing the affect heuristic (Slovic et al., 2007; Zajonc,1984), whereas other researchers have indicated that appraisals of a wide range of events influence emotional responses (Lazarus, 1984; Roseman, 1996). The “cognitive primacy” notion gains more support in the literature, especially when there is a salient external stimulus (Nyer, 1997; Qiu et al., 2022).

According to cognitive appraisal theory (Watson & Spence, 2007), distinct appraisals of situations and events induce specific emotions. Specific to this study, when tourists are aware of the potential negative consequences of tourist incivility problems, they would anticipate positive emotions (e.g., pride or happiness) if they engage in those civilized tourist behaviors whilst feeling guilty or ashamed (i.e., negative anticipate emotions) if they fail to do so. The same logic applies, i.e., when tourists ascribe responsibility to tackling tourist incivility problems, positive and negative (in the case of behavioral fails) emotions are likely to be

anticipated and evoked. Previous research lends support to this reasoning. For example, in a meta-analytic SEM analysis of socio-psychological determinants of pro-environmental behaviors, Bamberg and Möser (2007) found that cognitive factors (problem awareness and internal attribution) were positive predictors of emotions (e.g., feelings of guilt) in explaining the behavior/intention. In the context of advertising, the hierarchy-of-effects model that posits a sequence of cognition-affect-intention has been well supported (Smith et al., 2008). Anticipated emotions stem from the outcomes of cognitive processes in that cognitive factors often enhance affective responses in a pro-environmental context (Han et al., 2018). Thus, this paper assumes that the two cognitive factors (i.e., awareness of consequences and ascription of responsibility) elicit positive and negative anticipated emotions, respectively. The following hypotheses were thus proposed:

*$H_7$. Awareness of consequences has a positive and direct influence on positive anticipated emotions.*

*$H_8$. Awareness of consequences has a positive and direct influence on negative anticipated emotions.*

*$H_9$. Ascription of responsibility has a positive and direct influence on positive anticipated emotions.*

*$H_{10}$. Ascription of responsibility has a positive and direct influence on negative anticipated emotions.*

Anticipated emotions matter in the formation of personal norms. According to Schwartz (1977), people's positive anticipated feelings activate them to obey their moral obligations while negative anticipated emotions stimulate them to avoid breaking such personal norms. In other words, positive anticipated emotions (e.g., pride) motivate personal norms compliance, and anticipated negative emotions warn against breaking one's personal norms (guilt or shame would otherwise arise). This elaboration is in line with Bamberg et al.' (2007) finding that both cognitive and emotional processes are vital in activating people's personal norms; specifically, they demonstrated that anticipated feelings of guilt contributed to personal norms and eventually led to decisions to use public transportation. Positive

anticipated emotions (e.g., pride) are essential in enhancing moral obligations to encourage pro-social and pro-environmental behaviors/intentions (Han, 2014; Han et al., 2018). As to negative anticipated emotions (e.g., guilt), this positive association has also been documented in Bamberg and Möser's (2007) meta-analysis. In a cruising context, Han et al. (2017) showed that cruise travelers' anticipated emotions played a crucial role in determining moral obligations and pro-environmental intentions. Given the tourist civility context, this research posited that positive and negative anticipated emotions can influence personal norms, respectively. The following hypotheses were thus put forward:

*$H_{11}$. Positive anticipated emotions have a positive and direct influence on personal norms.*

*$H_{12}$. Negative anticipated emotions have a positive and direct influence on personal norms.*

***Moderating role of perceived severity of tourism incivility problems***

Perceived severity is the extent to which a threat is perceived to engender severe negative consequences (Kim et al., 2013); it reflects how serious an existing risk is perceived (Bockarjova & Steg, 2014). The broken windows theory stems from criminology research and is mainly applied to explain neighborhood disorder (Wilson & Kelling, 1982). For instance, a neighborhood's physical appearance, e.g., broken windows, graffiti, litter, and abandoned cars, sends messages to people that disorderly behaviors are accepted as the norm (Lang et al., 2010). Individuals will thus tend to break windows if there is one broken window in a building that has not been repaired. The broken window is just the first step, and other evidence of decay will gradually start to appear, such as more broken windows and more litter on the street (Lang et al., 2010). This means that a poor environment can cause people to accelerate environmental destruction according to the broken windows theory. Applying the broken windows theory to the tourist civility context, the moderating role of perceived severity of tourism incivility problems in the tourist civility decision-making process can be described as follows: when traveling in an uncivil environment, tourists may regard incivility problems as serious and the broken windows effect may operate. The signals

conveyed by a destination's serious incivility problems may prompt tourists to perceive those uncivil behaviors as acceptable. This acceptance can be even more salient, as tourists travel away from their home environments and thus perceive less social normative restrictions in the unfamiliar tourism destination.

Psychological consciousness factors (e.g., emotions toward environmental problems and consciousness of social responsibility) are important antecedents of ecological civility (Wang & Zheng, 2011). However, the discrepancy between what people say and what they truly do exists in tourism. According to attitude-context-behavior theory, the attitude-behavior gap is contingent upon contextual factors (Guagnano et al., 1995). When contextual factors are unfavorable for the environment, pro-environmental behaviors can be restrained, and the strength of the relationship between attitudes and behavior is diminished. For this research, when tourists experience significant incivility problems, the direct link between psychological consciousness factors (e.g., anticipated emotions and personal norms) and tourist civility will be weaker. Therefore, the following hypotheses were proposed:

*$H_{13}$. Perceived severity of tourism incivility problems negatively moderates the relationship between personal norms and tourist civility.*

*$H_{14}$. Perceived severity of tourism incivility problems negatively moderates the relationship between positive anticipated emotions and tourist civility.*

*$H_{15}$. Perceived severity of tourism incivility problems negatively moderates the relationship between negative anticipated emotions and tourist civility.*

[Insert Figure 1 here]

## Methodology

### *Measurement of constructs*

Multiple items validated in the prior literature were applied to measure each construct. The item scales were adjusted to reflect the research scenario (see Table 1 for details). All items were evaluated on five-point Likert scales and anchored from "strongly disagree" to "strongly agree".

### *Pretest of measurements*

Bilingual translation and back-translation were employed to ensure the survey quality. A pre-

test was conducted with four experts (two tourism researchers and two destination practitioners) who were invited to evaluate content/face validity. A pilot study was executed with a sample of 50 Chinese tourists who had previously been to the study site. Preliminary results showed that measurement scales had acceptable reliability (Cronbach's alpha>0.70) and validity (standard factor loadings>0.50) in this phase.

***Data collection and respondent characteristics***

Xixi National Wetland Park is the earliest constructed national wetland park in China. The park is rated as a national 5A tourist attraction and is well-developed with ecological and aesthetic beauty. As one of the most famous ecotourism sites in China, it is a must-visit destination for many tourists to Hangzhou. Accordingly, this park was selected as the study site. A convenient sampling procedure, following its wide use in the tourism literature (e.g., Han & Hyun, 2017; Liu et al., 2019; Wang & Zhang, 2020), was performed for data collection in this park in October and November 2020.

Four trained research assistants from a local university helped administrate the paper-format questionnaire. Specifically, research assistants approached potential participants to ask whether they were willing to participate; if yes, research assistants would inform them of the research aim, together with the volunteer and anonymous nature of the survey. Participants provided oral consent before taking part in the survey. In all, 450 Chinese domestic tourists participated and all returned the questionnaire, among which, 401 valid ones were then identified, resulting in an 89.1% valid rate. 212 (52.9%) were female, 240 (59.9%) were aged 34 or below, 263 (65.6%) had an undergraduate or associates degree, and 167 (41.6%) earned a disposable month income under RMB 3,000 (see Appendix A for details). Despite using the convenient sampling procedure, the participant characteristics of this study match the profiles of many other studies that were conducted in the same destination (e.g., Li & Wu, 2020; Qiu et al., 2022). This demographic alignment indicates that our sample has good representativeness of the tourist population of this park.

***Statistical analyses***

Partial least squares structural equation modeling (PLS-SEM) was conducted to examine the measurement and structural models. PLS-SEM is an increasingly popular and useful tool in

tourism research (Do Valle & Assaker, 2016). As recommended by Hair et al. (2019), scholars shall select PLS-SEM: 1) when the analysis is for testing a theoretical framework based on a prediction perspective, 2) when the structural model is complex and covers many constructs, 3) when the goal is to better understand increasing complexity by exploring theoretical extensions of established theories, and 4) when the sample distribution is lack of normality.

Before formal analyses, the data set was evaluated for normality. SPSS 26.0 with normaltest V1.0 macro plug-in was used for univariate and multivariate normality tests. The cut-off values of 7.0 and 2.0 for kurtosis and skewness were adopted, respectively (Curran et al., 1996). All univariate variables used in this research met kurtosis and skewness criteria. Multivariate normality was evaluated via a Mardia test. Following Byrne's (2013) criteria, Mardia's coefficients higher than |5| were considered non-normal. The Mardia test with the present sample indicated the data was not multivariate normal (|std-MK| = 13.6142 > 5, $p < 0.001$). Thus, PLS-SEM (via SmartPLS 3 software) was adopted for the data analysis to predict tourist civility by converging NAM and anticipated emotions.

## Results

### *Assessing common method bias*

Common method bias (CMB) needs to be evaluated in survey-based studies, particularly when the data are obtained from the same source. Two methods were applied to assess CMB. First, Harman's single-factor test was conducted using the factor analysis tool in SPSS. Results showed that no single factor accounted for more than 50 percent of the covariance (the first factor explaining 34.87% of total variance), indicating CMB was not a concern (Podsakoff & Organ, 1986). Second, following Liang et al.'s (2007) procedure to determine the seriousness of CMB using the unmeasured latent construct method, the average substantively explained variance of the indicators was 0.77542, while the average method-based variance was 0.002558, yielding a ratio of approximately 303:1. Besides, most method factor loadings were not significant (see Appendix B). Accordingly, CMB was not a serious issue in this research.

### *Inspecting the measurement model*

Following Anderson and Gerbing (1988), a two-step approach (i.e., firstly inspecting the

measurement model and then examining the structural model) was followed to analyze the data. In accordance with Hair et al. (2011), the evaluation of measurement model has to be fulfilled with regard to both reliability and validity. The coefficients of Cronbach's α and composite reliabilities (CR) were all consistently high, ranging from 0.875 to 0.942, exceeding the recommended threshold of 0.70 (Hair et al., 2011) (Table 1). The indicator results showed that all the indicator loadings were higher than 0.70. Dijkstra and Henseler (2015) proposed a novel reliability coefficient rho_A ($\rho_A$) for PLS constructs and found that $\rho_A$ overcomes traditional PLS' consistency problems when estimating common factor models in the sense that it consistently estimates the path coefficients, inter-construct correlations, and indicator loadings. All the constructs' $\rho_A$ scores were greater than the threshold of 0.70 (Table 1). Therefore, these findings provided tenable evidence for the constructs' reliability.

[Insert Table 1 here]

Convergent validity and discriminant validity should be tested during the measurement model validity assessment. For the assessment of convergent validity, average variance extracted (AVE) for each construct was from 0.709 to 0.805, establishing a sufficient degree of convergent validity (Hair et al., 2011). For discriminant validity, both Fornell-Larcker criterion and cross-loadings of the indicators should be adopted (Hair et al., 2011). The square roots of AVE of each latent construct were higher than the inter-construct correlations, meeting the Fornell and Larcker's (1981) criterion (see Table 2). The indicators of each construct were greater than all of cross-loadings (see Appendix C). To validate the discriminant validity of constructs, the newly recommended Heterotrait-monotrait ratio of the correlations (HTMT) method was employed (Henseler et al., 2015). If HTMT value is higher than the value of 0.85, the problem of discriminant validity will occur. In this study, all HTMT values ranged from 0.046 to 0.571 (see Table 2), meeting the suggested criteria of 0.85. Discriminant validity was thus supported.

[Insert Table 2 here]

***Examining the structural model***

Prior to examining the hypothesized associations, collinearity should be checked to determine that it does not bias the results (Hair et al., 2019). The collinearity statistics indicated that all

the variance inflation factor (VIF) values in the main effect model were well below the cut-off 3.3. According to Hair et al.'s (2019) suggestion, if collinearity is not a problem, the next procedure is assessing the $R^2$ value of the endogenous construct(s). As a guideline, $R^2$ values of 0.190, 0.333, and 0.670 can be considered weak, moderate, and substantial. The coefficients of determination ($R^2$) of the ascription of responsibility, positive anticipated emotions, negative anticipated emotions, personal norms, and tourist civility were, respectively, 0.086, 0.216, 0.148, 0.342, and 0.411 (Table 3). Overall, all predictor variables explained 41.1% of the variance in tourist civility. Within the NAM basic framework (not including positive and negative anticipated emotions), the coefficients of determination ($R^2$) of the ascription of responsibility, personal norms, and tourist civility were, respectively, 0.086, 0.220, and 0.314. The results showed that the extended NAM had better explanatory power than NAM.

[Insert Table 3 here]

Before examining structural relationships, the predictive relevance ($Q^2$), goodness-of-fit (*GOF*), and standardized root mean square residual (SRMR) were determined to assess the inner model. Employing the blindfolding procedure, the results of cross-validated redundancy illustrated that each $Q^2$ value in the main effect model ranged from 0.065 to 0.287, exceeding the threshold of 0. The *GOF* criteria was proposed as follows: $GoF_{large} = 0.36$, $GoF_{medium} = 0.25$, and $GoF_{small} = 0.1$ (Wetzels et al., 2009). As to the main effect model, the average AVE value was 0.775 and the average $R^2$ value was 0.241. As such, the *GoF* index of the main effect model yielded a value of 0.432, well beyond the large cut-off 0.36 point. As emphasized by Hu and Bentler (1999), the only approximate model fit criterion fulfilled for PLS path modeling was SRMR. The model fit indexes illustrated that the SRMR value was 0.077, which was lower than the cut-off value of 0.08 (Henseler et al., 2016). By computing the above indexes (i.e., VIF, $R^2$, $Q^2$, *GOF*, and SRMR), the results of moderating effect model were highly consistent with the main effect model.

Following Hair et al.'s (2011) guidelines, the bootstrapping procedure was performed to evaluate the path coefficients, with 5,000 bootstrap resamples. The first set of hypotheses was conducted to test the direct effects. Table 4 presents standardized path coefficients and *t*-

values for the model. Either in the main effect model or the moderating effect model, the findings provided sufficient support for all the 12 hypothesized direct relationships; $H_1$ to $H_{12}$ were supported.

[Insert Table 4 here]

***Examining the mediating effect***

Additional analyses were performed to examine the mediating roles of ascription of responsibility, positive and negative anticipated emotions, and personal norms. To ascertain their mediating roles, the PLS bootstrapping approach using 5,000 resamples was used. The result is significant if the confidence interval for the mediating effect via the bootstrapping approach does not include zero. As such, all the mediating relationships were supported (Table 5). For instance, a significant specific mediating effect was identified for awareness of consequences on tourist civility via ascription of responsibility and positive anticipated emotions (95% CI $_{\text{main effect model}}$: [0.014, 0.041]; 95% CI $_{\text{interaction effect model}}$: [0.012, 0.038]). Likewise, the following specific indirect paths were supported: AC → AR → NAE → TC (95% CI $_{\text{main effect model}}$: [0.002, 0.017]; 95% CI $_{\text{interaction effect model}}$: [0.003, 0.018]), AC → AR → PN → TC (95% CI $_{\text{main effect model}}$: [0.009, 0.035]; 95% CI $_{\text{interaction effect model}}$: [0.008, 0.034]), AC → AR → PAE → PN → TC (95% CI $_{\text{main effect model}}$: [0.005, 0.017]; 95% CI $_{\text{interaction effect model}}$: [0.004, 0.016]), AC → AR → NAE → PN → TC (95% CI $_{\text{main effect model}}$: [0.001, 0.007]; 95% CI $_{\text{interaction effect model}}$: [0.001, 0.007]), AC → PAE → TC (95% CI $_{\text{main effect model}}$: [0.052, 0.129]; 95% CI $_{\text{interaction effect model}}$: [0.047, 0.12]), AC → PAE → PN → TC (95% CI $_{\text{main effect model}}$: [0.019, 0.05]; 95% CI $_{\text{interaction effect model}}$: [0.018, 0.048]), AC → NAE → TC (95% CI $_{\text{main effect model}}$: [0.008, 0.051]; 95% CI $_{\text{interaction effect model}}$: [0.008, 0.051]), AC → NAE → PN → TC (95% CI $_{\text{main effect model}}$: [0.003, 0.023]; 95% CI $_{\text{interaction effect model}}$: [0.003, 0.021]), and AC → PN → TC (95% CI $_{\text{main effect model}}$: [0.017, 0.092]; 95% CI $_{\text{interaction effect model}}$: [0.016, 0.087]).

[Insert Table 5 here]

***Testing the moderating effect of perceived severity of tourism incivility problems***

Following Garson's (2016) suggestion, the product indicator approach for computing interaction effects was employed to examine the moderating effect of perceived severity of tourism incivility problems (PS). The significance of the interaction effects was evaluated by

adopting a bootstrapping procedure with 5,000 resamples. From Table 3, $R^2$ increased from 41.1% (main effect model) to 45.4% (interaction effect model), confirming the meaningfulness of the moderator. The findings provided support for all the hypothesized moderating associations except $H_{14}$ (Table 4). PS negatively and significantly moderated the relationship between personal norms and tourist civility ($\beta = -0.112$, $p < 0.05$), and the link between negative anticipated emotions and tourist civility ($\beta = -0.133$, $p < 0.001$). Therefore, both $H_{13}$ and $H_{15}$ were supported. However, the moderating role of PS on the link between positive anticipated emotions and tourist civility was not identified ($\beta = 0.006$, $p > 0.05$), not supporting $H_{14}$. Figure 2 shows the output results of the interaction effect model.

[Insert Figure 2 here]

## Discussion, conclusions, and implications

Drawing upon the norm activation model, this research developed and tested an integrated model of the links between awareness of consequences, ascription of responsibility, personal norms, positive and negative anticipated emotions, perceived severity of tourism incivility problems, and tourist civility. The PLS-SEM method was introduced to examine the direct, mediating, and moderating effects. Executed in Xixi National Wetland Park, the findings supported the majority of the research hypotheses. Advancing the emerging interest in the field of tourist civility studies (e.g., Liu et al., 2020; Qu et al., 2021), this study is a pioneering effort to shed light on how anticipated emotions contribute to tourist civility, thus providing unique theoretical and practical implications for the destination management.

### *Discussion and conclusions*

First, in line with the prior studies regarding pro-environmental behavior (e.g., De Groot & Steg, 2009; Rezaei et al., 2019; Steg & De Groot, 2010; Wang et al., 2019; Wu et al., 2022), the following viewpoint was supported in the area of tourist civility: norm activation is a progression where both awareness of consequences and ascription of responsibility are direct antecedents evoking personal norms, which then lead to tourist civility. This means that NAM is a feasible theoretical framework for numerous application contexts, not only in the pro-environmental decision-making process (e.g., Han, 2021) but also in tourist civility.

Second, the mediating roles of anticipated emotions were examined. The findings

showed that awareness of consequences and ascription of responsibility as direct predisposing variables activate both positive and negative anticipated emotions (e.g., Bamberg & Möser, 2007; Han et al., 2017), which lead to tourist civility. This is consistent with the cognition-affect-intentions standpoint (Smith et al., 2008) and the cognitive appraisal theory (Watson & Spence, 2007), echoing previous studies that favor a superior role of cognitions over emotions in predicting pro-environmental behaviors (e.g., Qiu et al., 2022). This cognition primacy is particularly when cognitive evaluation is involved in the first place (i.e., developing awareness of consequences of and attributing personal responsibility toward the incivility problems). In this paper, the specific mediating relationships (e.g., AC → AR → PAE → PN → TC, AC → AR → NAE → PN → TC, AC → PAE → PN → TC, and AC → NAE → PN → TC) were identified (See Table 5). These results lend tenable support to the academic value of the cognition-affect-norm-behavior framework (Han et al., 2018). That is, the chain intermediary variables including both anticipated emotions and personal norms played a key mediating role in the links of awareness of consequences and ascription of responsibility to tourist civility.

Third, the moderating role of perceived severity of tourism incivility problems was identified. The results indicated that perceived severity of tourism incivility problems negatively moderated the relationship between personal norms and civility, as well as the link between negative anticipated emotions and civility. The findings can be explained by the broken windows theory (Lang et al., 2010). If tourists perceive tourism incivility problems to be serious during travel, the broken windows effect could play a role in decisions, as signals conveyed by incivility problems make tourists perceive incivility behaviors as acceptable. This phenomenon is the same as the spreading of disorders wherein people are more likely to engage in social and environmental deviant behaviors when they observe other people's violations of social norms (such as littering) (Keizer et al., 2008). The change from attitude into tourist civility is weakened even if tourists possess high levels of negative anticipated emotions or self-directed environmental responsibility. It is worth mentioning that the moderating effect of perceived severity between positive anticipated emotions and tourist civility was not significant. This means that the influence of positive anticipated emotions on

tourist civility is stable no matter how serious the incivility problems of a destination are.

Finally, compared to negative anticipated emotions, positive anticipated emotions were the more critical predictors in explaining tourist civility. This finding was consistent with the prior literature on emotional factors of pro-environmental behaviors (e.g., Onwezen et al., 2013; Zhao et al., 2020).

***Theoretical implications***

The application of NAM was extended by taking positive and negative anticipated emotions into account. As to the domain of tourist civility studies, prior researchers confirmed the suitability of an extended NAM framework in explaining tourist civility. Theory of planned behavior (Liu et al., 2020) and place attachment theory (Qiu, 2017) have been recognized as two effective extended theories in predicting tourist civility. The important role of anticipated emotions in predicting pro-environmental behaviors has been acknowledged (Han et al., 2017; Zhao et al., 2020). Nevertheless, the linkage between anticipated emotions and tourist civility has rarely been mentioned in the field of tourism studies. By taking positive and negative anticipated emotions as two additional variables, this research extended NAM with anticipated emotions to develop an integrated model. The results demonstrated that our extended model was an improvement over the basic NAM framework (e.g., De Groot & Steg, 2009; Steg & De Groot, 2010) in explaining tourist civility. The cognition-affect-norm-behavior framework was thus identified in predicting tourist civility. Accordingly, the extended NAM contributes to a deeper comprehension of the complex formation process of tourist civility, with an emphasis on the key mediating role of anticipated emotions.

The moderating role of perceived severity of tourism incivility problems was examined based on broken windows theory. This theory has been successfully introduced to explain tourist pro-environmental behavior (Liu et al., 2019). However, exploring the formation mechanism of tourist civility has not yet been executed using broken windows theory. Specific to this study, the NAM framework, together with broken windows theory, was applied to uncover the moderating role of perceived severity in tourist civility decision-making processes. Perceived severity was found to be an important moderating variable in the extended NAM. This means that broken windows theory is a viable analytical framework in the field of tourist civility studies. In doing so, this paper, compared to previous studies (Liu et al., 2020; Qiu, 2017), extended the perspective of NAM by adding a significant

moderator: perceived severity of tourism incivility problems. Notably, the attitude-behavior gap is contingent upon perceived severity in our case, affirming the successful application of attitude-context-behavior theory in the context of tourist civility (Guagnano et al., 1995).

***Managerial implications***

Cultivating positive anticipated emotions toward tourist civility and negative anticipated emotions toward tourist incivility should be given more attention. The findings provide tenable evidence that positive anticipated emotions are the critical antecedent of tourist civility, which should be given priority in wetland destination marketing and management. The direct and indirect connections from negative anticipated emotions to tourist civility were significant. Tourism marketers should cautiously design marketing messages that provoke these dual emotions and design persuasive marketing campaigns that make strategic use of such emotional appeals towards tourist civility. Regarding the triggers of anticipated emotions in the integrated model, it was evident that cognitive factors including awareness of consequences and ascription of responsibility can enhance anticipated emotions. Given this, in order to effectively improve tourist civility, destination managers can use diverse channels (TV advertising, Internet, social media, civility campaigns, brochures, etc.) to help onsite and potential tourists to 1) be aware of incivility problems, i.e., tourist incivility has a vital impact on the environment, generating environmental deterioration, 2) understand that each tourist is responsible for such environmental harm caused by tourist incivility, and 3) recognize that traveling in a civilized manner can generate feelings of positive and negative anticipated emotions, which could in turn help promote civilized behaviors from other tourists.

The prominent role of personal norms in generating tourist civility should be reflected in tourism practice. The direct link between personal norms and tourist civility was identified. The indirect role of personal norms between anticipated emotions and tourist civility was also supported, as well as the link between cognitive variables and tourist civility. Therefore, in addition to specific measures that focus on cognitive and emotional elements, wetland destination managers should stress tourists' duty and responsibility for engaging in tourist civility through long-term education.

The role of perceived severity of tourism incivility problems in explaining tourist civility decision-making processes should be noted. The results demonstrated that if there is a serious tourism incivility problem at a destination, the strength of the relationship between attitudes (including personal norms and negative anticipated emotions) and tourist civility is diminished. In contrast to this, if a destination environment is perceived as being civilized

and clean, the relationship strength is reinforced. As the prior literature illustrated, first impressions are more important than subsequent interventions in tourism management (Liu et al., 2019). Accordingly, wetland destination managers should consider building a civilized and friendly environment in the first place, which will activate more tourists to engage in tourist civility via the role of negative anticipated emotions and personal norms.

***Limitations and future research directions***

First, this study employed self-administered survey questionnaires to obtain data. Due to the effects of social desirability, the self-reported behavior may be biased. Integrating multiple methods (e.g., observations of actual behaviors or reports of others' behaviors) into the on-site survey should be encouraged in future studies.

Second, this study had a convenience sample of Chinese domestic tourists visiting Xixi National Wetland Park. Because the findings of this study may not be applicable to other types of destinations, choosing such destinations (e.g., cultural heritage destinations) to conduct cross-validation testing in future research is warranted.

Third, social norms might also be a critical factor in explaining tourist civility. This study did not include social norms in the proposed model, considering their external and indirect role, as compared to personal norms, in predicting the focal behavior (Bamberg et al., 2007; Liu et al., 2020; Wang & Zhang, 2020); however, future research could examine the normative mechanism in appealing for tourist civility.

Lastly, this study concentrated on general tourist civility, rather than single specific types of tourist civility (Huang et al., 2018; Liu et al., 2020). Although the five behavioral indicators are valid components in measuring tourist civility (Qiu, 2017), they differ, to some extent, regarding the required costs & efforts in implementing the deed. Thus, future research might need to empirically examine tourist civility in a behavior-specific context to check whether the mechanism underlined might be different. In addition, tourist civility may be further divided into environmental civility and socio-cultural civility[1]. Thus, another way forward would be to check the role of anticipated emotions and perceived severity separately in environmental and socio-cultural civility.

[1] We would like to thank the anonymous reviewer for this suggestion.

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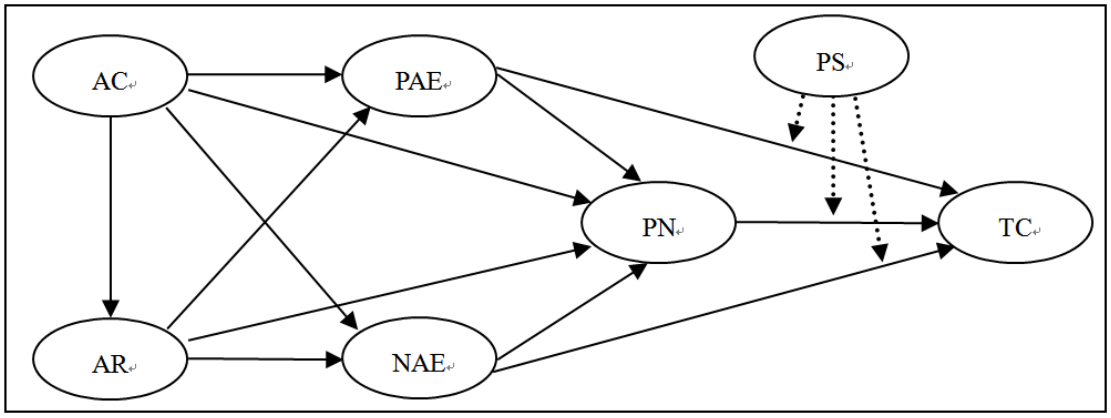


**Figure 1.** Conceptual model.

*Note*: AC=awareness of consequences, AR=ascription of responsibility, PAE=positive anticipated emotions, NAE= negative anticipated emotions, PN= personal norms, TC=tourist civility, PS= perceived severity of tourism incivility problems.

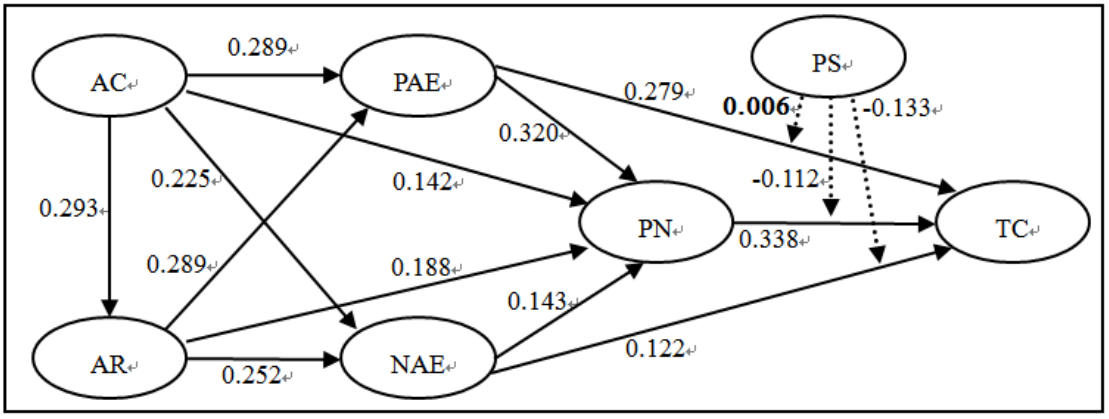


**Figure 2.** Results of the interaction effect model

*Note*: the values in bold denotes the insignificant path.

**Table 1.** Results of measurement model.

| Construct | Items label | Items | Source | Std. factor loading | AVE | CR | α | rho_A |
|---|---|---|---|---|---|---|---|---|
| Awareness of consequences | AC1 | Tourist incivility can cause environmental pollution to this destination. | Han et al. (2019) | 0.886 | 0.805 | 0.925 | 0.879 | 0.882 |
| | AC2 | Tourist incivility can destroy the green vegetation of this destination. | | 0.916 | | | | |
| | AC3 | Tourist incivility can destroy the habitat environment of the animals in this destination. | | 0.889 | | | | |
| Ascription of responsibility | AR1 | I believe that every tourist of this destination is partly responsible for the environmental problems caused by tourist incivility. | Han & Hyun (2017) | 0.848 | 0.785 | 0.916 | 0.863 | 0.878 |
| | AR2 | I feel that every tourist of this destination is jointly responsible for the environmental deteriorations caused by tourist incivility. | | 0.9 | | | | |
| | AR3 | Every tourist of this destination must take responsibility for the environmental problem caused by tourist incivility. | | 0.91 | | | | |
| Positive anticipated emotions | PAE1 | If I engage in tourist civility, I will feel delighted. | Perugini & Bagozzi (2001) | 0.87 | 0.748 | 0.922 | 0.888 | 0.889 |
| | PAE2 | If I engage in tourist civility, I will feel proud. | | 0.865 | | | | |
| | PAE3 | If I engage in tourist civility, I will feel happy. | | 0.873 | | | | |
| | PAE4 | If I engage in tourist civility, I will feel satisfied. | | 0.852 | | | | |
| Negative anticipated emotions | NAE1 | If I fail in engaging in tourist civility, I will feel guilty. | Perugini & Bagozzi (2001) | 0.899 | 0.803 | 0.942 | 0.918 | 0.924 |
| | NAE2 | If I fail in engaging in tourist civility, I will feel ashamed. | | 0.894 | | | | |
| | NAE3 | If I fail in engaging in tourist civility, I will feel angry. | | 0.903 | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NAE4 | If I fail in engaging in tourist civility, I will feel frustrated. | | 0.888 | | | | |
| Personal norms | PN1 | I feel a moral obligation to engage in tourist civility when traveling in this destination. | Onwezen et al. (2013) | 0.879 | | | | |
| | PN2 | Because of my own values/principles, I feel an obligation to behave in tourist civility way when traveling in this destination. | | 0.91 | 0.8 | 0.923 | 0.875 | 0.878 |
| | PN3 | I feel that I should engage in tourist civility when traveling in this destination. | | 0.893 | | | | |
| Perceived severity of tourism incivility problems | PS1 | I found that tourist incivility has seriously damaged the environment of this destination. | Horng et al. (2014) | 0.775 | | | | |
| | PS2 | I found that tourist incivility has caused serious damage to the tourism infrastructure of this destination. | | 0.926 | 0.779 | 0.913 | 0.89 | 0.83 |
| | PS3 | I found that the phenomenon of tourist incivility in this destination is very serious. | | 0.937 | | | | |
| Tourist civility | TC1 | I obey public order during this travel. | Qiu (2017) | 0.849 | | | | |
| | TC2 | I obey social morality during this travel. | | 0.875 | | | | |
| | TC3 | I respect local custom, cultural tradition, and religious belief during this travel. | | 0.789 | 0.709 | 0.924 | 0.897 | 0.897 |
| | TC4 | I protect tourism resources during this travel. | | 0.827 | | | | |
| | TC5 | I protect the ecological environment during this travel. | | 0.867 | | | | |

*Note*: CR=composite reliability; α =Cronbach's alpha; AVE=average variance extracted.

**Table 2.** Results of discriminant validity.

| Construct | AC | AR | PAE | NAE | PN | PS | TC |
|---|---|---|---|---|---|---|---|
| **Fornell and Larcker's (1981) Criteria** | | | | | | | |
| Awareness of consequences (AC) | **0.897** | | | | | | |
| Ascription of responsibility (AR) | 0.293 | **0.886** | | | | | |
| Positive anticipated emotions (PAE) | 0.374 | 0.373 | **0.865** | | | | |
| Negative anticipated emotions (NAE) | 0.299 | 0.319 | 0.441 | **0.896** | | | |
| Personal norm (PN) | 0.359 | 0.394 | 0.506 | 0.386 | **0.894** | | |
| Perceived severity of tourism incivility problems (PS) | 0.199 | 0.025 | 0.11 | 0.127 | -0.07 | **0.882** | |
| Tourist civilized tourism behavioral intention (TC) | 0.391 | 0.375 | 0.538 | 0.392 | 0.56 | -0.021 | **0.842** |
| **Heterotrait-monotrait ratio** | | | | | | | |
| AC | | | | | | | |
| AR | 0.334 | | | | | | |
| PAE | 0.422 | 0.423 | | | | | |
| NAE | 0.331 | 0.351 | 0.486 | | | | |
| PN | 0.408 | 0.449 | 0.571 | 0.428 | | | |
| PS | 0.266 | 0.046 | 0.134 | 0.143 | 0.057 | | |
| TC | 0.44 | 0.424 | 0.602 | 0.427 | 0.631 | 0.046 | |

*Note*: Diagonally positioned values in bold denotes the square roots of AVEs.

**Table 3.** Structural model assessment indexes.

| Construct | Main Effect Model | | | Interaction Effect Model | | |
|---|---|---|---|---|---|---|
| | $R^2$ | Adj. $R^2$ | $Q^2$ | $R^2$ | Adj. $R^2$ | $Q^2$ |
| Ascription of responsibility (AR) | 0.086 | 0.084 | 0.065 | 0.086 | 0.084 | 0.065 |
| Positive anticipated emotions (PAE) | 0.216 | 0.212 | 0.157 | 0.216 | 0.212 | 0.157 |
| Negative anticipated emotions (NAE) | 0.148 | 0.143 | 0.114 | 0.148 | 0.143 | 0.114 |
| Personal norms (PN) | 0.342 | 0.335 | 0.266 | 0.342 | 0.335 | 0.266 |
| Tourist civility (TC) | 0.411 | 0.407 | 0.287 | 0.454 | 0.444 | 0.315 |

**Table 4.** Direct and moderating effects summary.

| Hypothesis | Main Effect Model | | | Interaction Effect Model | | | Supported? |
|---|---|---|---|---|---|---|---|
| | B | *t*-value | $f^2$ | β | *t*-value | $f^2$ | |
| $H_1$: AC → PN | 0.142** | 3.054 | 0.025 | 0.142** | 3.046 | 0.025 | YES |
| $H_2$: AR → PN | 0.188*** | 3.983 | 0.044 | 0.188*** | 4.04 | 0.044 | YES |
| $H_3$: AC → AR | 0.293*** | 5.893 | 0.094 | 0.293*** | 5.928 | 0.094 | YES |
| $H_4$: PN → TC | 0.361*** | 8.41 | 0.158 | 0.338*** | 8.068 | 0.143 | YES |
| $H_5$: PAE → TC | 0.302*** | 7.022 | 0.104 | 0.279*** | 6.279 | 0.092 | YES |
| $H_6$: NAE → TC | 0.12** | 2.912 | 0.019 | 0.122** | 3.058 | 0.02 | YES |
| $H_7$: AC → PAE | 0.289*** | 6.845 | 0.097 | 0.289*** | 6.724 | 0.097 | YES |
| $H_8$: AC → NAE | 0.225*** | 4.754 | 0.054 | 0.225*** | 4.868 | 0.054 | YES |
| $H_9$: AR → PAE | 0.289*** | 6.379 | 0.097 | 0.289*** | 6.512 | 0.097 | YES |
| $H_{10}$: AR → NAE | 0.252*** | 4.987 | 0.068 | 0.252*** | 5.058 | 0.068 | YES |
| $H_{11}$: PAE → PN | 0.32*** | 6.084 | 0.109 | 0.32*** | 6.025 | 0.109 | YES |
| $H_{12}$: NAE → PN | 0.143** | 2.883 | 0.024 | 0.143** | 2.873 | 0.024 | YES |
| $H_{13}$: PS*PN → TC | | | | -0.112* | 2.396 | 0.016 | YES |
| $H_{14}$: PS*PAE → TC | | | | 0.006 | 0.144 | 0.000 | NO |
| $H_{15}$: PS*NAE → TC | | | | -0.133*** | 3.766 | 0.025 | YES |

*Note*: *$p$ < .05, **$p$ < .01, ***$p$ < .001.

**Table 5.** Results of mediating effects.

| Specific indirect path | Main Effect Model | | | Interaction Effect Model | | | Supported? |
|---|---|---|---|---|---|---|---|
| | β | t-value | 95% CI | β | t-value | 95% CI | |
| AC→AR→ PAE→ TC | 0.026*** | 3.574 | [0.014, 0.041] | 0.024*** | 3.534 | [0.012, 0.038] | YES |
| AC→AR→ NAE→TC | 0.009* | 2.244 | [0.002, 0.017] | 0.009* | 2.278 | [0.003,0.018] | YES |
| AC→AR→PN→TC | 0.02** | 2.931 | [0.009, 0.035] | 0.019** | 2.871 | [0.008, 0.034] | YES |
| AC→AR→PAE →PN → TC | 0.01** | 3.245 | [0.005, 0.017] | 0.009** | 3.079 | [0.004, 0.016] | YES |
| AC→AR→NAE→ PN→TC | 0.004* | 2.338 | [0.001, 0.007] | 0.004* | 2.319 | [0.001, 0.007] | YES |
| AC→ PAE→TC | 0.087*** | 4.493 | [0.052, 0.129] | 0.081*** | 4.24 | [0.047, 0.12] | YES |
| AC→PAE→PN→ TC | 0.033*** | 4.179 | [0.019, 0.05] | 0.031*** | 4.089 | [0.018, 0.048] | YES |
| AC→NAE →TC | 0.027* | 2.459 | [0.008,0.051] | 0.028* | 2.537 | [0.008,0.051] | YES |
| AC→NAE→PN→TC | 0.012* | 2.339 | [0.003, 0.023] | 0.011 | 2.312 | [0.003,0.021] | YES |
| AC →PN→TC | 0.051** | 2.664 | [0.017, 0.092] | 0.048** | 2.653 | [0.016, 0.087] | YES |