

Figure 1. Factors associated with Chinese backpackers' social identities

Factor	t-tests	Logistic regression	Multiple linear regression
Travel behavior			○
Leisure motive		○	
External-oriented exploration motive	○	○	○
Self-achievement motive			○
Culture estrangement	○		○
Work alienation	○	○	○
Self-alienation		○	
Detachment from home center	○	○	○

Note: ○ represents factors showing significant influences on backpackers' social identities.