




Gastroia: Journal of Gastronomy and Travel Research, Vol. 7, Issue 1, 2023, 39-54

*Investigation of the Impact of Extended Marketing Mix and Subjective Norms on Visitors' Revisit Intention: A Case of Beach Tourism Destinations*


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**INVESTIGATION OF THE IMPACT OF EXTENDED MARKETING MIX AND SUBJECTIVE NORMS ON VISITORS' REVISIT INTENTION: A CASE OF BEACH TOURISM DESTINATIONS**

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**ABSTRACT**

Visitors' revisit intention, which refers to their expected likelihood of returning to the same destination, is a subset of positive post-purchase behavior and a critical element of tourist loyalty. Therefore, this research was to investigate the impact of extended marketing mix and subjective norms on visitors' revisit intention towards beach tourism destinations in the perspectives of Bangladesh. The research design of this study was descriptive. This study was used purposive sampling method. Primary and secondary data both were used. Primary data were collected through a structured questionnaire by survey method from 221 Bangladeshi tourists visiting towards beach tourism destinations using a five-point Likert scale. Statistical package for the social sciences (SPSS) 25.0 version software was used for analysis the data. It was analyzed using descriptive statistics analysis, multicollinearity test, reliability analysis and multiple regression analysis. The results of the regression analysis demonstrated that people, physical evidence and subjective norms had a significant and positive impact on revisit intention towards beach tourism destinations in Bangladesh. The outcomes of the assessment can be created awareness among the all stakeholders about visitors revisit intention related to the extended marketing mix and subjective norms, as well as in the research area. Administrators of Bangladesh Tourism Board (BTB) and Bangladesh Parjatan Corporation (BPC) will be focused on appropriate in evolving the approach for using extended marketing policies and subjective norms of revisit intention towards beach tourism destinations in Bangladesh.

**Keywords:** Beach tourism destinations, revisit intention, extended marketing mix (3P's), Subjective Norms, Bangladesh.

Journal of Gastronomy and  
Travel Research



**GASTROIA**

Received 08.04 2022

Accepted 19.01.2023



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10.32958/gastoria.1100275



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## INTRODUCTION

As a tourist destination, Bangladesh has a lot to offer. It has long been a sought-after tourist destination because of its stunning natural scenery, many tribal cultures, historical sites, hill resorts, plenty of evergreen forests and wildlife, and hospitable history. Furthermore, the country's shoreline extends for miles in every direction (Hasan and Rabbani, 2016). Foreign cash, revenue, income, and jobs generated by travel and tourism are today seen as a cornerstone for many countries' economic and social success (Webster and Ivanov, 2014; Williams et al., 2016). Thus, a huge number of countries are embracing the tourist business, which includes different offerings like nature's beauty and wildlife as well as beaches and islands with a rich cultural heritage as well as fairs and festivals as well as sporting events. A beach trip is a popular option on our list of travel places (Williams et al., 2016; Birdir et al., 2013). Nature-lovers flock to beaches to participate in water-based activities, natural beauty, and processes in order to gain desired leisure experiences (Botero et al., 2013, Warton and Brander, 2017). Scuba diving and snorkeling are only a few of the water sports available, but there are also plenty of beach activities like sunbathing and swimming (Lowry, 2016; Botero et al., 2013). There are a few of these activities that can be compared to other popular forms of sports tourism including golf, hiking, cycling, and mountaineering (Connell, 2006; Warton and Brander, 2017). People who enjoy the beach and sports come to participate in these recreational activities in order to maintain a healthy body and mind. As a result, beach tourism has grown to be a major part of the global tourism business in many countries across the world (Phillips and House, 2009; Birdir et al., 2013; Williams et al., 2016).

All of Bangladesh's beach resorts have seen a rise in visitors in recent years. Cox's Bazar, Kuakata, and St. Martin's Beach are all popular destinations for travelers. All but a handful of them are Bangladeshi nationals, while most of the others are visitors from other countries. Cox's Bazar Beach receives almost five million visitors each year, and that number is expected to rise to 13 million by 2020. (Hossain et al., 2013). Visitor numbers at Saint Martin's Beach in the same time period have skyrocketed. Saint Martin's beach attracts an average of 5,000 guests per day during peak season, and all tourist facilities are full at that time (Ahmed, 2017). During peak season, Kuakata beach attracts at least ten thousand visitors per day (Sharif, 2016).

In recent years, Southeast Asia has seen an increase in the importance of seaside tourism (Sangpikul 2018; Smith 2018). In order to grow their economies, each country in this region is seeking to entice more tourists to its borders. Even Bangladesh, with its enormous tourist potential, stands to benefit greatly from this year's tourist bonanza. The tourism industry's contribution to the economy and production of jobs has grown dramatically in recent years due to an increase in tourist arrivals. To summarize, travel and tourism contributed BDT 840.2 billion to the GDP in 2016 (4.3 percent of GDP) and is expected to increase BDT 1783.0 billion year, from 4.7 percent of GDP, by 2027, rising to BDT 7.1 billion. In 2016, travel and tourism generated 2,187,000 direct jobs, which expanded by 2.7 percent in 2017 to 2,247,000. By 2027, 2,695,000 jobs will be directly attributed to it, with an annual growth rate of 1.8 percent over the next 10 years (WTTC 2017).

Coastal beach resorts are a popular vacation destination for people from all over the world, including Southeast Asia (Sangpikul, 2018). Bangladesh is a riverine country in South Asia near the mouth of the Bay of Bengal. The coasts of the country are home to several of the most prominent tourist attractions (Hasan and Rabbani, 2016). Bangladesh is home to the world's longest stretch of unbroken sand, known as Cox's Bazar Beach (Hossain et al., 2015). More than 5 million people visit Cox's Bazar Beach each year.



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By 2020, this figure could climb to 13 million people (Hossain et al., 2013). St. Martin's and Kuakata beaches in the country are likewise becoming more popular destinations for tourists each year (Mamun et al., 2013). The number of people visiting Kuakata beach everyday is predicted to treble over the next five years from the current 10,000 during the high season (Sharif, 2016; Islam, 2017). In addition, during the high season, Saint Martin's beach sees almost 5000 people every day (Ahmmmed, 2017).

After reviewing most related literature of extended marketing mix and subjective norms that impact on visitors' revisit intention to beach tourism destinations, it is clear that maximum researchers tried to measure the influence of extended marketing mix (people, process, and physical evidence) and subjective norms on tourism development, intention, satisfaction, purchase decision, loyalty, choice of accommodation in destinations and satisfaction of all over the world, but this study has been tried to focus on investigating the influence of extended marketing mix and subjective norms on visitors' revisit intention to beach tourism destinations in the perspectives of Bangladesh.

The research paper is allocated into several sections. Initially, objectives of the study. Secondly, the literature review is provided based on a past study. Thirdly, the conceptual model and hypotheses development have been demonstrated. Fourthly, research methodologies that are applied to the current research are described. Fifthly, the paper is presented with the results and interpretations. Sixthly, the discussions, conclusion and implications section incorporate the consequences of present research and its linkups with the previous studies. At the end of the segment, the shortcomings and potential directions of the research are stated.

### **OBJECTIVES OF THE RESEARCH**

The broad objective of this study was to investigate the influence of extended marketing mix and subjective norms on visitors' revisit intention towards beach tourism destinations in the perspectives of Bangladesh. Specific objectives are: to measure the visitors awareness level towards beach tourism destinations; to assess the visitors interest level of beach tourism destinations; to analyse the tourists perception of beach tourism destinations; and to assess the influence of extended marketing mix (people, process, physical evidence) and subjective norms on visitors' revisit intention towards beach tourism destinations in Bangladesh.

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

#### **Revisit intention**

In tourism literature, the revisit intention has been identified as an important research topic (Li et al., 2018). More time and money is spent by tourists who return to a location than by those who arrive for the first time. They are also more likely to be pleased with their trip and to recommend the location to others (Lehto et al., 2004; Zhang et al., 2018). Visitor repeating an activity or returning to a location after an initial visit has been defined as post-consumption behavior (Cole and Scott, 2004). (Baker and Crompton, 2000). As a result of this component, a visitor's assessment of whether they plan to return to the same area or if they plan to recommend the location to a friend or family member is likewise linked to this element (Chen and Tsai, 2007; Khasawneh and Alfandi, 2019). Brand loyalty is built on customer satisfaction in a wide range of businesses, from tangible items to tourism (Som & Badarneh, 2011). People's desire to return is seen as an extension of their sense of well-being, according to Um et al. When visitors have a pleasant experience, they are more likely to want to return. Several studies have demonstrated that increasing the frequency of return visits is positively correlated with increasing tourist satisfaction (Assaker and Hallak, 2013; Chen and Chen, 2010; Khasawneh and Alfandi, 2019). One of the keys to long-term competitiveness



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in tourism marketing is developing a resonant leisure experience that encourages visitors to return year after year (Chang, 2013). Researchers and practitioners in tourism have so increasingly focused their attention on the idea of tourists intending to return (Chang, 2013). In a nutshell, intention can be defined as the likelihood of engaging in a specific behavior (Oliver, 2014). To put it another way, behavioural intention is an individual's subjective probability of engaging in a given behavior when confronted with an appropriate situation. It's a person's willingness or ability to engage in a specific behavior in a specific situation (Ajzen, 1985). Similarly, travelers' propensity or desire to return to a destination or repurchase tourism items is referred to as revisit or repurchase intention (Chang, 2013). In the past, tourists' desire to return was viewed as an extension of their overall experience (Quintal and Polczynski, 2010, Um, et al., 2006). Based on their satisfaction and previous experiences, travelers are more likely to engage in a wide range of tourism activities or visit a wide range of destinations in the future (Chang, 2013).

### **Extended marketing mix**

The extended marketing mix is an approach that professionals take to define clear marketing strategies, objectives and activities. Derived from a simplified "marketing mix" strategy, the extended marketing mix incorporates seven different pillars. These pillars help professionals approach marketing in a holistic and well-rounded way to develop successful campaigns. The goal is for each pillar to help marketers complete a functional and enhanced marketing strategy. Additionally, each pillar works together to create a cohesive and effective plan. The extended marketing mix describes three more P's added to the original four. People, processes, and physical services make room for services marketing and round out a complete marketing mix method. The marketing mix is a set of controlled marketing instruments that marketers utilize to achieve marketing goals (Kotler and Armstrong, 2010). McCarthy (1960) proposed four parts of the marketing mix: product, price, place, and promotion. As a result of the adaptation of the original marketing mix for services, researchers have built more tailored marketing mix frameworks for specific service conditions, such as tourism marketing (Pomering et al., 2011). As a result, Booms and Bitner (1964) expanded the marketing mix by including three new Ps for service sectors: people, process, and physical evidence.

#### **1. People**

People component states to the staff working in an organization. It includes senior management and the salespeople. Effective marketing and, by extension, happy customers depend on people. Samar et al. (2017) claim that the quality of customer service is directly related to the quality of people working for the company. Because only people can interact directly with clients in the service market mix (Rahi et al., 2016). As a result, successful businesses get a competitive edge by hiring and training the right employees who can assist in not just marketing and selling the product, but also building and keeping profitable connections with customers (Samar et al., 2017; Rahi et al., 2017). Providing exceptional customer service is made possible by the people factor, as mentioned by French et al. (2009), which increases customer happiness. Service is defined by its users. The term "people" is used to refer to the organization's human capital. Behavioural, quality control, and personal selling in the hospitality industry are all influenced by this tool (Kotler, 2007). Organizations need to set up their own training institute in order to offer training and development programs to their personnel. The National Hotel and Tourism Instruction Institute (NHTTI) in Bangladesh has been delivering a two-year diploma in hotel management as well as training in six disciplines for the tourism industry, according to Chowdhury (2009). Professionally skilled workers are essential for Bangladesh's development of tourism, according to a 2006 study by Hossain and Nazmin.



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Because of the scarcity of qualified workers, this industry's growth has been slowed. According to Zeithaml et al. (2012), humans as human actors play a role in service delivery and affect customers' perceptions. Therefore, it is expected that,

*Hypothesis 1 (H<sub>1</sub>): People has a positive and significant influence on revisit intention.*

## **2. Process**

To deliver a product or service to clients, a process component refers to the many steps and activities involved (Hochbaum et al., 2011). For their innovative use of ICTs and embracing of modern technologies such as social media to communicate with customers, the tourist and hospitality industries earn high marks for their efforts. Because of the clever and cost-effective implementation of ICT, fewer employees are needed (Khan and Hossain, 2018). Having efficient processes guarantees that products are delivered on time and in a timely manner to clients. As a result, businesses are able to save money and resources as a result of increased productivity. As a result of processes, organizations are able to consistently provide clients with the same high level of service (Kyrgidou & Hughes, 2010). An action's "process" refers to how it is carried out. It's important for tourism marketing to keep an eye on all the activities and routines that take place throughout a tour. Kannan Srinivasan (2009) noted that the process of tourism involves: (a) trip planning and anticipation; (b) travel to the site/area; (c) recall; (d) trip planning packages. By "process," we mean the service delivery and operating systems themselves, as described by Zeithaml et al. (2012). Marketing mix aspects like "Process" can be controlled by an organization because this element may impact a customer's initial decision to acquire a service, as well as their satisfaction and repurchase decisions. The speed of the process and the expertise of the service providers are clearly revealed to the consumer and form the basis of their happiness with the purchase in another study by Hirankitti et al. (2009). Therefore, it is expected that,

*Hypothesis 2 (H<sub>2</sub>): Process has a positive and significant influence on revisit intention.*

## **3. Physical evidence**

Physical evidence component designates the ambiance and other physical attributes of the point where customers interact with the sales and marketing staff. For firms that operate out of a physical location, this is especially important. Customers will form impressions based on the store's physical appearance and the service's perceptual plan. Customers can quickly link physical evidence to a product. More private sector investment in tourism and infrastructure development is desired by stakeholders who believe that the development of tourist industries is influenced by a variety of elements including economics, environmental and social considerations. There are several ways in which physical evidence can be used as part of a service mix to assist customers to form opinions about a business. Physical proof in the tourism industry is actually based on the trip experience, the hotel registration, and the level of comfort. Physical evidence is described by Zeithaml et al. (2012) as the environment in which the service is supplied and where the firm and customer interact, as well as any tangible components that promote performance and communication. When it comes to the physical proof of tourism, the trip experience, stay, and comfort all play an important role, as demonstrated by Kannan Srinivasan (2009). Visitor return intentions to beach destinations improved as a result of the product's use (Hossain and Khan, 2018). It was shown in Chowdhury's (2010) study that the Bangladesh Parjatan Corporation set up a few physical evidences, such as a charming parjatan hotel and restaurant, bar, transportation options and a children's park in addition to standard amenities like currency exchange and car rental. Therefore, it is expected that,

*Hypothesis 3 (H<sub>3</sub>): Physical evidence has a positive and significant influence on revisit intention.*



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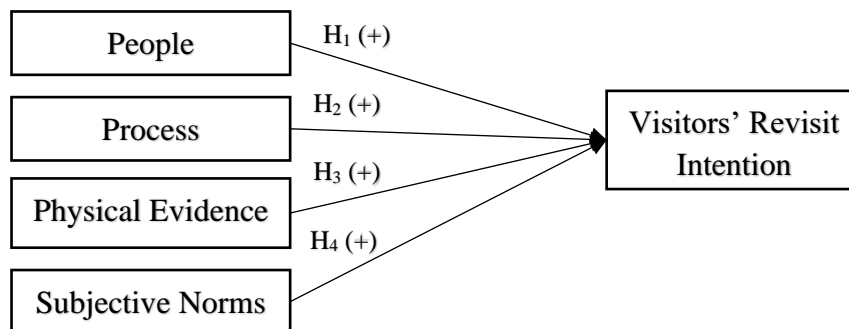
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### Subjective norms

Subjective norm is a significant belief that shows the underlying impacts on subjective norms (Ajzen, 1991). Subjective norm also become the drive factor that leads customer purchase behavior (Ryan and Bonfield, 1975). As a result, subjective norms can be used to quantify the influence of others on a customer's behavior, such as their family and friends, who may have an impact on their decision-making process. When it comes to measuring client loyalty, incorporating a subjective norm should yield a more accurate answer (MacKerell et al., 1998). The same study also found that behavioral intention to choose a restaurant is strongly influenced by subjective norm when people are under a lot of social pressure to behave in a certain way (Moan and Rise, 2005). People's impression of social pressure from those close to them, such as family and friends, can influence whether or not they engage in a behavior, and this is known as the "subjective norm" (Belanche et al., 2019; Bianchi et al., 2017). It is based on how an individual perceives the behavior to be interpreted by others (e.g. colleagues, family members, and friends) and the desire and motivation to conform to these expectations and beliefs (Ajzen and Fishbein, 1970). This suggests that people will feel a sense of community pressure to act in a certain way if they believe that influential others will support it. It is well-known in the marketing and tourism literature that subjective norms influence people's behavior (Hasan et al., 2020; Quintal et al., 2015). Research in the field of travel and tourism shows that vacation picks are influenced by travelers' perceptions of whether a close one (family, friend, or colleague) will approve of their choice to visit or not visit a particular vacation spot. Distance between the tourist's final destination and their place of origin does not appear to inspire, develop, or influence subjective norms or goals in any way. Therefore, it is expected that,

*Hypothesis 4 (H<sub>4</sub>): Subjective norms have a positive and significant influence on revisit intention.*

In this research, there are four independent variables (People, Process, Physical evidence, and Subjective norms) and one dependent variable (Visitors' revisit intention) have recognized. Based on the previous literatures and discussions, the conceptual model (Figure 1) and research hypotheses (from H<sub>1</sub> to H<sub>4</sub>) have been developed.



**Figure 1.** Conceptual model



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**RESEARCH METHODS**

**Research design & sampling method**

The present study was of a quantitative kind. It was decided to employ a descriptive research approach for this research. Using descriptive methods and with the goal of collecting primary data, the study conducted surveys on examination of the influence of extended marketing mix and subjective norms on visitors' revisit intention in Bangladeshi settings, with an emphasis on descriptive data collection. It was decided to adopt non-probability sampling method, specifically purposive sampling, for this study.

**Sources of data**

A combination of primary and secondary data was employed in the study project. The primary data was gathered through the use of a detailed questionnaire that was well-structured. Past research were used as secondary data sources.

**Measurement instruments and scaling**

Scale items were adapted from Byung Suk CHUN & No Hyun PARK (2021), Akroush & Al-Dmour (2006), Bianchi et al. (2017), Belanche et al. (2019), and Bang et al. (2020) where the items were found to be reliable and valid. The scale items for measuring constructs (people, process, physical evidence and subjective norms), The variables that were measured are listed in Table 1. Among the general information provided by visitors is their age, gender, education, and occupation. The first section of the questionnaire asks for basic information about them. The second segment contains questions pertaining to examine the impact of extended marketing mix and subjective norms on visitors' revisit intention. A five-point Likert scale ranging from strongly disagree to strongly agree was used to gauge respondents' level of agreement or disagreement with the survey's conclusions. Prior to finishing the questionnaire, a pretesting phase was carried out on 20 visitors.

**Table 1:** Constructs and measured variable

<b>Constructs</b>	<b>Measurement Items</b>	<b>Sources</b>
People	Rich knowledge of the beach destinations Comfortable service the beach destinations Satisfactory complaint handling	Byung Suk CHUN & No Hyun PARK (2021)
Process	Easy, quick and immediate services Free of errors to reach the beach destinations Confidentiality and committed service	Akroush & Al- Dmour (2006).
Physical evidence	Atmosphere of Bangladeshi beach tourism destinations Infrastructure available of the beach destinations Quality accommodation of the beach destinations Sports facilities and recreational instruments	Byung Suk CHUN & No Hyun PARK (2021), Akroush & Al-Dmour (2006).
Subjective norms	Perception of social pressure from people Visitors understand the importance of visiting Other visitors recommend to visit beach tourism destinations	Bianchi et al. (2017), Belanche et al. (2019)
Revisit Intention	Visitors intend to travel the beach destinastions Visitors want to visit beach destinations The possibility for visitors to travel to within the next one year Beach tourism destinations could be the next vacations place	Bang et al. (2020)



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**Data collection**

The research was collected data from the month of November 2021 to March 2022 in personal interview by survey technique through a structured questionnaire with five-point Likert scales from 221 visitors who have visited towards beach tourism destinations in the perspective of Bangladesh.

**Data analysis**

Statistical package for the social sciences (SPSS) 25.0 version software was used for analysis the data. It was analyzed using descriptive statistics analysis, multicollinearity test, reliability analysis and multiple regression analysis.

**RESULTS AND ANALYSIS**

**Descriptive statistics analysis**

The centre of a distribution is indicated by the mean or central tendency (Malhotra, 2010). Moreover, the deviation of the data or observation from the mean or central point can be measured by the standard deviation (Malhotra, 2010). The shape of the distribution is generally determined by Kurtosis and skewness (Hair et al., 2019). The results of descriptive statistics including mean, standard deviation, kurtosis and skewness were illustrated in Table 2. Mean statistic indicated that all the constructs had a mean value above 3.0 whereas process generated the highest mean of 3.8688. Besides, the subjective norms had the lowest mean value of 3.0724. Skewness and kurtosis values were close to 0 indicating that the distributions of the data related to the research variables follow normality assumption.

**Table 2:** Descriptive statistics analysis

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
People	221	3.5822	.74935	-.220	.164	-.032	.326
Process	221	3.8688	.80301	-.468	.164	-.642	.326
Physical evidence	221	3.1403	.86919	.109	.164	-.294	.326
Subjective norms	221	3.0724	1.05387	-.063	.164	-.622	.326
Revisit intention	221	3.7964	.84970	-.365	.164	-.247	.326

**Multicollinearity test**

According to Hair et al. (2019), the estimated path coefficients can be affected if the exogenous constructs are highly correlated among themselves. Among various methods, variance inflation factor (VIF) and tolerance level are commonly used to assess any presence of multicollinearity. As recommended by Hair et al. (2019), VIF should be less than 5 and tolerance should be more than above 0.10. As illustrated in Table 3, all VIF and tolerance values did not cross the recommended threshold levels and thus, no such multicollinearity was there.





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**Table 3:** Multicollinearity test

Constructs	Collinearity Statistics	
	Tolerance	VIF
People	.710	1.409
Process	.747	1.339
Physical evidence	.480	2.082
Subjective norms	.564	1.774

**Assessment of reliability tests**

Construct reliability denotes the dependability of each latent construct's internal consistency. Cronbach's alpha is one of the most common approaches for determining the construct's reliability. The recommended reliability value scores are equal to or greater than 0.70. (Hair et al., 2019). Table 4 demonstrated that all of the Cronbach's alpha values are within acceptable limits, indicating that the constructs are reliable for further analysis.

**Table 4:** Assessment of reliability tests

Constructs	Number of measurement items	Cronbach's Alpha
People	3	0.700
Process	3	0.951
Physical evidence	4	0.871
Subjective norms	3	0.760
Revisit intention	4	0.732

**Model Summary**

As illustrated in Table 5, the correlation coefficient value (R) is equal to 0.653 which recommends that there is moderate positive relationship between revisit intention and extended marketing mix and subjective norms. However, only 42.6% (R-square values of 0.426) variation in visitors revisit intention is accounted due to extended marketing mix and subjective norms. The adjusted r<sup>2</sup> is 0.415 signifying that the four factors can significantly account for 41.5% variance in the revisit intention.

**Table 5.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653	.426	.415	.64965

**ANOVA**

As illustrated in Table 6, multiple regression analysis is performed to examine the relationship between extended marketing mix and subjective norms with revisit intention. Four factors are proposed and results are computed. The F- value is 40.087 with a significant level 0.000 which is less than 0.01 with 4 and 216 degrees of freedom and it assures model fitness for regression analysis.



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**Table 6: ANOVA**

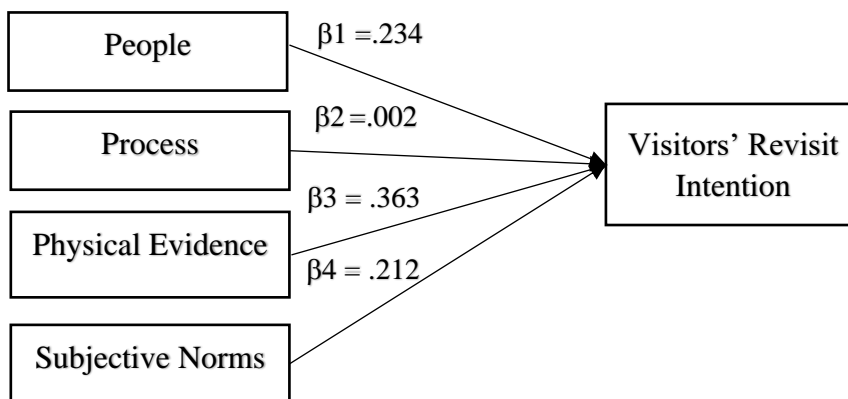
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.675	4	16.919	40.087	.000 <sup>b</sup>
	Residual	91.162	216	.422		
	Total	158.837	220			

**Coefficients**

To test the formulated hypotheses, a two-tailed t-test was adopted where the level of significance was 5%. If the measured t-value is greater than the critical value of 1.96, the coefficients would be statistically significant. Table 7 and Figure 2, the results found that the path coefficients of three latent constructs including people, physical evidenced and subjective norms had a significant and positive impact on revisit intention at  $p < 0.05$ . Hypotheses H1, H3, and H4 were accepted. However, the other one factor, process had no significant positive influence on revisit intention. Therefore, H2 were rejected. The largest path coefficient ( $\beta_3 = 0.363$ ) of physical evidence indicated that if the physical evidence is increased by one standard deviation unit, the revisit intention of visitors would possibly increase by 0.363 standard deviation unit provided that all other independent aspects remain unchanged.

**Table 7: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
		B	Std. Error	Beta			
1	(Constant)	.860	.263		3.263	.001	
	H1: People	.265	.069	.234	3.824	.000	Accepted
	H2: Process	.002	.055	.002	.031	.975	Rejected
	H3: Physical evidence	.355	.073	.363	4.876	.000	Accepted
	H4: Subjective norms	.224	.063	.212	3.552	.000	Accepted



**Figure 2: The results of the full model**



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## **DISCUSSIONS AND CONCLUSION**

In Bangladeshi setting, the research aimed at studying the impact of extended marketing mix and subjective norms on visitors' revisit intention towards beach tourism destinations. It had been found that most of the researchers explored the influence of extended marketing mix (people, process, and physical evidence) and subjective norms on tourism development, intention, satisfaction, purchase decision, loyalty, choice of accommodation in destinations and satisfaction (Hossain et al., 2020; Rahman et al., 2019; Sobari et al., 2017; Pomeroy et al., 2011; Hirankitti et al., 2009; Hossain and Nazmin, 2006). However, there was less focus and thus few studies into the impact of extended marketing mix and subjective norms on visitors' revisit intention towards beach tourism destinations in the perspectives of Bangladesh.

The outcomes showed a significant impact of the people, physical evidence and subjective norms had a significant and positive impact on revisit intention. In opposition, there was not a significant association between process and revisit intention. Among all the elements of the extended marketing mix and subjective norms, physical evidence was the most important driver ( $\beta_3 = 0.363$ ). This result was in line with Rahman et al. (2019) who noted that physical evidence did have a significant effect. However, the opposite result demonstrated by Hossain et al. (2020) as physical evidence was not found to have a significant impact on intention. Among all the elements of the extended marketing mix and subjective norms, the process was the least insignificant driver ( $\beta_3 = 0.002$ ). Process was the insignificant factor which was consistent with Hossain et al. (2020), who found that process had an insignificant influence on revisit intention and satisfaction, but the significant influence of process was consistent with Rahman et al. (2019), Sarkar et al. (2012) who found that process had a significant influence on retention of visitors. People variable was the significant factor which was consistent with Hossain et al. (2020), Rahman et al. (2019) who found a significant association between people and retention and visitors' satisfaction. The subjective norms was the important factor which was in line with Hasan et al. (2020), Quintal et al. (2015), and Alnaser (2017) who found that subjective norms factor had a positive influence on revisit intention.

Historical sites, resorts, beaches, picnic areas, woods, tribal people, and a diverse array of wildlife are just few of the many tourist attractions in Bangladesh. There are a variety of recreational activities for visitors to enjoy, such as angling and water skiing as well as river cruising, hiking, rowing and sailing. A tourist is someone who travels for the aim of having fun, for religious, family, or business reasons, for a short period of time. Domestic and foreign travel are two different types of tourism. Many countries now rely heavily on tourism as a key source of revenue. No one agrees on what constitutes a tourist destination; definitions vary widely from source to source and from individual to individual. Even if tourism has the potential to improve rural communities and developing countries economically, socially, and environmentally, there are also risks linked with mass tourism. A sustainable tourism industry can only be achieved if it is carefully managed to avoid any possible negative impacts on local communities or on the environment. The study aimed at exploring how the extended marketing mix and subjective norms affect tourists revisit intention towards beach tourism destination in the perspectives of Bangladesh. The findings reveal that the revisit intention of visitors has been influenced by three factors. Conversely, one element had an insignificant relationship with visitors revisit intention towards beach tourism destination. Therefore, the results of the assessment can be created awareness among the all stakeholders about visitors revisit intention related to the extended marketing mix and subjective norms, as well as in the research area.



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Administrators of Bangladesh Tourism Board (BTB) and Bangladesh Parjatan Corporation (BPC) will be focused on appropriate in evolving the approach for using extended marketing policies and subjective norms of revisit intention towards beach tourism destinations in the perspectives of Bangladesh.

### **LIMITATIONS AND FURTHER RESEARCH**

The research has been revealed the impact of extended marketing mix (3P's) and subjective norms on revisit intention towards beach tourism destinations in the perspectives of Bangladesh. However, the study has also some limitations. First of all, it is challenging to generalize results using a non-probability (purposive) sampling method which may not represent the true population. It is suggested that the probability sampling technique be used in future studies to improve the generalization of the population. Secondly, owing to sampling area including beach tourism destinations the data may not be the true representation of the overall judgment of the Bangladeshi visitors. Third, the present research considers the revisit intention towards the beach tourism destinations sector in the case of Bangladeshi visitors, thus ignores visitors from abroad. Fourthly, a small group of 221 visitors with at least one visit to the beach tourism destinations in Bangladesh was considered. A broader sample size, including national and international visitors, should be included in the expanded version of this research. Finally, the data were analysed by SPSS 25.0 version, the limitation is the complexity of the reality which could be not demonstrated perfectly in a model. Future investigation can take account of diverse visitors sections to get comprehensive results.

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