

EXAMINING THE RELATIONSHIPS AMONG ANTECEDENTS OF BEHAVIOURAL INTENTIONS IN ADVENTURE SPORTS CONTEXT

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Abstract

Introduction. This study aims to examine the structural relationships between value, satisfaction, and behavioural intentions among adventure sports trainees through Partial Least Square Structural Equation Modelling (PLS-SEM). The constructs of service value and satisfaction have been examined as antecedents of behavioural intentions. **Material and methods.** The conceptual model was tested with primary data which were collected – through multistage sampling – from 230 participants of adventure sports training in Himachal Pradesh, India using Partial Least Square Structural Equation Modelling (PLS-SEM). **Results.** Functional value, emotional value, and novelty value were found to significantly influence satisfaction, as hypothesised, while social value and value for money had an insignificant influence on the satisfaction of adventure trainees. Satisfaction was shown to have a significant influence on the intention to revisit, the search for alternatives, and word-of-mouth referral as behavioural intentions of adventure trainees. **Conclusions.** This study has confirmed the significant positive influence of functional value, emotional value, and novelty value on adventure trainees' satisfaction. Satisfaction has a direct positive influence on the intention to revisit and word-of-mouth referrals, while it has a negative influence on the search for alternatives. Satisfaction has been found to have a partial mediation effect on the relationships between the five dimensions of service value and behavioural intentions.

Key words: adventure training, behavioural intentions, emotional value, functional value, novelty value, satisfaction, social value, value for money