

The applicability of the Theory of Self-Regulation model

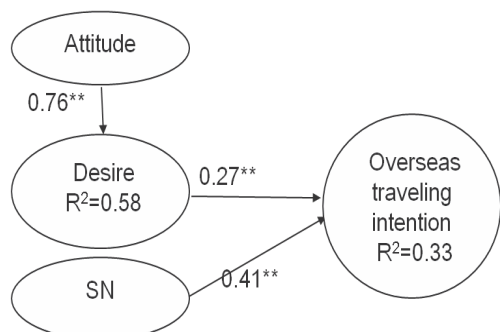
T-S. SHEU, W-Q. LIN. *The applicability of the Theory of Self-Regulation (TSR) model in predicting Taiwan seniors' overseas traveling intention.* *Gerontechnology* 2014;13(2):279; doi:10.4017/gt.2014.13.02.298.00 **Purpose** The Theory of Self-Regulation (TSR) has been a model of predicting behavioural intention^{1,2}. Desire and subjective norm (SN) are two variables directly arising behaviour intention; and desire was hypothesized as being a proximal cause of intention, whereas attitude is considered as a distal cause whose influence is totally mediated by desire (*Figure 1*). With Taiwan seniors' overseas traveling intention as the study object, the purpose of this study is to assess the applicability of TSR model. **Method** This study first developed an instrument to measure the latent constructs contained in the TSR model, including attitude, desire, subjective norm, and behavioural intention, and subsequently the validity of this measurement model was assessed by using confirmative factor analysis (CFA). The survey sample contains 750 seniors, who are aged 65 above and were drawn from four major areas of Taiwan (north, middle, south, and east Taiwan). Among them, 381 (50.8%) seniors are male and 369 are females (49.2%). With the responses from seniors, the TSR structure model was then assessed. **Results & Discussion** The TSR structure model was assessed to be a validate model in predicting Taiwan seniors' overseas traveling intention with satisfactory indexes SRMR (standardized root-mean-square residual $0.039 \leq 0.05$), GFI (goodness of fit $0.93 \geq 0.9$), AGFI (adjusted goodness of fit $0.90 \geq 0.9$), RMSEA (root-mean-square error of approximation $0.067 \leq 0.08$), NFI (normed fit index $0.98 \geq 0.9$), CFI (comparative fit index $0.98 \geq 0.9$), PNFI (parsimonious normed fit index $0.83 \geq 0.5$), and PGFI (parsimonious goodness of fit index $0.7 \geq 0.5$). Further, the three composed impact paths of TSR model are all statistically significant (shown as the impact coefficients in *Figure 1*). With this information, the applicability of TSR model is proved. Although the explanation ability of TSR model reaches $R^2=0.33$, however, there is another large proportion of intention cannot be captured by this TSR structure model. This induces an improvement direction in prediction. In practice aspect, the study result shows that the seniors are easily affected by important others, such as their families and friends, in forming overseas traveling intention (as evidence from the impact of SN on intention with coefficient 0.41). In conclusion, the study result provides travel agencies with a reference in reminding them the importance of some factors that affecting seniors' intention and thus subsequently in forming their marketing mix.

References

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*Figure 1. The Theory of Self-Regulation (TSR) model for the senior group; SN=Subjective Norm; **= $p < 0.01$*