

The Antecedents of City Marketing, Event Tourism, and Social Media Marketing for Promoting Destination Image of Phitsanulok as a MICE City: A Concept Paper

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Abstract

Destination image and event city are important factors in the planning and promotion of events. Destination image is overall perception that people have of a particular location, and can affect their decision to visit or attend an event. While, event city refers to the city in which an event is being held. The event city can also impact the success of an event, as it can attract or deter potential attendees based on its destination image and the amenities and infrastructure it offers. By choosing a city with a strong destination image and a range of amenities, event planners can attract more attendees and increase the likelihood of the event being a success. This paper proposes a conceptual framework for promoting destination image of Phitsanulok as a MICE city from the antecedents of city marketing, event tourism, and social media marketing. This study aims to examine the effects of city marketing, event tourism, and social media marketing on destination image of Phitsanulok as a MICE city. The researchers collect data with 340 MICE travelers travelling to Phitsanulok, and analyse by using the IBM-SPSS AMOS 22.0 software. Latent construct measurement model has been validated through the Confirmatory Factor Analysis which is carried out by Structural Equation Modeling statistical techniques. The academic contribution of this paper could assist academics with effective acceptance model, while the operational contribution could help event stakeholders to strengthen destination image to be more attractive to tourists. Suggestions are also provided for future research.

KEYWORDS: City marketing, Event tourism, Social media marketing, Destination image, MICE city

1 INTRODUCTION

MICE (Meetings, Incentives, Conventions, and Exhibitions) is a type of business that focuses on the planning and execution of events for corporations and organizations (Hagen, 2021). MICE businesses are responsible for coordinating all aspects of an event, including

venue selection, catering, transportation, and entertainment (Boggia et al., 2018). A study of MICE business has gained increasing importance in recent years, as the global MICE industry has experienced significant growth. One of the key challenges facing the MICE industry is the need to adapt to changing market conditions, customer preferences, and destination image (Rittichainuwat et al., 2020). Destination image refers to the perceived image of a specific location in the minds of tourists or potential visitors (Valek & Williams, 2018). There is a strong relationship between the MICE business and destination image, as the success of the MICE business can significantly impact the destination image of a location. Positive experiences at events and conferences held in a particular destination can lead to a favourable perception of the location and encourage future visits for leisure or business purposes (Newland & Yoo, 2021). Conversely, negative experiences or poor organization of events can negatively impact the destination image and discourage future visits (Rindrasih, 2018). Destination image is an important factor in the decision-making process for organizations when choosing a location for their MICE events (Sood et al.).

In summary, MICE business and destination image are closely intertwined, as the success of the MICE business can greatly impact the perceived image of a destination in the minds of potential visitors. As the business landscape becomes increasingly global and competitive, MICE businesses must be able to offer unique and personalized experiences that cater to the specific needs and goals of their clients (Bharwani & Mathews, 2021). In addition, the rise of technology has led to the proliferation of virtual and hybrid events, which require MICE businesses to be proficient in the latest digital tools and platforms (Lekgau & Tichaawa, 2022). By understanding these factors, MICE businesses can develop effective strategies for delivering successful events that meet the needs and expectations of their clients (Allen et al., 2022). Conclusively, the study of MICE business is a vital area of research that has the potential to significantly impact the global economy and the way that organizations conduct business (Ranasinghe et al., 2020). As the demand for MICE services continues to grow, the study of this field will become increasingly important in helping businesses navigate the complex and ever-changing world of event planning and management (Turban et al., 2018).

Thailand Convention and Exhibition Bureau (TCEB) is a government organization that promotes Thailand as a destination for MICE (Buathong & Lai, 2019). It is responsible for promoting Thailand as a MICE destination both nationally and internationally, and works to develop and support the MICE industry in Thailand (Uansa-ard & Binprathan, 2018). As a MICE city, Thailand has a number of advantages that make it an attractive destination for business events (Tien et al., 2019), these include a range of modern facilities and infrastructure, including convention centres, hotels, and transportation options, as well as a range of cultural and recreational activities for attendees to enjoy (Chung et al., 2020). TCEB works to promote Thailand as a MICE destination through various initiatives, such as hosting international MICE events, developing partnerships with industry organizations, and providing support and assistance to businesses planning events in Thailand (Sukkasem & Jaroenwisana, 2018). As a whole, TCEB plays a key role in helping to develop and promote Thailand as a MICE city and destination.

Phitsanulok is considered to be a remarkable destination as it is connected to Indochina countries (Mee-Udon & Rattanaprathum, 2020). In 1997, the cabinet has established Phitsanulok to be Indochina intersection, a transportation hub under the Greater Mekong Sub-region

Economic Cooperation (Chaylee, 2020). In the last quarter of 2020, Phitsanulok has been accepted from TCEB to be the 9th MICE City of Thailand out of 10 provinces which are Bangkok, Pattaya City, Khon Kaen, Phuket, Songkhla, Chiang Mai, Udon Thani, Nakhon Ratchasima, and Phitsanulok. (Mee-Udon & Rattanaprathum, 2020). Phitsanulok shows the capabilities of being a new attractive meeting and event destination, after considering the supporting infrastructure, all from the government, education, and private sectors and encouraging policies from TCEB and local authority, also from the natural resources, arts and culture, basic infrastructure, development trend of the industry, and the innovation of the Lower Northern region has a high potential to be a MICE destination of Thailand (Sriraksa et al., 2021).

According to the statistical numbers of international meeting organized compared between cities in Thailand, it has been found that Bangkok organized the most international meetings which most are small meetings, while Phitsanulok, a 7th place are divided between both small and medium sized meetings but compared to other provinces, especially MICE cities as shown in Table 1 (Chubchuwong, 2019). It has been found that although Phitsanulok has a smaller number of international meetings organized, it also has organized a medium international meeting.

Table 1: Numbers of international meeting organized compared between cities in Thailand in 2018

Rank	City	Small (>50 people)	Medium (>250 people)	Large (>300 people)	Total
1.	Bangkok	229	21	13	263
2.	Chiang Mai	17	0	0	17
3.	Pattaya City	8	0	0	8
4.	Khon Kaen	3	1	1	5
5.	Phuket	5	0	0	5
6.	Nakhon Ratchasima	3	0	0	3
7.	Phitsanulok	1	1	0	2
8.	Hat Yai	1	0	0	1
9.	Chiang Rai	1	0	0	1
10.	Hua Hin	1	0	0	1
11.	Phetchaburi	1	0	0	1
12.	Udon Thani	1	0	0	1

Source: Chubchuwong (2019)

Therefore, Phitsanulok have had experience in handling a medium sized meetings more than other provinces except for Bangkok and Khon Kaen and also it being a strategic area for being the center of the Central, Northern, and East Northern region of Thailand which considered to be a strategic location for organizing international meetings as it takes less time to travel from Bangkok than Chiang Rai and with the destination and hotel capabilities which are the important factors of business and MICE event organizing.

MICE city is a city that is well-equipped and well-connected to host MICE events (Uansard & Binprathan, 2018). MICE events are important for businesses, organizations, and coun-

tries because they can bring in significant economic benefits through tourism, business, and investment (Ranasinghe et al., 2020). Some reasons why a MICE city is important are (1) MICE events can bring in significant economic benefits through tourism, business, and investment because they generate revenue through the sale of tickets, accommodation, food, and other services. They also create jobs and contribute to the local economy (Rojas & Reardon, 2022), (2) MICE events provide an opportunity for people from different industries and sectors to come together and network. This can lead to new business partnerships, collaborations, and investments (Allen et al., 2022), and (3) MICE events often feature presentations, workshops, and panels by experts in their fields. Attendees can learn about new technologies, best practices, and industry trends, which can help them to grow their businesses and advance their careers (Samuel et al., 2021). This can help to increase brand awareness and sales. Being the MICE city, the destination image plays an important role in making people interested to visit. Consequently, the identity or general infrastructure of the city must be created to be outstanding and strong at all levels in order to compete for more market share and to make tourism business in that city achieve their potential (Reisinger et al., 2019). Thus, if all the stakeholders in the city understand the concept and integrate their cooperation effectively and efficiently by integrating all concepts into major action plans for urban development and providing concrete financial support (Medeiros & van der Zwet, 2020), the city can certainly expect success in MICE business.

According to Asnawi (2021), he concluded city marketing plays a crucial role in shaping the perception of a destination through its livability, visitability, and investment. Destination image will be more impactful if it is integrated by tourism events and social media marketing. He also suggests that tourists view a city as a tourist destination if the local government is actively supportive of the tourism industry. Tourism events can also contribute to the image of a destination through the public's awareness of the event, its uniqueness, the benefits it offers, and its level of preparedness. Some studies have focused on the role of event tourism and social media marketing in shaping the image of a tourist destination (Gaffar et al., 2021; Lund et al., 2018; Riyadi, 2019; Song & Park, 2020). However, city marketing has not been widely studied in relation to destination image. Most research on city marketing has employed qualitative methods and has focused on city policies. There is a chance for researchers to examine the role of city marketing in helping destinations achieve a positive image. Hence, this concept paper aims to: (1) examine the effects of city marketing on destination image of Phitsanulok as a MICE City; (2) examine the effects of Event tourism on destination image of Phitsanulok as a MICE City; and (3) examine the effects of Social Media Marketing on destination image of Phitsanulok as a MICE City. The researchers conducted the research in Phitsanulok as a case study of the city's readiness for MICE business by using the indicators to promote the image of the 4 issues (destination image, city marketing, event tourism, and social media marketing) for creating conceptual framework, analysing the data, and discussing the results of the study.

2 LITERATURE REVIEW

2.1 City Marketing

City marketing is a relatively new field of study that has grown in importance as cities compete for limited resources and attention (Richards & Duif, 2018). Cities use marketing strategies to improve their image and reputation, attract investment, and boost their economy (Liulov et al., 2018). These strategies often involve branding and promotional campaigns that highlight the unique features and attractions of a city (Liulov et al., 2018). Cities must find ways to distinguish themselves from other cities in order to stand out in a crowded market (Creese et al., 2018), this can involve highlighting the city's history, culture, natural resources, or other unique features. Another important issue in the literature is the need for collaboration and partnerships between different stakeholders in the city (Pereira et al., 2018), it includes the local government, businesses, community organizations, and residents. Effective city marketing requires the involvement and support of all of these groups in order to be successful (Pereira et al., 2018). The literature on city marketing also highlights the challenges and limitations of this approach. For example, some critics argue that city marketing can create unrealistic expectations and oversimplify the complexity of a city (Berglund, 2020). Additionally, city marketing can be expensive and may not always produce the desired results. To sum up, city marketing can be an effective way for cities to promote themselves and attract investment (Boisen et al., 2018). Nevertheless, it highlights the need for careful planning and collaboration in order to achieve success.

A study of Neumann (2018) summarized that city marketing is the promotion and branding of a city as a place to live, work, and visit. This study is in line with a study of Getz and Page (2019) which they concluded that city marketing involves a range of activities, including advertising, public relations, events, and cultural programming, that are designed to showcase the city's strengths and attract various types of visitors and investors. While, destination image in a study of Aldebi and Aljboory (2018) refers to the mental picture or perception that people have of a particular place. It is shaped by a variety of factors, including personal experiences, media coverage, word-of-mouth recommendations, and marketing efforts (de Lima et al., 2020). The relationship between city marketing and destination image is therefore one of cause and effect (Tegegne et al., 2018). According to Stylidis et al. (2020), city marketing efforts seek to shape and influence the destination image of a city, while the destination image of a city can in turn affect how successful those marketing efforts are. If a city has a positive destination image, it may be more attractive to tourists and businesses, making city marketing efforts more effective. City marketing and destination image are closely interrelated, with city marketing efforts seeking to shape and influence the destination image of a city, and the destination image of a city influencing the success of those marketing efforts (Heere et al., 2019). Hence, the hypothesis is as follow:-

H1: City marketing has a positive effect on destination image.

2.2 Event tourism

Event tourism is a growing field of study, as more cities and destinations are recognizing the potential economic and social benefits of hosting events (Getz & Page, 2019). These

events can range from large-scale international events such as sports tournaments and music festivals, to smaller local events such as art exhibitions and food festivals. Successful event tourism requires careful planning and coordination between different stakeholders, including the event organizers, local government, businesses, and community organizations (Chersulich Tomino et al., 2020). Successful event tourism also can help ensure that the event is a positive experience for both the attendees and the host community. Events can bring significant economic benefits to a destination, including increased tourism, job creation, and investment (Nyikana, 2018). Anyhow, it is also important to consider the potential drawbacks, such as the strain on local infrastructure and the potential for economic displacement of local residents (Wilkinson et al., 2020).

The research on event tourism suggests that events can be an important contributor to the tourism industry, bringing economic and social benefits to host communities (Cooper & Alderman, 2020). Yet, careful planning and management are essential in order to maximize the potential benefits and minimize any negative impacts (Markkanen & Anger-Kraavi, 2019). Besides, Deng et al. (2015) infer that a successful event can enhance a destination's image by creating a positive and memorable experience for attendees, which is harmonious with a study of Lai et al. (2022) who conclude that a successful event can generate positive media coverage and word-of-mouth recommendations. The success can lead to increased tourism and economic benefits for the host destination. If an event generates significant traffic congestion, pollution, or other negative impacts on the local community, it may lead to negative perceptions of the destination. The hypothesis is as follow:-

H2: Event tourism has a positive effect on destination image.

2.3 Social media marketing

Social media marketing is a rapidly growing field, as more businesses and organizations recognize the potential of these platforms to reach and engage with their target audience (Appel et al., 2020). Social media marketing involves creating and sharing content on social media platforms such as Facebook, Twitter, and Instagram, in order to promote a product, service, or brand (Nikolinakou & Phua, 2020). Successful social media marketing requires creating content that resonates with the target audience and encourages them to engage with the brand (Campbell & Farrell, 2020), which can involve using a variety of tactics, such as creating compelling visual content, using hashtags, and responding to customer comments and questions (Fuaddah et al., 2022). In order for social media marketing to be effective, it is important for a brand to have a clear and consistent voice and message across all of its social media channels (Ewing et al., 2019) which can help to build trust and credibility with the audience.

The studies on social media marketing also highlight the challenges and limitations. Cornelissen (2020) summarized that social media platforms are constantly changing, which can make it difficult for businesses to keep up with the latest trends and best practices. Additionally, the use of algorithms and other technologies by social media platforms can make it difficult for businesses to reach their target audience (Terrasse et al., 2019). The research on social media marketing suggests that this approach can be an effective way for businesses and organizations to promote their products, services, and brands (Aji et al., 2020; Appel et

al., 2020). In closing, social media marketing refers to the use of social media platforms to promote a product, service, or destination (Sarkar & George, 2018), and it can be an effective tool for destination marketing, as it allows destinations to reach a large and targeted audience, engage with potential visitors, and build a positive online presence (Xu & Pratt, 2018). The relationship between social media marketing and destination image is complex and multifaceted (Tegegne et al., 2018). Social media marketing efforts can shape and influence the destination image of a city or region (Xu & Pratt, 2018). If a destination uses social media to showcase its attractions, culture, and experiences, it can create a positive and attractive image of the destination (DraginJensen & Kwiatkowski, 2019). If a destination has a positive and attractive image, it may be more likely to generate interest and engagement on social media. Conversely, if a destination has a negative or unattractive image, it may be more challenging to generate interest and engagement on social media. Nevertheless, social media marketing and destination image are closely interrelated, with social media marketing efforts seeking to shape and influence the destination image of a city (Harb et al., 2019), and the destination image of a city or region influencing the success of those marketing efforts on social media (Cham et al., 2021). The hypothesis is as follows:-

H3: Social media marketing has a positive effect on destination image.

2.4 Destination image

A destination image refers to the perception that potential visitors have of a particular place (Tinakhat, 2020). This perception is often influenced by various factors, such as the destination's marketing efforts, the experiences of previous visitors, and the destination's cultural and natural attributes (Akgün et al., 2020). A positive destination image can attract more visitors, while a negative destination image can deter potential visitors (Alrawadieh et al., 2019).

Many studies on destination image have focused on how destination image is formed and how it can be managed and maintained (Afshardoost & Eshaghi, 2020; Hernández-Mogollón et al., 2018; Iglesias-Sánchez et al., 2020). Other studies have examined the relationship between destination image and various factors, such as destination branding, destination satisfaction, and destination loyalty (Jeong & Kim, 2019; Lee & Xue, 2020; Stylidis et al., 2020; Suhartanto et al., 2018). One study found that destination image is influenced by a combination of factors, including the destination's natural and cultural attractions, the quality of its tourism infrastructure, and the experiences of previous visitors (Králíková et al., 2020). The study also found that destination branding and marketing efforts can play a significant role in shaping a destination's image (Ragb et al., 2020). Another study examined the relationship between destination image and destination satisfaction. The study found that a positive destination image can lead to higher levels of satisfaction among visitors, which can in turn lead to greater destination loyalty (Stylidis et al., 2020). This suggests that improving a destination's image can be an effective way to retain visitors and encourage them to return in the future. Overall, the literature on destination image suggests that it is a complex concept that is influenced by a range of factors. Further research is needed to better understand how destination image is formed and how it can be managed effectively.

Destination image is an important factor to consider when organizing an event, as it can influence the success and attractiveness of the event to organizers, attendees, and sponsors (Zhang et al., 2021). A positive and attractive destination image can help to attract event organizers and attendees to a city or region, as they may be more likely to choose a destination that is perceived as desirable and welcoming (Boonsiritomachai & Phonthanukitithaworn, 2018). A strong destination image can also make it easier to secure sponsorships and partnerships, as businesses and organizations may be more likely to associate with a destination that is perceived as positive and desirable (Sigala, 2020). On the other hand, if a destination has a negative or unattractive image, it may be less likely to attract event organizers and attendees, as well as sponsors and partners (Cassar et al., 2020). This can make it more challenging to organize and promote an event in the destination, and may limit the potential economic benefits of the event for the host city or region. In sum, the destination image of a city or region is an important factor to consider when organizing an event, as it can significantly impact the success and attractiveness of the event to organizers, attendees, and sponsors (Papadimitriou et al., 2018).

3 RESEARCH CONCEPTUAL FRAMEWORK

The researchers can highlight the antecedents to promote destination image of MICE city according to the literature in Table 2.

As reported by Table 2, it can be concluded that most event city focus on city marketing, event tourism, and social media marketing as a factor to promote event destination image which are related to the latest study of Asnawi (2021) who summarized that cities and districts are currently competing with each other more and more, especially in terms of promoting themselves as tourist-friendly destinations, hosting iconic tourism events, and utilizing social media marketing. A strong image as a destination can attract more visitors. This study revealed that there are three factors creating event destination image: (1) city marketing, (2) event tourism, and (3) social media marketing. Hence, this paper will adapt those factors and formulate the research conceptual framework as illustrated in Figure 1.

4 RESEARCH METHODOLOGY

The researchers collect data by using an online questionnaire, then uses SPSS v26 to examine outliers, normality. The data were analyzed using the IBM-SPSS AMOS 22.0 software. Latent construct measurement model has been validated through the Confirmatory Factor Analysis (CFA) procedure as it is appropriate for theory testing ability. CFA is carried out by Structural Equation Modeling (SEM) statistical techniques.

4.1 Research respondents

Quantitative data came from online questionnaires given to MICE travelers travelling to Phitsanulok. For determining the suitability of the samples used in this research, SEM statistical tools were used to determine the size of the sample group. According to Comrey and Lee (2013), an appropriate sample size by defining the scope of the sample should be a sample unit used at least 200 subjects. This is in line with Kline (2011), who suggested that

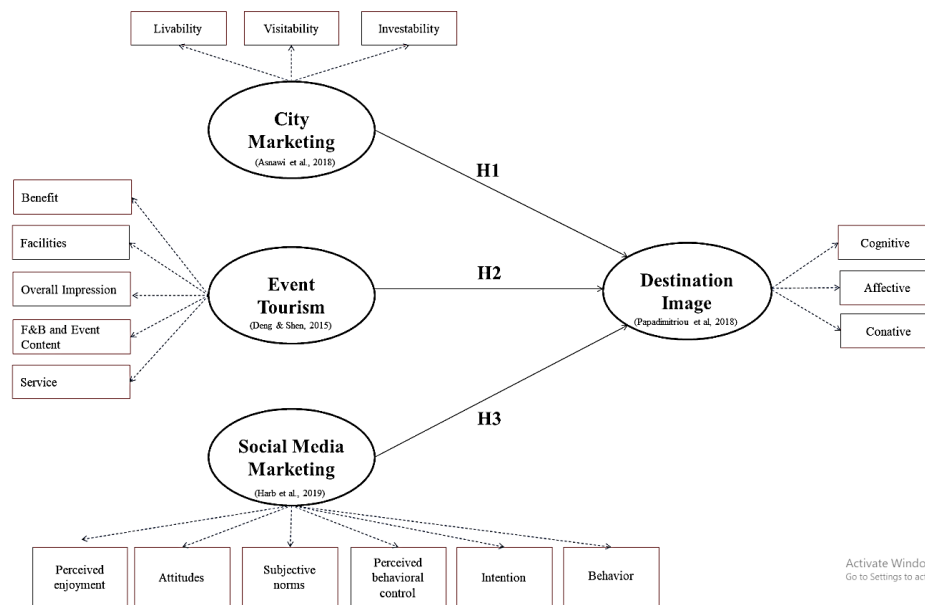


Figure 1: Research conceptual framework

a sample of 200 or more would be suitable for a relatively complex model. While Hair et al. (2021) recommended that sample sizes should be between 15-20 samples per predictive parameter. This corresponds to Anderson and Gerbing (1988), who suggested that 15-20 times the number of observed variables. This research has 17 observed variables in the model. Therefore, a reasonable and sufficient size, between 170 and 340 samples, is taken into account in determining the sample in order to be able to analyze by using SEM. In addition, the sample size of 200-300 is considered sufficient for analysis and is a reasonable number for the use of analytical methods in SEM. Hence, there are 340 samples used in data analysis in this research, which are considered sufficient and greater than the minimum sample size that could be used in analyzing using SEM analysis techniques.

4.2 Research reliability

Researchers submit questionnaire to three experts to check correspondence of the questions with research objectives as well as definitions of the variables used in the research and improves the questions. Next is to find the correspondence index between the question and the objective using Index of Item Object Congruence (IOC) = $\sum R/N$. Then collect the opinions of the experts one by one. The consistency index between questions must be 0.50 or higher, therefore it is assumed that the questions are consistent with the research objectives and terminology and can be used as a question in questionnaires (Ismail & Zubairi, 2022; Turner & Carlson, 2003). The researchers use a questionnaire to try out with 30 MICE travelers travelling in Phitsanulok by analyzing the Alpha coefficient according to Cronbach's method (Cochran, 1953). Confidence of the whole questionnaire must be 0.70 or higher, so it is acceptable (Taber, 2018).

4.3 Data analysis

The researchers evaluate reliability of measuring instruments before being tested the structural equation modeling using factor analysis to confirm that the measurement elements are consistent with the model used in the research with the statistic program (Collier, 2020). The researchers tested variable correlation by Pearsons Correlation Coefficient, which consists of city marketing (CTM), event tourism (EVT), Social media marketing (CMM), and destination image (DTI). This is to analyze if the correlation between variables to assess whether all variables used in testing according to the conceptual framework are in the same direction.

4.4 Confirmatory Factor Analysis (CFA)

It is tested to confirm that the observed variables could measure latent variables by using first order CFA. According to Tinakhat et al. (2022), the process of CFA is to (1) develop a measurement model based on a review of concepts, theories and related research. There are 4 measurement models, including city marketing, event tourism, social media marketing, and destination image; (2) examine the consistency of the measurement model with the empirical data (Model Fit), and standardized factor loading; (3) analyze causal-relationship by using Structural Equation Modeling (SEM) analysis to test the consistency of the model and empirical data; and (4) verify the conformity of the developed model with the empirical data (Model Fit) based on statistical value as shown in Table 3.

5 EXPECTED RESEARCH IMPLICATIONS

This concept paper fills the research gap from previous studies due to the fact on how city marketing efforts influence the destination image of a tourist location, with most studies on the topic using qualitative methods and focusing on city policies rather than the impact of marketing. Further exploration of the relationship between city marketing and destination image, including the role of social media and event tourism, could provide insight into how destinations can effectively promote themselves and improve their image. Moreover, this research is also beneficial in terms of academic and operational approaches as follows:

5.1 Academic implication

The study sheds light on what key elements are involved in the promotion of destination image of Phitsanulok as a MICE city. The conceptual framework also reveals the 17 observed variables leading to the promotion of destination image of Phitsanulok as a MICE city to support economic and tourism which will benefit future studies.

5.2 Operational implications

This research purposes a conceptual model in promoting the destination image of Phitsanulok as a MICE city which can be applied to improve and develop the operational services as a guideline to provide the MICE travelers with an impressive and memorable experience. Moreover, this research will be useful for the public sector, private sector, and educational

institutions related to the MICE business used as a guideline for service development to enhance the experience for MICE travelers.

6 FUTURE RESEARCH DIRECTION

The province still lacks the necessary infrastructure and support to attract and accommodate MICE travellers and domestic meetings. To address the problem, TCEB and government agencies should work together with private sector partners, such as the Tourism Authority of Thailand, the tourism and service business associations, and various clubs and businesses to develop strategies for supporting the growth of the domestic convention and exhibition market. These strategies should include operational guidelines, performance indicators, and budgeting, as well as the collection of relevant data. Additionally, it is important to invest in the development of personnel with the skills and knowledge needed to support the MICE business and meet international standards. Marketing efforts and public relations activities should also be organized to increase awareness and understanding of the MICE industry among local people, including government officials involved in driving the province's MICE business.

To conclude, future research on the topic of destination image and MICE city should involve event practitioners who have decision-making power in the planning and operation of events, in order to gain a more comprehensive understanding of how destination image is promoted. The research should also explore a range of factors that influence the destination image of a city that hosts MICE in order to develop guidelines for promoting events in a city and to enhance its image. It is important to select experienced event practitioners as sample subjects for this research, as they will have the expertise and knowledge to provide valuable insights on the subject.

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Table 2: Literature review on the antecedents to promote destination image of MICE city

Articles	The antecedents to promote destination image of MICE city						
	Behavioral intention	City marketing	Event tourism	Event quality	Perceived value	Social media marketing	Tourist satisfaction
Amin and Priansah (2019)		✓	✓	✓			
Chen and Lin (2019)		✓	✓			✓	
Coca-Stefaniak (2019)			✓	✓		✓	
Ghorbanzadeh et al. (2021)	✓				✓		✓
Hemmonsbey and Tichaawa (2019)		✓	✓			✓	
Higgins-Desbiolles (2018)			✓	✓		✓	
Jasmin (2020)		✓			✓	✓	
Jeong and Kim (2019)	✓				✓		✓
Kiani and Rizvandi (2020)		✓	✓		✓	✓	
Llopis-Amorós et al. (2019)	✓	✓	✓			✓	✓
Lund et al. (2018)		✓		✓		✓	
Mair and Weber (2019)		✓	✓			✓	
Molina et al. (2020)		✓		✓	✓	✓	
Molinillo et al. (2019)			✓	✓		✓	✓
Pirnar et al. (2019)	✓		✓			✓	✓
Plunkett and Brooks (2018)		✓	✓			✓	
Pouder et al. (2018)			✓	✓		✓	
Uchinaka et al. (2019)		✓	✓			✓	✓
Wong et al. (2019)	✓				✓		✓
Ziyadin et al. (2019)	✓		✓			✓	
Total	6	11	14	7	6	16	7

Table 3: Statistical values to check the congruence of hypothetical models with objective data

Analytic Statistic	Considering criteria	References
χ^2	> 0.05	Pimdee et al. (2012)
p-value	> 0.05	Dobrovi et al. (2019)
χ^2/df	< 2.00	Safitri (2018)
CFI	≥ 0.80	Collier (2020)
GFI	≥ 0.80	Collier (2020)
NFI	≥ 0.90	Hair et al. (2010)
TLI	≥ 0.95	Hair et al. (2010)
RMSEA	≥ 0.05	Collier (2020)