

Impact of Customer Perceived Safety on Customer Advocacy Behavior mediated by Emotional Attachment in Higher Education sector of Thailand

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Abstract

The purpose of the study is to measure the mediating relationship of emotional Attachment and how customer advocacy, directly and indirectly, affect customers between the safety of facility and equipment, the safety of human elements, the safety of the natural environment, safety of social environments and safety of management and their effect on customer advocacy behavior of customers in education sector. The study has used primary data collection techniques to gather data and used purposive sampling to analyze the data. The sample size of the study is 330 respondents. The research has used Smart PLS software to measure the relationship through bootstrapping and algorithms. The study has found significant positive mediation of emotional Attachment between the safety of facility and equipment, the safety of human elements, the safety of the natural environment, social environments and safety of management and their effect on customer advocacy behavior of customer purchase industry. This study suggests the theoretical and practical implications of customer advocacy behavior in safety practices for managers and customers, and it provides help to the researcher's perspective for education sector. This study also discussed the future directions and limitations.

Keywords: Customer Perceived Safety, Customer Advocacy Behavior, Emotional Attachment, Security, Customer Market, Customer satisfaction

Introduction

In the modern consumer market industry, various threats and emergencies are available, which can affect objections, including the Corona infection pandemic of mid-2020, as the pandemic has closed all markets and businesses

(Park and Reisinger 2010). Security is the basic condition for the typical improvement of objections, and along these lines, are essential determinants of progress (Amir, Ismail, and See, 2015). Security is a stable and deliberate condition, and well-being concerns and risks are available as equal ideas.

The customer satisfaction is based on safety practices and problems solving skills the brands to resolve customer issues. The safety practices generate emotional attachment of customers. The customer security is a fundamental need of every customer. Customers are exceptionally delicate to security issues in the consumer industry independent direction. The review of behavioral literature defined customer perceived safety as a multi-dimensional construct, and the dimensions includes safety of facility and equipment, the safety of human elements, natural environment, social environments, and safety of management. Surprisingly, minor emergencies in a single region of the planet might trigger solid consumer industry request responses in different regions through the impact of customer advocacy behavior (Seabra et al., 2013). Reinforcing the well-being of the customer advocacy behavior's frameworks and making conditions for customers to feel more secure are basic to the feasible advancement of objections.

Advocates consider a positive word of mouth that relates the company development to customer advocates behavior (Kim Winch, 1999). Positive word of mouth is more effective in-service sector where customers are not persuaded about the services until they bought it (Celuch et al., 2011). Understanding the market, especially the customers of higher education sector, are more important

And the key foundation is high quality factors that could lead to a better student experience and which successively create the advocacy behaviour (Bustamam, N. M. ,2020).

Customer advocacy behavior is characterized as the chance of encountering risk while taking part in movement or the cognizance of safety and information on the probability of damage during movement through purchasing market (Fischhoff, Watson, and Hope 1984; Park and Reisinger 2010). Along these lines, customer security is characterized as the level of hazard that can be checked during movement, an aggregate term for the purchasing industry exercises in a fair, steady and methodical condition (George 2003, 2010); what's more, vacationer individual appraisals of these conditions comprise of security at locations (Chauhan 2007).

Customer perceived safety is an emotional impression and appraisal of security data and viewpoints dependent on people groups past encounters (Seabra et al., 2013). Emergency occasions, like illegal intimidation, violations, and catastrophic events, are perceived as basic determinants of the degrees of customer perceived safety (Seabra et al., 2013; George 2003). The incidents and security data accessible to customers at objections shift in sources, types, and nature. Furthermore, the data might be affected by the attributes of the indigenous habitat (Rittichainuwat 2013), visit pioneer administration quality (Wang et al. 2010), or the executive's government activities.

George (2003) contended that vacationer view of well-being and security might be gotten from a few sources, like individual encounters of misconduct, conversations with companions about wrongdoing, and openness to wrongdoing through broad communications, just as the impression of police adequacy. These various sources and measures of security data lead to shifting kinds and levels of Customer perceived Safety. For instance, militant psychological assaults and catastrophic events are two emergencies unique in conditions and causes. Fear monger assaults decrease security assumptions and certainty and lead to sharp decreases in the purchasing and manufacturing industry interest (Kapuciski and Richards 2016).

It is recommended that there be progressive degrees of customer's well-being insights. The ID of Customer perceived safety aspects could give direction to objections to offer more secure conditions and have compelling administration rehearses in emergencies. Customer perceived safety is a significant build in the customer purchase industry research, and numerous researchers have estimated it in various circumstances with different scales (Echtner and Ritchie 1993; George 2003; Raza 2021; Rittichainuwat and Chakraborty 2012). The estimation of Customer perceived Safety could be depicted in three ways. To begin with, Customer perceived safety is estimated as a sub-dimension of the objective picture. For instance, to quantify the parts of the objective picture totally, Echtner and Ritchie (1993) viewed well-being judgment as a sub-dimension of the objective picture, reflecting customer assessments of picture components of sociability, solace, and security. Somewhat,

security judgment is subjected to impression of objective well-being picture, and it is essential for a perfect objective picture (Chauhan 2007; Chi and Qu 2008; Chen and Tsai 2007).

George (2003) likewise referenced that if customers feel dangerous or undermined at shops, they can nurture bad introductions. Second, Customer perceived safety is viewed as a one-dimensional estimation structure for surveying customer security discernments in various circumstances (visiting, shopping, and purchasing). For instance, Customer perceived safety is estimated by requesting vacationers to communicate their general sense of well-being on various issues, like strolling roads around evening time, visiting urban areas in the daytime, utilizing public transportation, cruising all over urban areas, and remaining in facilities (George 2003).

Along these lines, Customer perceived Safety is estimated as a multidimensional development in a particular setting and direction. For instance, Rittichainuwat and Chakraborty (2012) investigated the apparent significance of well-being and safety efforts according to the viewpoint of customers and salesman. Chia-Chen et al. (2018) explored the impression of well-being correspondence regarding the business purchase industry, which comprised three sub-dimensions. In this way, different estimation constructions of Customer perceived Safety have been proposed; for example, the no independent structure (sub-dimension of objective picture), free design, multidimensional design, and the subsequent estimation scales have assisted with surveying customer security insights in exact circumstances and purchase history. These circumstances and settings change extraordinarily, and these scales frequently should be fixed considering their restricted extension.

Consequently, it is basic that the customer perceived safety estimation structure is efficiently inspected according to an overall point of view and a strong hypothetical base, which will add to the solidness and comprehensiveness of Customer perceived Safety estimation, filling a huge gap in customer buying industry research. Vacationer well-being insights significantly affect the improvement of locations. On account of social, social, political, and other outer danger factors, the security impressions of vacationers from various nations

and in various settings are different (Seabra et al., 2013). For instance, Thailand has an enormous and developing homegrown industry market, and Thailand leads the world as far as outbound worldwide the industry consumptions (Li 2016; UNWTO 2018).

This study aims to investigate the impact of the safety of facility and equipment, the safety of human elements, the safety of the natural environment, safety of social environments, and safety of management on customer advocacy behavior. Secondly, to measure the mediation of emotional Attachment exists between the safety of facility and equipment, human elements, natural environment, safety of social environments, and safety of management on customer advocacy behavior. Thirdly, to analyze the effect of emotional Attachment on customer advocacy behavior.

The significance of this study is Thailand, with a complex geological climate, has an assortment of objections with different purchase industry assets and complex danger components, which may exhaustively address customer security tastes in assorted the purchasing with customer advocacy circumstances. Considering that apparent security is a critical component for the advancement of objections, it is advantageous to foster a Customer perceived safety scale regarding Thailand Customers. The main role of this exploration was to fill a gap by focusing on a solid and legitimate scale for estimating Customer perceived safety through a strategic research plan, which would assist with characterizing the development and recognizing the well-being components. The conceptualization of Customer perceived Safety is given on the security framework hypothesis and the examination structure. Second, a dependable and substantial scale for estimating Customer perceived Safety with customer advocacy behavior with emotional attachment mediation is proposed and affirmed.

1 Literature Review

1.1 Safety of Human Elements and Customer Advocacy Behavior

Customer safety of human elements states well-being appraisals and view of individual conduct in customer advocacy on which brands prefer customer needs and wants. It is an expressible

arrangement of positive human aspects related to typical customer needs. It incorporates the conduct of local shops, the manufacturing industry and branded companies. Customer advocacy is most related to the human needs of the customer, and their safety concern with earlier information among people might produce contrasts in the handling of well-being data about objections, subsequently influencing customer perceived safety (Fourie, Rossello-Nadal, and Santana-Gallego 2020).

Moreover, the elements of accessibility, perishability, and connection of management intensify the customer purchase industry (Mitchell and Greatorex 1993; Williams and Balz 2013). Administration quality and the security consciousness of the administrators are basic variables advancing the well-being, which also establish a significant part of customer perceived safety (Caber and Albayrak 2016). It is found that:

H1: There is a significant relationship between the safety of human elements and customer advocacy behavior.

1.2 Safety of Facility and Equipment and Customer Advocacy Behavior

Safety of facility and equipment said to be well-being appraisals and view of the condition of offices and inside objections. They address the certifiable arrangement of positive office and hardware components that help ordinary the purchase industry movement. The offices and gear in objections should be consistently assessed and tried, kept up with, and refreshed. Additionally, coordinating offices with the customers being served further improves well-being (Bentley et al. 2001). The certain activity of offices and gear is a significant well-being factor for customers who are now inside objections. In lodgings, individuals are worried about the well-being norms of specific offices and hardware.

For instance, fire anticipation frameworks, crisis lighting frameworks, electronic entryway locks, sanitation, and well-being screening are significant elements in inn choice (Chan and Lam 2013; Sierra, Rubio-Romero, and Gmez 2012). Individuals with actual handicaps (PwPD) have raised well-being assumptions and insights regarding availability and expert gear, which are critical indicators of their need fulfilment (Tutuncu 2017).

Disappointments in these lead to mishaps and promptly make negative well-being impressions of objections and administrators. Adding hazard cautioning frameworks fills in as an approach to adequately convey levels of risks and the proper practices and improve security view of objections and administrators (Rittichainuwat 2008; 2013). In this way, the security of offices and hardware is an apparatus for advancing exercises and comprises a significant data component for customer perceived safety with customer advocacy behavior. It is stated through literature:

H2: There is a significant relationship between the safety of the facility and equipment and customer advocacy behavior.

1.3 Safety of natural Elements and Customer Advocacy Behavior

Environmental change is a restricting variable that postures dangers to be overseen by customers and companies. Also, objections in snowcapped, polar, or desert districts have more elevated touring climate hazards. Individuals are bound to endure damage and personal injury like height infection, hypothermia, or becoming lost (Eitzinger and Wiedemann 2007). The common environment is made from existing assets, for example, storms, mountains, vegetation, natural life, and the environment. They give a base to the improvement of objections and convey data for individuals to evaluate danger levels. The normal living space is made from natural resources, regular life, and climate (George 2003).

They give an interesting base to improving complaints and pass on information for customers to assess risk levels. Regions inclined to catastrophic events are unique, including volcanoes and areas of earlier cataclysmic events. Individuals structure their well-being evaluations of these spots by acquiring applicable information and occurrence data, shaping their security insights (Rittichainuwat 2013). Environment touchy spots are intricate and complex (Scott and Lemieux 2010) and may apply specific impacts on customer advocacy behavior. Environmental change prompts an increment in extreme climate conditions (e.g., rising sea levels, fog, and heatwaves), which adversely has affected on arranging and impression of solace and well-being (Freitas 2010; Mansfeld, Freundlich, and Kutiel 2004;

Hbner and Gssling 2012). It is concluded from literature:

H3: There is a significant relationship between the safety of natural elements and customer advocacy behavior.

1.4 Safety of Social environments and Customer Advocacy Behavior

Safety of social environments is the security appraisals and impression of the ecological components of objections. They are the positive ecological components that underlie typical customer purchase industry action. Data about social environments which affects customer perceived safety, even though their qualities and sources are unique. Social environments are more concerned with complicated customer problems and multi-layered (Scott and Lemieux 2010) and may apply specific effects on voyager insights. Environmental change is prompting an increment in outrageous climate conditions, adversely affecting customer needs and impression of comfort and security (Freitas 2010; Mansfeld, Freundlich, and Kutiel 2004; Hübner and Gösling 2012).

Furthermore, objections in elevated, polar, or desert areas have more significant climate hazard levels, where individuals are bound to endure customer needs and wants (Eitzinger and Wiedemann 2007). The social-cultural setting is an ecological framework made by human social exercises, including legislative issues, financial matters, culture, and neighbourhood networks.

Dangers at a worldwide level like political insecurity (Gartner and Shen 1992), financial emergencies (Alegre et al. 2013), in new environmental elements. Individuals who are now inside objections might be more worried about such dangers and structure individualized well-being insights by acquiring nearby data about the organization, clashes, and utilization security. Well-being while at the same time shopping is one more key region for retail experience assessments (Yuksel 2004). In rundown, the well-being data on the social environment and social-cultural settings vary in risk attributes, sources, and results, security of social environments (SSE). In this way, it is fitting to quantify the safety of social environments and customer advocacy behavior.

H4: There is a significant relationship between the safety of social environments and customer advocacy behavior.

1.5 Safety of management and Customer Advocacy Behavior

Safety of management is the appraisals and view of the purchase industry security the board strategies and activities and related to customers at the hierarchical or administrative levels. They address positive administration components that help typical the customers and their problems. Objections should carry out exceptional administration drives, including well-being framework components (Rittichainuwat 2013) (e.g., security establishments, alternate courses of action) and well-being social components (well-being data, police, and crisis salvage administrations) (Tyagi, Dhar, and Sharma 2016; Gurtner 2016; Putra 2010).

Individuals might experience these administration frameworks at the objective, affecting their security view of the board. For example, a few nations, like the UK, Australia, and Spain, have made security guidelines to avoid wounds and passing in jumping the customers (Coxon 2006). Well-being measures by the government, like alerts, emergency the board and calamity recovery plans upgrade the security pictures of objections and can reestablish customers certainty even after an emergency (Gurtner, 2016) contended that the impression of customer purchase is the security were subject to the accessibility of the board plan and advocacy framework (Rittichainuwat 2013).

The police culture and police administration quality assume significant parts in deciding security assumptions and customers' impressions (Tyagi, Dhar, and Sharma 2016). For the most part, the security the executives of the customer endeavours, such as preflight well-being declarations on carriers (Chia-Chen et al. 2018), well-being and security frameworks in lodgings (Chan and Lam 2013). Along these lines, PSM portrays the security assumptions and discernments regarding the hierarchical well-being rehearses inside objections.

H5: There is a significant relationship between the safety of management and customer advocacy behavior.

1.6 Mediating Role of Emotional Attachment

As indicated by the 2020 Brand emotional attachment, Amazon set the most elevated brands with the most reliable associations with clients, followed by Disney and Apple. It doesn't come as amazement thinking that significant brands consistently mean developing profound, passionate binds with their customers (Japutra et al., 2014).

Emotional Attachment theory has been, for the most part, analyzed with regards to the relational connections; nonetheless, specialists in the advertising field have demonstrated that clients may likewise foster an enthusiastic connection to items, brands, famous people or even a few belongings (Fedorikhin et al., 2008; Kleine and Baker, 2004; Thomson, 2006). This way, most organizations and advertisers are looking to construct compelling emotional brand attachment (EBA) with their clients.

Thomson et al. (2005) depicted enthusiastic brand connection as the passionate bond that interfaces clients with the brand and is portrayed by three principles of emotional parts: profound sentiments and friendship. Customer manages an assortment of items and brands daily; they typically foster a passionate connection to just a fixed number of such articles. The strength of such a bond relies chiefly upon the idea of association among individuals and the item.

Not many studies examine the connection between emotional Attachment empowering influences and brand backing with the safety of management, facility and equipment safety, human elements, natural elements, and social environments. Earlier writing managed a couple of determinants of EBA (Fedorikhin, Alexander, C. Whan Park, and Matthew Thomson. 2008; Park, C. Whan, Andreas B. Eisingerich, and Schmalz, and Ulrich, 2012). No review investigated the connection between every EBA (independently and in general) and brand support. As needs are, this examination endeavors to distinguish the determinants of passionate brand connection and afterwards investigate the connection between those determinants and brand backing and which one is more compelling. Previous studies also find that emotional Attachment reflects customer advocacy.

H6: There is a significant relationship between the safety of management and emotional Attachment.

H7: There is a significant relationship between the safety of the facility and equipment and emotional Attachment.

H8: There is a significant relationship between the safety of natural elements and emotional Attachment.

H9: There is a significant relationship between the safety of the social environment and emotional Attachment.

H10: There is a significant relationship between the safety of human elements and emotional Attachment.

H11: There is a significant relationship between emotional Attachment and customer advocacy behavior.

To summarize, the contrasts between this exploration and past investigations: this review investigates whether there is a critical contrast between iPhone client's perspectives towards EBA as indicated by their segment attributes (sexual orientation/month to month family pay) or not. Furthermore, some investigate affirmed that the mediation of emotional Attachment exists between the safety of management, facility and equipment safety, human elements, natural elements, and social environments on customer advocacy behavior of iPhone users. The emotional Attachment hypothesis has been, for the most part, inspected with regards to the relational emotions; in any case, analysts in the showcasing field have demonstrated that clients may likewise foster a passionate connection to items, brands, VIPs or even a few belongings (Fedorikhin et al., 2008; Kleine and Baker, 2004; Thomson, 2006). As indicated by Bowlby (1980) and Aron and Westbay (1996), emotion is characterized as the connection between an individual and a particular article driven by sentiments and can differ in its qualities relying upon the level of association, energy or love. People are described by their passionate sentiments that guide most of their choices (Berry, 2000).

H12: Safety of facility and equipment and customer advocacy behavior significantly mediated by emotional Attachment

H13: Safety of natural elements and customer advocacy behavior significantly mediated by emotional Attachment

H14: Safety of the social environment and customer advocacy behavior significantly mediated by emotional Attachment

H15: Safety of human elements and customer advocacy behavior significantly mediated by emotional Attachment

H16: Safety of management and customer advocacy behavior significantly mediated by emotional Attachment

1.7 Theory

Emotional Attachment theory has been, for the most part, inspected with regards to the relational connections; in any case, analysts in the promoting field have demonstrated that clients may likewise foster a passionate connection to items, brands, superstars or even a few belongings (Fedorikhin et al.,2008). As indicated by Bowlby (1980) and Aron and Westbay (1996), Emotional Attachment is characterized as the connection between an individual and a particular article which is driven by sentiments and can fluctuate in its qualities relying upon the level of association, energy, or love by advocating customer problems and their needs.

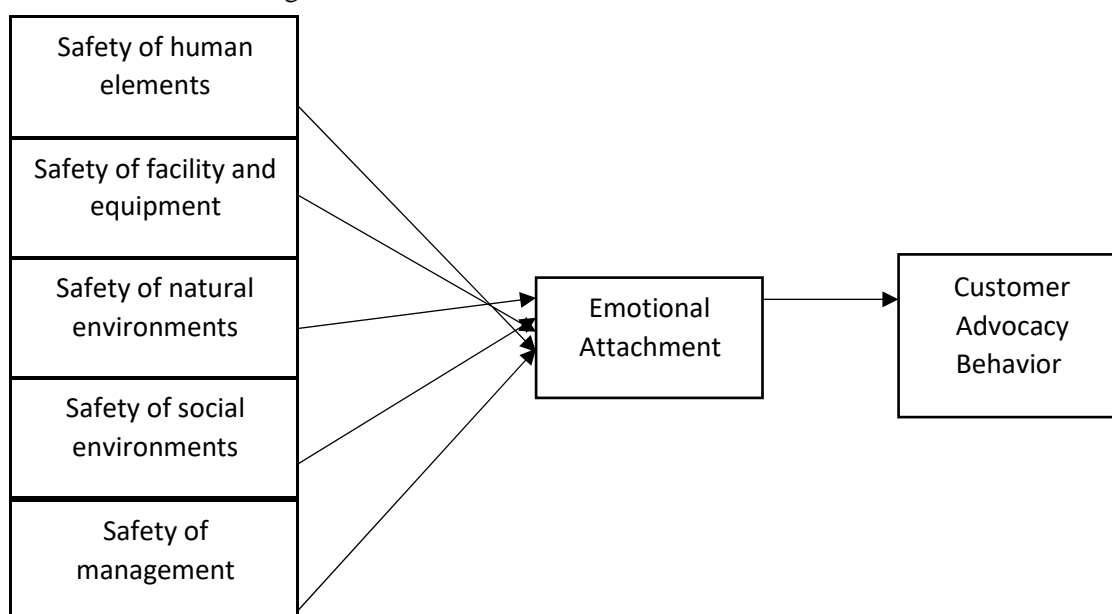
Individuals are described by their passionate sentiments that guide most of their choices (Berry, 2000). Such associations advance clients' and build the organization's benefit

(Thomson et al.,2005). The brand connection can be depicted as the strength of the bond that interfaces the brand and the client (Park et al., 2010).

Like this, most organizations, and advertisers these days are looking to fabricate compelling emotional brand attachment (EBA) with their clients. Thomson et al. (2005) depicted passionate brand connection as the most emerging that interfaces clients with the brand and described by three principle emotional parts: profound sentiments, friendship, and emotions. People manage an assortment of items and brands every day; they are, for the most, emotional connections to just a set number of such articles. The strength of such a bond relies fundamentally upon the idea of association among individuals and the item.

As the enthusiastic bond get more grounded, an extreme client dedication advances and the company's benefits and income from faithful clients become less helpless against disturbance (Grisaffe and Nguyen, 2011). Park et al. (2010) exhibited that brand emotional Attachment has unique ramifications in forecasting client goals and conduct, including utilizing huge assets like time, cash, and dishonor. They tracked down that buy conduct, brand buy offer and need share are impacted by the strength of the passionate connection between the customer and the brand, which at last influence the financial image of the organization.

1.8 Conceptual Framework



1.9 Method and Data Presentation

The study has followed a quantitative approach and conducted surveys for data collection, and it has mainly focused on standards and statistics. It has used numerical values through questionnaire surveys and measured through SPSS and Smart PLS. The data was collected from students in Rajabhat Phuket university of Thailand. The data collection technique is primary, in which researchers have used survey analysis. The researcher has used the purposive sampling technique to collect data, and the study had floated 400 questionnaires, and out of that, 330 questionnaires were received for research. For literature, the study has used secondary data to gather data from journals and articles. A sample of 80 respondents led the pilot study to check the reliability of the items. Further, the data has been processed through SPSS and Smart-PLS. It was used to measure the Supported hypothesis with the emotional attachment theory.

The scale for the construct of customer perceived safety was adopted from the study of (Churchil 1979), and the scale of the safety of human elements consisted of two items and was adapted from the study of (Wang et al. 2007). The safety of facility and equipment scale consisted of two items and was taken from the study of (Rittichainuwat and Chakraborty, 2012)). The scale for the safety of natural elements is taken from the study (Chen and Tsai, 2007) and has three items. The scale for the safety of social environments was taken from the study of (Chauhan 2007) has two items.

The scale for the safety of management was taken from the study of (Scott and Lemeix, 2010) has three items. The scale for customer advocacy behavior was taken from the study of (Williams & Vaske, 2003) has three items. The scale for emotional Attachment was taken from the study of (Fullerton 2005) has two items. To assess the validity and reliability of the items, a pre-test was conducted to ensure any ambiguities in the questionnaire were revised.

1.10 Demographics

The total number of respondents was 330; 123 (37%) respondents were female, and 207 (63%) respondents were male. The education of the respondents, 43 respondents have diplomas (13%); among them, 57 (17%) had bachelor's

degrees, 93 (28%) of the respondents had master's degrees, 78 (24%) had MPhil, and the respondents who have doctorate PhD are 59(18%).

1.11 Data Analysis and Research Results

This research study has used SEM model at Smart-PLS 3.3 latest version. Structure equation modelling is used to measure the relationship between dependent, independent, and mediator. It is the most used method to measure the path coefficients. The research study must cross experimental modelling for this purpose. The construct has three independent variables, one is a mediator, and one is the dependent variable. The SEM consists of three steps of analysis PLS algorithms, Bootstrapping, and blindfolding. PLS logarithms are the weighted vector-based regression analysis model which shows coefficient values. Regression models generate from bootstrapping values.

1.12 Measurement Model assessment

The measurement model has been evaluated in Smart PLS, and it shows composite reliability of the variables, average variance extracted values, and their factor loadings. The Cronbach alpha values show the reliability and validity of the data and their consistency of scales. AVE values are the number of variation values collected throughout the study and the quantity of variance in the statistical hypothesis. The average variance extracted AVE values should be greater than 0.5; any value lower than 0.5, its item can be deleted or changed according to the researcher's choice (Hair et al., 2017).

The Composite reliability CR values should be greater than 0.7, which shows the reliability and consistency of the data. AVE should be greater than 0.5, and CR value should be greater than 0.5 of one variable. It shows a high significance level. It ensures the threshold level of the study among sectors. The next step of the study is to check the discriminant validity of the data, which involves a few steps. Fornell and Larcker (1981), Cross loadings and heterotraitmonotrait ratio (HTMT) and factor loading occur when one factor depends on more than other factors. It reflects the dependency of the data.

HTMT ratios show the correlation among variables; its range is -1 to +1. It should be less

than one, and it considers a strong relationship between two variables at a significance level of 0.01. Furthermore, this study has also measured effect size F and R-square, which shows the Fornell-Lacker criterion

data's significance and dependency. The acceptable range of R-square is from 0.3 to 0.7.

	SHE	SFE	SNE	SOM	SSE	EA	CAB
Safety of Human Elements	0.534						
Safety of Facility and Equipment	0.562	0.568					
Safety of Natural Elements	0.456	0.512	0.646				
Safety of Management	0.713	0.630	0.524	0.776			
Safety of Social Elements	0.488	0.711	0.713	0.649	0.731		
Emotional Attachment	0.721	0.503	0.406	0.601	0.581	0.564	
Customer Advocacy Behavior	0.607	0.721	0.613	0.563	0.761	0.603	0.592

The relationship between safety of human elements and customer advocacy behavior is 0.607 which shows strong relationship between them, and it is acceptable in the study above than acceptance criteria. The relationship between safety of facility and equipment and customer advocacy behavior is 0.721 which has strong and significant relationship between them and it greater than 0.5 and relationship between safety of natural elements and customer advocacy behavior is 0.613 which shows strong Heterotrait-Monotrait (HTMT)

relationship between them, and safety of management and customer advocacy behavior has 0.563 which show shows strong relationship between them. The relationship between safety of social elements and customer advocacy behavior is 0.761 which has strong and significant relationship between them and relationship between emotional attachment and customer advocacy behavior is 0.603 which shows strong relationship between them.

	SHE	SFE	SNE	SOM	SSE	EA	CAB
Safety of Human Elements							
Safety of Facility and Equipment	0.430						
Safety of Natural Elements	0.651	0.685					
Safety of Management	0.572	0.629	0.346				
Safety of Social Elements	0.561	0.426	0.508	0.655			
Emotional Attachment	0.701	0.532	0.701	0.526	0.712		
Customer Advocacy Behavior	0.562	0.601	0.587	0.511	0.518	0.62	

Using the HTMT as a criterion involves comparing it to a predefined threshold. As safety of human elements and customer advocacy behavior has 0.562 value which states relationship between them. Safety of facility and equipment has positive and significant

relationship of 0.601 with customer advocacy behavior. Safety of natural elements has positive and significant relationship with customer advocacy behavior of 0.587 which lies within criterion region. Safety of management has 0.511 values that show strong relationship with

customer advocacy behavior. Safety of social elements has 0.518 values that show strong relationship with customer advocacy behavior

and the emotional attachment has positive relationship with customer advocacy behavior of 0.624.

	Items	Loadings	Cronbach's alpha	rho_A	CR	AVE
Safety of Human Elements	SHE1	0.801	0.816	0.813	0.921	0.819
	SHE2	0.839				
Safety of Facility and Equipment	SFE1	0.802	0.832	0.717	9.873	0.672
	SFE2	0.871				
Safety of Natural Elements	SNE1	0.798	0.783	0.767	0.922	0.732
	SNE2	0.712				
	SNE3	0.784				
Safety of Social Elements	SSE1	0.715	0.921	0.689	0.865	0.702
	SSE2	0.801				
Safety of Management	SOM1	0.829	0.789	0.748	0.801	0.753
	SOM2	0.861				
	SOM3	0.723				
Emotional Attachment	EA1	0.835	0.832	0.717	9.873	0.672
	EA2	0.729				
	EA3	0.790				
Customer Advocacy Behavior	CAB1	0.819	0.783	0.767	0.922	0.732
	CAB2	0.682				
	CAB3	0.907				

1.13 Structural model

The structural model of the study shows path coefficient values, which are beta value, t-value, p-value, standard error, and LLCI and ULCI. The bootstrapping shows a significant value of p-value which states acceptance and rejection of the hypothesis. Based on this study criteria, all hypotheses are accepted and supported as p values are significant and t values are greater than 1.96. All hypotheses are accepted and significantly found a relationship between them, and all hypotheses are supported.

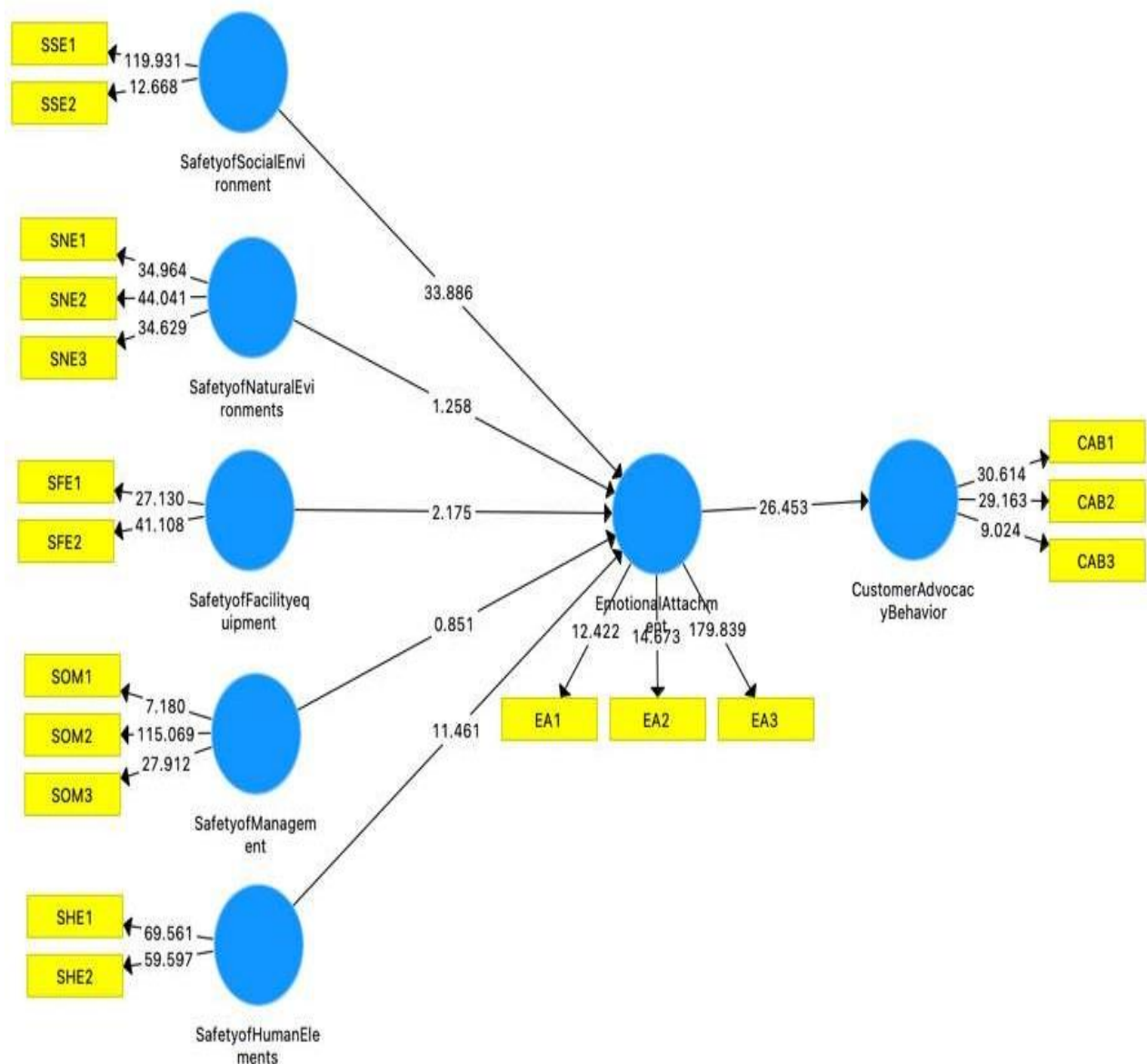
The table below shows the Safety of human elements has a significant positive relationship with customer advocacy behavior (Beta =0.526, t-value = 9.421, p-value = 0.000) therefore, H1

is accepted. Safety of facility and equipment has a significant positive relationship with customer advocacy behavior (Beta=0.423, t=4.891, p=0.002) so, H2 is accepted. Safety of natural environment has a significant positive relationship with customer advocacy behavior (Beta=0.268, t=3.782, p=0.002), the H3 is accepted. Same as safety of social environment has a significant positive relationship with customer advocacy behavior (Beta=0.232, t=4.171, p=0.002), H4 is accepted and supported. Same as safety of management has a significant positive relationship with customer advocacy behavior (Beta=0.235, t=2.882, p=0.002), H5 is accepted and supported.

The impact between the safety of management and emotional Attachment (Beta=0.317, t-value

= 3.423, p-value = 0.001) and H6 is accepted and supported. The impact between facility and equipment safety and emotional Attachment (Beta= 0.259, t-value = 5.782, p-value = 0.001) and H7 is accepted and supported. The impact between the safety of the natural environment and emotional Attachment (Beta =0.532, t-value = 13.265, p-value = 0.001) and H8 is accepted and supported. Relationship between the safety of the social environment and emotional Attachment (Beta=0.405, t-value = 3.736, p-value = 0.001) and H9 is accepted and supported. The impact between the safety of human elements and emotional Attachment (Beta =0.345, t-value = 2.732, p-value = 0.001), the hypothesis H10 is accepted and supported.

The relationship between emotional Attachment and customer advocacy is significant and positive. The t value is greater than 1.96 (Beta=0.218, t=11.282, p=0.000), H11 is accepted. The mediation of emotional attachment exists between the safety of facility and equipment and customer advocacy behavior (Beta=0.291, t=5.813, p=0.001). All t values are greater than 1.96, and p values are significant, the H12 is accepted and supported. The mediation of emotional attachment exists between the safety of the natural environment and customer advocacy behavior (Beta=0.427, t=3.781, p=0.001). All t values are greater than 1.96, and p values are significant, H13 is accepted. Therefore, mediation of emotional attachment exists between the safety of the social environment and customer advocacy behavior (Beta= 0.268, t=5.731, p=0.001). All t values are greater than 1.96, and p values are significant, H14 is accepted. Further, mediation of emotional attachment exists between the safety of human elements and customer advocacy behavior (Beta =0.354, t=3.813, p=0.001). All t values are greater than 1.96, and p values are significant, so, H15 is accepted. The mediation of emotional attachment exists between the safety of management and customer advocacy behavior (Beta=0.172, t=3.655, p=0.001). All t values are greater than 1.96, and p values are significant, H16 is accepted.



Hypothesis	Std Beta	SD	T values	P values	ULCI	LLCI
Safety of Human Elements—>Emotional Attachment	0.345	0.412	2.732	0.000	0.001	0.210
Safety of Human Elements—>Customer Advocacy Behavior	0.526	0.324	9.421	0.000	0.003	0.195
Safety of Human Elements—>Emotional Attachment—>Customer Advocacy Behavior	0.354	0.340	3.813	0.001	-0.021	0.128

Safety of facility and Equipment— >Emotional Attachment	0.259	0.419	5.782	0.000	0.151	0.317
Safety of facility and Equipment— >Customer Advocacy Behavior	0.423	0.314	4.819	0.002	0.135	0.206
Safety of facility and Equipment— >Emotional Attachment—>Customer Advocacy Behavior	0.291	0.235	5.813	0.001	0.103	0.189
Safety of Natural Environment— >Emotional Attachment	0.532	0.403	13.265	0.003	-0.113	0.221
Safety of Natural Environment— >Customer Advocacy Behavior	0.268	0.289	3.782	0.001	0.012	0.212
Safety of Natural Environment— >Emotional Attachment—>Customer Advocacy Behavior	0.427	0.291	3.781	0.000	0.113	0.235
Safety of Social Environment— >Emotional Attachment	0.405	0.213	3.736	0.001	0.121	0.210
Safety of Social Environment— >Customer Advocacy Behavior	0.232	0.283	4.171	0.001	-0.013	0.121
Safety of Social Environment— >Emotional Attachment—>Customer Advocacy Behavior	0.268	0.230	5.731	0.000	0.10	0.172
Safety of Management—>Emotional Attachment	0.317	0.362	3.423	0.000	0.106	0.215
Safety of Management—>Customer Advocacy Behavior	0.235	0.367	2.882	0.001	0.121	0.216
Safety of Management—>Emotional Attachment—>Customer Advocacy Behavior	0.172	0.283	3.655	0.001	0.014	0.311
Emotional Attachment—>Customer Advocacy Behavior	0.218	0.245	11.282	0.000	0.102	0.282

2 Discussion

According to the data results and findings, the study has found a significant impact between variables, and all hypotheses are accepted. The study contributes to customer advocacy behavior by measuring the impact of emotional Attachment through the safety of human elements, facility and equipment, natural environment, social environment, and safety of management of customers. The study has used Phuket, Thailand, customers who prefer to buy physically than online. Their decision is based on the safety of human elements, facility and equipment, natural environment, social

environment, and safety of management of customers.

The study has found a significant and positive relationship as t values are greater than 1.96, and all hypotheses are supported. The study found a significant mediating relationship of emotional Attachment between the safety of human elements, the safety of facility and equipment, the safety of the natural environment, safety of social environment and safety of management on customer advocacy behavior and studies are consistent with (Fedorikhin et al., 2008). Same as it is found that mediating relationship of emotional Attachment exist customer advocacy

behavior as it is significant and cheerful as the t value is greater than 1.96 and p values are significant. It has increased the customer advocacy behavior of customers of Thailand customers. All the findings are consistent with previous studies (Kleine and Baker, 2004).

The impact between the safety of facility and equipment and emotional Attachment is accepted and supported same as safety of facility and equipment has a significant positive relationship with customer advocacy behavior and mediation of emotional attachment exit between the safety of facility and equipment and customer advocacy behavior, and it is correlated with (Thomson, 2006) studies. All t values are greater than 1.96, and p values are significant. The impact between the safety of the social environment and emotional Attachment and hypothesis is accepted and supported same as safety of social environment has a significant positive relationship with customer advocacy behavior and mediation of emotional attachment exit between the safety of the social environment and customer advocacy behavior.

The impact between the safety of management and emotional Attachment is accepted and supported same as safety of management has a significant positive relationship with customer advocacy behavior and mediation of emotional attachment exit between the safety of management and customer advocacy behavior. The relationship between emotional Attachment and customer advocacy has been found significant and positive, and the t value is greater than 1.96. The results are consistent with the previous studies and found a significant and positive relationship between them. There is restricted exploration and writing on the customer shopping behavior in Thailand, and in that capacity, this subject was difficult for researchers (HaoTe Lu., 2018).

3 Conclusion

The study has investigated the impact of emotional Attachment on the customer advocacy behavior of customers in education sector of Thailand. Customer perceived safety initiates through the safety of facility and equipment, the safety of management, social and natural environments, and the safety of human elements with emotional attachment mediation. The findings show's direct and indirect

relationship among variables. The results and findings show that meditation of emotional Attachment exists between facility and equipment, safety of management, social environments, natural environments, and human elements with customer advocacy behavior. The table below shows the impact between the safety of human elements and emotional Attachment. The hypothesis is accepted and supported as the safety of human elements has a significant positive relationship with customer advocacy behavior and mediation of emotional attachment exit between the safety of human elements and customer advocacy behavior.

3.1 Theoretical Implications

In the first place, the current review makes up for the shortfall in the current writing by conceptualizing and confirming customer perceived safety as a multidimensional development dependent on the well-being framework hypothesis. Security is an essential need of customers in education sector and it is likewise perceived as a major condition for the economic advancement of objections. Past examinations have explored and estimated customer perceived safety regarding well-being and safety efforts (Choocharukul and Sriroongvikrai 2017) and may have a specific level of estimation inclination. This component shifts in nature, type, and source and accordingly investigate the conceptualization and estimation construction of customer perceived safety from a frameworks structure viewpoint.

The conceptualization and progressive level wellsprings of customer perceived safety were distinguished dependent on the security framework hypothesis and the measurement tool used, which gives organized and comprehensive components of well-being for the customer advocacy behavior research. The new scale progresses the information on customer perceived safety by giving a substantial estimation device for follow-up experimental exploration. The estimation of customer perceived safety has gotten a lot of consideration by researchers, and different estimation constructions of customer perceived safety have been proposed.

The customer perceived safety scale covers different sorts of well-being components that might influence customer security evaluations, which incorporate a portion of the elements of

customer perceived safety, for instance, that of security components (George 2003). The well-being components from the office, like security hardware (Rittichainuwat and Chakraborty 2002), are dispersed across past research. Security components from human and the board levels have infrequently been talked about in the customer advocacy research. The recently proposed customer perceived safety scale installs customer security appraisals in the summed-up movement setting and area direction. Different subjects fluctuated components, and various circumstances to which customers might be uncovered were thought to efficiently quantify the security concerns.

3.2 Practical Implications

This exploration has a few implications. It should utilize the customer perceived safety scale for a superior comprehension of security discernments for customers and management and create custom-made procedures to keep a protected objective climate for customers dependent on every aspect in education sector. It manages the cooperation among customers and these well-being components, upgrading the movement and security certainty of individuals in new conditions. Second, the scale can be utilized to survey the apparent security levels of customers for their purchase behavior and subsequently become a benchmark for managers and scholars to picture and find the problem in education sector.

The scale can be utilized as a demonstrative apparatus to constantly screen changes in customer security problems and give choice help to upgrading objective well-being. The scale need not exclusively be utilized to recognize the components that impacted customer security appraisals. Furthermore, it will manage the adequacy of objective well-being of the management in emergency circumstances, in this way by directing the incorporation of additional customized measures and administrations. Moreover, the researchers ought to classify emergency circumstances considering the dimensional and component contrast in customer security insights after emergency occasions. It is to build up a data mediation framework for significant data channels for customers by advocating behavior and diminishing the adverse consequences

through the crisis reactions of various subjects, like competitive brands.

3.3 Limitation and Future work

The following research has a few restrictions that future investigations might solve. In the first place, even though the customer perceived safety framework and hypothesis gives organized and comprehensive elements of customer perceived safety, this hypothesis was created in settings for customers of higher education sector of Thailand only. Along these lines, the security framework hypothesis can't catch the fundamental part of the customer purchase industry, like development and new conditions. The customer perceived safety things created are often associated with gaps. The future examination will be taken on some hypothetical points of view, particularly those brands identified with the customer needs, by advocating them to affirm and upgrade the customer perceived safety scale.

Second, a few things created may not be sufficiently widespread, and the things identified with the SFE aspect might appear hazy to some degree. Subsequently, future refinement of the customer perceived safety scale things is justified. Third, the estimation design of customer perceived safety was grown distinctly for Thailand, and customers with various social foundations might have various understandings of certain things. Future exploration ought to grow test estimates and investigate customer perceived safety in various social settings. Future examinations ought to approve the customer perceived safety scale with various exploration plans and tests, just as researching the impact of customer attributes (e.g., age, occupation) on customer perceived safety. The measure legitimacy of the customer perceived safety scale was affirmed by the relationships with the pertinent sizes of George (2003) and Edmondson (1999). The precursors (e.g., objective picture, objective security air) and results of customer perceived safety ought to be researched in ongoing examinations. This research is limited to only customers. It can be measured in different sectors with new dimensions.

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