

# Event Image, Satisfaction, and Behavioral Intentions of Webinar Series Attendees: Mediation and Moderation Approaches

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## ABSTRACT

The study is underpinned on the stimulus-organism-response (SOR) model, and it investigates the interrelationships of event image, satisfaction, and behavioral intentions. The participants were the attendees of a webinar series, and they were composed of students (graduate and post-graduate), educators (basic, tertiary, and graduate-level), and researchers of various academic institutions in the Philippines ( $n = 204$ ). Using partial least squares (PLS) path modelling, the findings reveal that event image has a significant and direct influence on satisfaction, and satisfaction was found to be significantly and positively related to behavioral intentions. Furthermore, satisfaction was identified to have a mediating effect on the relationship between event image and behavioral intentions. On the other hand, favorable event image strengthens the link between satisfaction and behavioral intentions.

*Keywords: event image, satisfaction, behavioural intentions, webinars, mediation, moderation*

## INTRODUCTION

The coronavirus disease or COVID-19 pandemic has badly affected the academe. Almost all academic institutions faced a major challenge due to massive impact of the pandemic. Physical distancing, wearing of face masks, and limiting mobility and attendance in mass gathering were imposed by countries to combat the said pandemic (Cham et al., 2022a, Cham et al., 2022b; Sintema, 2020). Because of these challenges, academic institutions needed to adjust their process to continue their operations. From traditional, face-to-face class learning, all or almost all learning institutions embraced technology and transitioned to online learning (Cham et al., 2022b; Li & Lalani, 2020).

Like many other nations, academic institutions in southeast Asia have experienced tremendous adjustments because of the COVID-19 pandemic. In the Philippines, for instance, President Duterte declared the country under the state of public health emergency on March 8, 2020. On March 16, 2020, the entire Philippines was declared under state of calamity for six months and the national government imposed enhanced community quarantine (ECQ) in the whole Luzon Island and Metro Manila. Because of the imposition of ECQ, people needed to stay indoors,

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and non-essential establishments, schools, colleges, universities, public transportation, malls, churches, and the like were closed (Simbulan, 2020).

The Philippine higher education landscape has changed on how learning is delivered. The disruption brought about by the COVID-19 pandemic forced higher education institutions (HEIs) to retool teaching and non-teaching personnel with technology-enabled modalities such as online learning. Due to limitations in mobility, students and teachers needed to adapt to an online environment using devices such as computers and mobile phones (Simbulan, 2020). Video communication applications became a staple in delivering quality instruction. Teaching and learning are now mostly done via videoconferencing applications (Mishra et al., 2020). And utilization of videoconferencing in online teaching during the COVID-19 pandemic was found to be positively related to student satisfaction and teaching quality (Fatani, 2020).

Before the COVID-19 pandemic, events such as academic conferences, seminars, and training programs were being held face-to-face. Business events, which were traditionally held in face-to-face set-up, were also harmed by the pandemic. From traditional seminars, events transformed into online events. Seminars are now called webinars; conferences are now termed as virtual conferences. With everything being done through online platforms, there are gaps in the literature that need to be addressed such as how an online event image affects participants' satisfaction and their behavioral intentions. Assessing past studies, most researchers and scholars have evaluated the structural relationships of event image, satisfaction, and behavioral intentions in different traditional, face-to-face events such as marathon (Koo et al., 2014) and sporting event (Zhang et al., 2020), and in sport tourism literature (Cham et al., 2022c; Kaplanidou & Vogt, 2007; 2010). Prior studies have also examined the interrelationships of destination image, satisfaction, and behavioral intentions (Cham et al., 2021; Kim et al., 2016; Liu et al., 2017; Sharma & Nayak, 2018; Wang & Hsu, 2010; Wu & Li, 2017). From review of past studies, there is a dearth of study on how event image affects satisfaction and behavioral intentions in the context academic events such seminars, conference, and even on online events such as academic webinars. Therefore, this is what the present study intends to address – to examine the impact of event image on satisfaction and behavioral intentions and the influence of satisfaction on behavioral intentions of online webinar attendees. Additionally, the mediating effect of satisfaction on the relationship between event image and behavioral intention, and the moderating role of event image on the link between satisfaction and behavioral intentions were also investigated.

## **LITERATURE REVIEW**

The present study is grounded on the stimulus-organism-response (SOR) theory. The SOR theory explains the mediating effect of the organism on the link between the stimulus and the response. It shows how a stimulus results into a response due to the internal feeling or behavior of an individual (organism). In short, the theory provides a clear picture of the reasons why an individual behaves in certain situation. Because of usefulness in explaining the complex nature of human behavior, the SOR model is widely used not only in the field of psychology, but also in various areas such as business and management (Cham et al., 2020; Jacoby, 2002; Mehrabian & Russell, 1974). In the present study, event image is the stimulus, and behavior intentions are as the response. Furthermore, satisfaction (see Figure 1) represents the organism, which acts as the construct that measures its indirect effect on the relationship between satisfaction and behavioral intentions.

## Event Image

The concept of event image can be equated with the concept of destination image, a widely researched concept in tourism literature. Destination image refers to the personal interpretation of a tourist towards a particular place which can affect their tourist behavior (Agapito et al., 2013). Styliadis (2016) further argued that destination image can be seen cognitively or affectively. The cognitive aspect of destination image is mental picture that formed in the mind of a tourist based on their beliefs and knowledge about a place or the attributes of a destination (Pike, 2004). On the other hand, the affective component of it is the emotional response of a tourist towards a destination (King et al., 2015). Therefore, when destination image is applied in the context of event, event image is defined as the subjective interpretation of an attendee towards a specific event which can affect his behavior. Event image is the overall interpretation of an event by an individual which includes both affective and cognitive components (Gwinner, 1997; Keller, 1993).

According to Gwinner (1997), there are three aspects that influence the perception of an individual towards an event. These three factors include 1) event type (e.g., festival, concert, seminar), 2) event characteristics (e.g., history, appearance, venue, size), and 3) individual factors (e.g., previous experience of the event, meanings based on the experience of an event, meanings connected with a particular event). In the context of an academic webinar, attendees' perceptions can be influenced by the online event itself (event type), the audio, video, text-based communication, online topic presentations, type of videoconferencing platform, and number of attendees (event characteristics), and knowledge gained from the online seminar and the experience of attending an online academic event (individual factors).

## Behavioral Intentions

Behavioral intentions are the behavioral tendencies of individuals based on their emotions, knowledge, and evaluations of experiences (Spears & Singh, 2004). These intentions can be positive or negative (Ladhari, 2009). When the behavioral intentions are favorable, let say, in the consumer behavior, they manifest through positive word-of-mouth, repeat purchase, or through loyalty. On the other hand, negative behavioral intentions lead to unfavorable word-of-mouth, less consumption of a particular product or service, or bad recommendations (Lacap, 2020; Zeithaml et al., 1996).

In the current undertaking, behavioral intentions as a latent construct covers revisit intention and positive word-of-mouth. Since the context is about academic webinars, behavioral intentions refer to the intentions of webinar attendees to join again a future academic online seminar and to convey favorable word-of-mouth or recommendations to potential participants. The concepts of revisit and positive word-of-mouth are said to be the primary factors of customer loyalty (Koo et al., 2014).

Past literature and studies on tourism and events have evidently identified that image influences behavioral intentions (Kaplanidou & Gibson 2010; Kim et al., 2018). The relationship of image (e.g., destination, event) and behavioral intentions was established in several studies on wellness tourism (Sharma & Nayak, 2018), heritage tourism (Wu & Li, 2017), rural tourism (Wu et al., 2017), food tourism (Choe & Kim, 2018), and other event research including studies on marathon (Koo et al., 2014) sporting event (Zhang et al., 2020), and in sport tourism literature in general (Kaplanidou & Vogt, 2007). Therefore, I hypothesize that:

**H1:** *Event image and behavioral intentions are significantly and directly related.*

## **Satisfaction**

Wong et al. (2019) argued that satisfaction is considered a widely used topic in many scholarly undertakings. One of the early definitions of it is about the belief of an individual where a particular experience results into positive emotions (Rust & Oliver, 1994). Del Bosque et al. (2006), Coban (2012), and Lacap et al. (2021) argued that satisfaction is an outcome of the overall quality assessment of an individual. Lacap and Tuncab (2020) and Reisinger and Turner (2012) further noted that individual's expectation and experience contribute to the formation of satisfaction. Oliver (2010) likewise underscored that people overall evaluation of a specific product or service, when favorable, leads to satisfaction. From these definitions, satisfaction, based on the context of the current undertaking, is the overall positive experience of an attendee of a webinar.

Precedent research noted that event image is related to satisfaction. In the study of Lita and Ma'ruf (2015), the image of a particular sports events is said to contribute to the formation of satisfaction among attendees. Koo et al. (2014) also underscored the positive relationship between event image in sports and viewers' satisfaction. Goncalves et al. (2021) further argued that event image positively affects satisfaction of participants. Moreover, the authors found that, the level of satisfaction of event participants increases their willingness to participate to future similar events. In a similar vein, Li et al. (2020) contended that event image is a critical factor of satisfaction, which in the long run may result to revisit intention, while Sharma et al. (2019) claimed that event image significantly and directly affects satisfaction, which then leads to loyalty. From these studies, it is postulated that:

**H2:** *Event image and satisfaction are significantly and directly related.*

Furthermore, the collective experience of participants or attendees in a particular event, whether favorable or unfavorable, contributes to the formation of satisfaction or dissatisfaction, which can affect their behavioral intentions (Lee et al., 2019). In several tourism literature, satisfaction and behavioral intentions were found to be related. For instance, Baker and Crompton (2000) pointed out that the level of satisfaction of festival attendees contributes to behavioral intentions – loyalty and willingness to spend. Lee et al. (2019) and Sohn et al. (2016) likewise maintained that satisfaction and behavioral intentions exhibit positive causal relationship. Choi et al. (2018) found that satisfaction has a substantial effect on behavioral intentions in a virtual golf. And Severt et al. (2007) also revealed that satisfaction plays an important role in establishing two behavioral intentions – return intentions and word-of-mouth, in the context of a regional conference. From these precedent studies, it is therefore assumed that:

**H3:** *Satisfaction and behavioral intentions are significantly and directly related.*

Past studies have already established the significant role of event image in the formation of satisfaction (e.g., Goncalves et al., 2021; Koo et al., 2014; Li et al., 2020; Lita & Ma'ruf, 2015; Sharma et al., 2019). Furthermore, several studies have likewise argued the influence of satisfaction on behavioral intentions (e.g., Baker & Crompton, 2000; Cham et al., 2022d; Choi et al., 2018; Lee et al., 2019; Severt et al., 2007; Sohn et al., 2016). From these extant studies, event image significantly affects satisfaction, which in turn influences behavioral intentions. Hence, it is theorized that:

**H4:** *Satisfaction has a mediating effect on the significant relationship between event image and behavioral intentions.*

It has been argued that the image of an event is affected by several factors including the type of event, the characteristics of the event, and the individual aspects (Gwinner, 1997). Hallman et al. (2010) underscored that the perception towards the image of an event is affected by the individual's purpose of attending the said event. Hence, event image can affect, either positively or negatively, the level of satisfaction of event attendees and their behavioral intentions. Lee et al. (2019) even highlighted that the overall experience of event attendees contributes to the establishment of satisfaction (or dissatisfaction) and behavioral intentions. Thus, it is postulated that:

**H5:** *The favorable event image strengthens the significant relationship between satisfaction and behavioral intentions.*

**Figure 1:** Research Framework

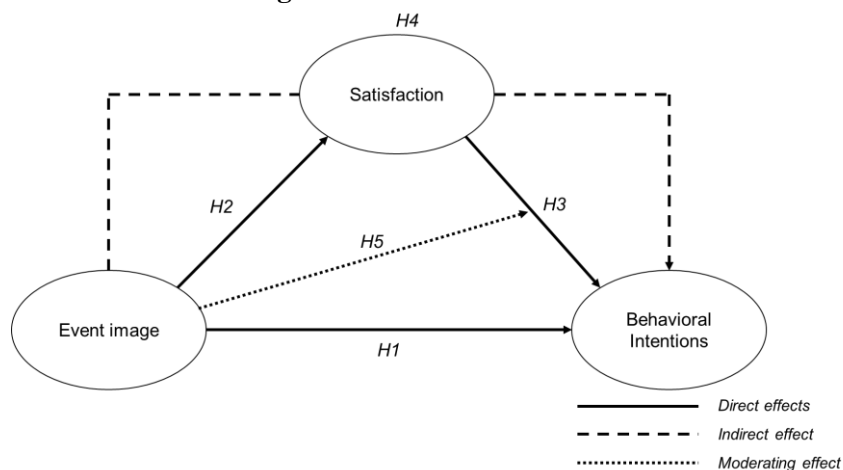


Figure 1 presents the conceptual model of the present study. In the proposed model, direct, mediating, and moderating effects were measured.

## RESEARCH METHOD

### Participants

The participants of the current work were graduate and post-graduate students, educators, and researchers from various academic institutions in the Philippines. They were attendees of the webinar series organized and conducted by the Pampanga Research Educators Organization (PREO), a registered and well-known Philippine organization with memberships from the Philippines and abroad (PREO, 2022).

The webinar series on research and statistics related topics was delivered via the videoconferencing platform Zoom and was staged in May 2020 to June 2020. All attendees were provided an online survey (via Google form) right after the webinar series and they were

asked for voluntary participation on the conduct of the said survey. 204 of 243 registered webinar series attendees (a response rate of 84%) gave valid responses, which were tabulated and analyzed.

The sufficiency of the size of the sample was computed via WarpPLS 8.0 (Kock, 2022) through inverse square root and Gamma-exponential approaches (Kock & Hadaya, 2018). These approaches calculate the minimum recommended sample size through power analysis. Based on the minimum and significant direct beta value of 0.295 in the structural model (See Figure 2 and Table 3), significance level of 5%, and statistical power of 80%, the software suggested sample sizes of 72 (inverse square root) and 58 (Gamma-exponential). The recommended sample sizes from these two methods are less than the actual total valid responses of 204. Hence, robustness of the model and of the results was established.

### **Instrument**

The questionnaire used in the present undertaking consisted of two parts. The first section includes profile of the participants – sex (male or female) and classification (student - graduate & post-graduate; educator - basic education, tertiary, or graduate-level; or researcher).

The second part comprises the items of the latent constructs. Event image with six items were adopted from Kaplanidou and Vogt (2007). These items were measured using a 7-point semantic differential scale consisting of the following items: pleasant/unpleasant, exciting/boring, valuable/worthless, stimulating/unstimulating, inspiring/uninspiring, and excellent/poor. Satisfaction, on one hand, has two items taken from Oliver (1980). And as for behavioral intentions, the construct contained two items as well, adapted from Boulding et al. (1993). Satisfaction and behavioral intentions items were measured using a 5-point Likert scale.

### **Data Analysis**

To measure the direct, mediating, and moderating effects of the structural model, partial least squares (PLS) path modelling using WarpPLS 8.0 (Kock, 2022) was utilized. PLS path modelling is fundamentally a composite-based model (Hair et al., 2021) and is used when the research design is predictive in nature. Moreover, it can easily test hypothesized relationships whether direct, indirect, or interaction (Hair et al., 2019). And since this is the nature of the current study, PLS path modelling is the appropriate statistical approach.

## **RESULTS**

The first part of PLS path modelling is the assessment of the reliability and validity of the latent constructs. The internal consistency test was performed through composite reliability (CR). Kock (2014) and Kock and Lynn (2012) noted that the threshold for CR is 70%. Based on the results in Table 1, event image (CR = 0.940), behavioral intentions (CR = 0.928), and satisfaction (CR = 0.926) are within the acceptable threshold for reliability.

Part of the assessment of the measurement model is the evaluation of convergent validity. To say that the latent constructs possess convergent validity, average variance extracted (AVE) of each latent construct must be at least 0.50 (Amora, 2021; Fornell & Larcker, 1981). Part of the assessment convergent validity assessment is the measurement of indicator loadings.

According to Amora (2021) and Hair et al. (2009), the loading of each factor must be at least 0.50, and must be significant ( $p < .05$ ). From the results in Table 1, all latent constructs passed the requirements for convergent validity.

**Table 1:** Convergent Validity and Internal Consistency Measure

Construct/Item	Factor Loading
<i>Event image:</i> AVE = 0.722; CR = 0.940	
EI1	0.827
EI2	0.874
EI3	0.778
EI4	0.875
EI5	0.887
EI6	0.853
<i>Behavioral intentions:</i> AVE = 0.866; CR = 0.928	
BI1	0.931
BI2	0.931
<i>Satisfaction:</i> AVE = 0.863; CR = 0.926	
SAT1	0.929
SAT2	0.929

Factor loadings are all significant ( $p < 0.001$ ).

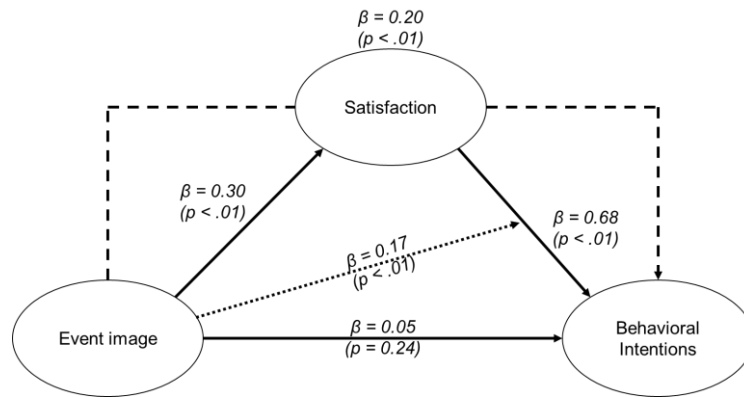
Discriminant validity of the latent constructs used in the current study was also measured. Using the criterion set by Fornell and Larcker (1981), the square roots of AVEs were evaluated. To conclude that the constructs exhibit discriminant validity, the diagonal coefficients in Table 2 must be bigger than the off-diagonal values (Kock, 2015; Kock & Lynn, 2012). From the findings, all constructs passed this requirement.

**Table 2:** Discriminant Validity using Fornell-Larcker Method

Latent constructs	1	2	3
1 Event image	<b>0.850</b>		
2 Behavioral intentions	0.241	<b>0.931</b>	
3 Satisfaction	0.290	0.809	<b>0.929</b>

The structural model (see Figure 2) manifests the direct, mediating, and moderating path coefficients. Table 3, on the hand, shows the results of the hypothesis testing. The findings revealed that event image has a significant and positive effect on satisfaction ( $\beta = 0.295$ ;  $p < 0.001$ ). On the other hand, no significant relationship was found between event image and behavioral intentions ( $\beta = 0.049$ ;  $p = 0.240$ ). Therefore, H1 is supported, while H2 is not.

Furthermore, it was found that satisfaction has a significant and direct effect on behavioral intention ( $\beta = 0.685$ ;  $p < 0.001$ ). Hence, H3 is supported.

**Figure 2: The Structural Model**

To identify the effect sizes of each direct hypothesized relationships, Cohen (1988) criterion – 0.02 (small), 0.15 (medium), and 0.35 (large) – was followed. It can be noted in Table 3 that the influence of event image on satisfaction is said to be small yet significant ( $f^2 = 0.087$ ), whereas the influence of satisfaction on behavioral intentions is characterized by large effect size ( $f^2 = 0.570$ ).

**Table 3: Direct, Mediating, and Moderating Effects**

Hypothesis	$\beta$	$p$	$f^2$	Decision
<i>Direct effects</i>				
H1. EI $\rightarrow$ SAT	0.295	<0.001	0.087	Supported
H2. EI $\rightarrow$ BI	0.049	0.240	0.012	Not supported
H3. SAT $\rightarrow$ BI	0.685	<0.001	0.570	Supported
<i>Mediating effect</i>				
H4. EI $\rightarrow$ SAT $\rightarrow$ BI	0.202	<0.001	0.051	Supported
<i>Moderating effect</i>				
H5. EI*SAT $\rightarrow$ BI	0.165	0.008	0.124	Supported

EI – event image; SAT – satisfaction; BI – behavioral intentions;  $\beta$  – path coefficient;  $p$  – p-value;  $f^2$  – effect size.

To measure the indirect and interaction effects, mediation and moderation analyses were performed. From the results in Figure 2 and Table 3, satisfaction has a significant mediating effect on the relationship between event image and behavioral intentions ( $\beta = 0.202$ ;  $p < 0.001$ ), with small effect size ( $f^2 = 0.051$ ). On one hand, event image was found to have a significant moderating effect on the relationship between satisfaction and behavioral intentions ( $\beta = 0.165$ ;  $p = 0.008$ ), with small effect size ( $f^2 = 0.124$ ). Therefore, H4 and H5 are supported.

Furthermore, common method bias test was also employed to measure whether lateral and vertical collinearity exists for each latent construct. Kock (2015) suggested the use of full collinearity variance inflation factor (FCVIF) as a measure for common method bias test, with a required threshold of 3.30. Based on the results in Table 4, event image (FCVIF = 1.806), behavioral intentions (FCVIF = 2.982), and satisfaction (FCVIF = 2.981) are free from any lateral and vertical collinearity.



**Table 4:** Common Method Bias Test

<b>Construct</b>	<b>FCVIF</b>
Event image	1.806
Behavioral intentions	2.982
Satisfaction	2.981

## DISCUSSIONS

The current research utilized moderation and mediation analyses to measure the hypothesized relationships. The findings show that event image significantly affects satisfaction and insignificantly influences behavioural intentions. These results suggest that the image of an event, in the case of the present study, webinar series, contributes to the formation of satisfaction among attendees. The image of an event, when it is favourable, has the capacity to evoke meaningful experience among attendees, which leads to positive emotions such as satisfaction. In the study of Goncalves et al. (2021), when event image contributes to the level of satisfaction, people are willing to join again the said event in the future. It is worthy to also note that satisfaction obtained from a positive event image may result into revisit intention (Li et al., 2020), and loyalty (Sharma et al., 2019). Therefore, satisfaction is a prerequisite in the formation of positive behavioural intentions.

Furthermore, the results also show that satisfaction and behavioural intentions are significantly and positively associated. The substantial effect of satisfaction on behavioural intentions indicates that the positive emotion gained from a favourable experience in webinar series yields to attendees' propensity to join future academic online seminars and may trigger positive recommendations through word-of-mouth. Precedent studies also found a significant and positive relationship between satisfaction and behavioural intentions (e.g., Choi et al., 2018; Lee et al., 2019; Sohn et al., 2016). Severt et al. (2007) also pointed out that even during face-to-face regional conference, satisfaction of participants is a prime factor for behavioural intentions as such return intentions and word-of-mouth.

The findings of the study also revealed that satisfaction has an indirect effect on the link between event image and behavioural intentions. The mediating effect of satisfaction suggests that the image of an event augments behavioural intentions of the attendees (return intentions and word-of-mouth) via positive experience and emotion (satisfaction). Satisfaction in a webinar is crucial especially when one aims at improving the image of an event and increasing the return intentions and positive recommendations through word-of-mouth from attendees.

And lastly, event image was found to moderate the relationship between satisfaction and behavioural intentions. This finding indicates that the image of an event reinforces the direct relationship between satisfaction of the attendees and their behavioural intentions. The role of event image is shaped by the event type, characteristics, and personal factors (Gwinner, 1997). In an online academic seminar, several factors must be considered such as how the online event is delivered, the amount paid for the said event, the pre and post services being provided by the organizers, the level of knowledge, and the manner how the organizers and invited speakers deliver the overall event, and so on. Therefore, the image of an online event is shaped by many factors, and these must be carefully well-thought-out as it augments the level of satisfaction and the behavioural intentions of the attendees.

## IMPLICATIONS AND PRACTICAL CONTRIBUTION OF THE STUDY

The current undertaking emphasizes the importance of satisfaction of online event attendees as it indirectly affects the link between event image and satisfaction. Additionally, the moderating effect of event image on the relationship between satisfaction and behavioural intentions proves that image of event has an impact on satisfaction and behavioural intentions of attendees. Institutions and organizers delivering online events, such as academic webinars, need to put premium on event image as it can influence attendees cognitively or affectively (Stylidis, 2016). The perceptions and impressions of any potential and actual attendee towards a particular event are molded by the image of the said event. A favourable image leads to positive emotions and behavioural intentions. On the other hand, when it is unfavourable, dissatisfaction and negative intentions such as bad reviews arise. In this time of COVID-19 pandemic where everyone is limited with mobility, many face-to-face academic seminars, trainings, and conferences were converted to online via videoconferencing. Thus, doing the online event right leads to favourable image.

As event image affects satisfaction, online events, such as academic webinars, need to be excellent in both quality and quantity. A poorly executed online event may cause potential problems such as less engagement from the attendees and decrease in attendance. Hence, institutions and organizers need to put emphasis on the content of the online events. Content of a webinar must be short as much as possible and the materials must be appropriate with the topics presented in the content. In order to be excellent, the content must be planned well by the organizers and the speaker/instructor who will deliver the said content.

Another important thing to consider when holding an online event is interactivity. Online attendees of webinars get easily bored. It should not be a one-way lecture. Attendees must be given the opportunity to interact with the speaker/instructor. Maximize the features of the videoconferencing platform to be used in a webinar. Use third-party interactive websites or application tools to augment interactivity of the online event. Giving incentives may also help in engaging the webinar attendees.

And finally, institutions and organizers of an online event, especially if it is an academic webinar, need to tap experts to deliver the content of the said event virtually. Speakers/instructors are considered the “face” of the institution or organizer in an online event. Thus, the expertise, the level of knowledge and skills, and their manner of delivering the content virtually shape the image of an online event. When attendees find good impressions about the webinar speaker/instructor, they develop satisfaction, and the satisfaction of the participants will result to positive word-of-mouth and return intentions.

### **Theoretical Contribution**

The current undertaking is a pioneering study on the interrelationships of event image, behavioral intentions, and satisfaction in the context of online academic event via videoconferencing and grounded on SOR model. The use of SOR model where event image is the stimulus, satisfaction is the organism, and behavioral intentions as response, provides a new way of looking and analyzing an online event. Aside from measuring the mediating effect of the organism factor (satisfaction) on the link between the stimulus (event image) and response (behavioral intentions), the study also established the interaction effect on the stimulus factor (event image) on the relationship between organism (satisfaction) and response (behavioral

intentions). Thus, the current study provides a novel way of evaluating the elements of the SOR theory.

## LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study also has limitations. First, the interrelationships of event image, satisfaction, and behavioral intentions were examined in the context of an academic webinar organized during the height of the COVID-19 pandemic. Second, it looked at the moderating effect of event image and the mediating role of satisfaction. And third, the responses were limited to participants from the Philippines.

To address these limitations, it is recommended that future scholars may look into the interrelationships of the identified latent constructs and examine these variables in post-pandemic era to know whether similar findings will emerge. Moreover, other researchers may consider finding other intervening variables or moderating constructs to robustly examine the applicability of SOR model in this type of research. And lastly, similar study be conducted by expanding the participants, e.g., participants outside the Philippines.

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