

Factors Influencing Travel Intention among Domestic Recreational Vehicle (RV) Travellers in Malaysia

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ABSTRACT

Recreational vehicle (RV) tourism has been identified as an emerging niche within Malaysia's domestic travel sector, yet the factors that motivate Malaysian travellers to consider undertaking an RV trip have not been sufficiently examined. This study was conducted to address that gap by investigating the determinants of travel intention among domestic RV travellers in Malaysia. Ajzen's (1991) Theory of Planned Behaviour (TPB) was adopted as the guiding theoretical framework, within which three constructs — attitude, subjective norm, and perceived behavioural control — were examined as predictors of travel intention. Data were collected from 416 respondents through a structured questionnaire administered both online and in person, and the relationships among constructs were assessed using Partial Least Squares Structural Equation Modelling (PLS-SEM). Attitude was found to be the strongest predictor of travel intention ($\beta = 0.43$), followed by subjective norm ($\beta = 0.28$) and perceived behavioural control ($\beta = 0.17$), with all three constructs found to be statistically significant at $p < .01$. Taken together, these constructs accounted for 68% of the variance in travel intention ($R^2 = 0.68$) — a strong result for a parsimonious three-predictor model. The findings are discussed in terms of their implications for the development and promotion of RV tourism in Malaysia.

Keywords: Recreational Vehicle Tourism; Travel Intention; Theory of Planned Behaviour; Malaysia; PLS-SEM

INTRODUCTION

Tourism has long been recognised as one of the world's most economically significant industries, and within it, niche travel formats have attracted growing attention from researchers and policymakers in recent years. Recreational vehicle (RV) tourism — encompassing motorhomes, caravans, and trailer-caravans — is one such niche. In countries such as the United States, Australia, and New Zealand, it has already developed into a mature sector, supported by well-established infrastructure and a population of travellers for whom RV travel is a familiar choice (Hardy & Gretzel, 2010; Brooker & Joppe, 2013). In Malaysia, by contrast, the industry is still in its early stages.

The available figures suggest a sector at an inflection point. As reported by King (2022), only 742 recreational vehicles were registered in Malaysia as of late 2022 — modest numbers for a country of its size. Yet the participation of over 1,000 vehicles at the Melaka Camper Rally in 2025 (BERNAMA, 2025) points to an appetite that formal ownership statistics have not yet captured. The COVID-19 pandemic is widely regarded as having contributed to this shift: as international travel was suspended and concerns about shared spaces grew, private, self-contained travel was afforded a new kind of appeal (Craig & Karabas, 2021; Miao et al., 2021, as cited in Paker, 2023). The East Coast Economic Region Development Council (ECERDC, 2022) has responded by investing in dedicated RV infrastructure and positioning the East Coast as a hub for this mode of travel.

What has been comparatively overlooked in the existing literature, however, is the psychological dimension of this growth. Much of the prior research has concentrated on external barriers to RV participation — poor infrastructure, safety concerns, and the financial costs of ownership (Paker, 2023; Caber et al., 2020). These are important considerations, but they do not, on their own, account for what brings a traveller to the point of forming an intention to go. Attitudinal, normative, and control-related factors — the internal drivers that precede the decision itself — have received considerably less attention, despite the well-established finding that behavioural intention is the single most reliable antecedent of actual travel behaviour (Lam & Hsu, 2006; Karl et al., 2020).

The present study was therefore designed to address this gap. Ajzen's (1991) Theory of Planned Behaviour was applied to examine the determinants of domestic RV travel intention in Malaysia, with particular focus on the relative contributions of attitude, subjective norm, and perceived behavioural control. Given the TPB's strong and consistent track record in tourism research (Lam & Hsu, 2006; Han et al., 2010; Aziz & Long, 2021), the framework was considered well suited to this context. The findings are expected to offer both theoretical and practical value for those engaged in developing and promoting Malaysia's nascent RV tourism sector.

Research Questions and Objectives

Two research questions were formulated to guide the study: (1) What factors are associated with travel intention among domestic RV travellers in Malaysia? And (2) how do those factors relate to, and how strongly do they predict, travel intention? In line with these questions, two corresponding objectives were established: to identify the principal determinants of RV travel intention among Malaysian domestic travellers, and to examine the direction and magnitude of the relationships between those determinants and travel intention.

Conceptual Framework

The theoretical foundation of this study is Ajzen's (1991) Theory of Planned Behaviour. The TPB holds that behavioural intention — the cognitive state most immediately preceding the performance of a behaviour — is shaped by three independent constructs: (1) Attitude, defined as the degree to which a behaviour is evaluated positively or negatively by the individual; (2) Subjective Norm, defined as the perceived social pressure from significant others to perform or refrain from performing the behaviour; and (3) Perceived Behavioural Control (PBC), defined as the individual's perception of the ease or difficulty of executing the behaviour, given available resources and personal capabilities (Ajzen, 1991; Fishbein & Ajzen, 2010).

Within the present study, these constructs are understood in relation to domestic RV travel in Malaysia. Attitude reflects the extent to which Malaysian domestic travellers regard RV travel as enjoyable, worthwhile, and flexible. Subjective Norm captures the perceived approval or encouragement of family members, friends, and social peers. PBC refers to whether travellers feel capable of managing the practical demands of an RV trip — including vehicle operation, route planning, and navigating the logistics of travel in a setting with limited dedicated infrastructure. All three constructs are hypothesised to exert a positive effect on travel intention, as illustrated in Figure 1.

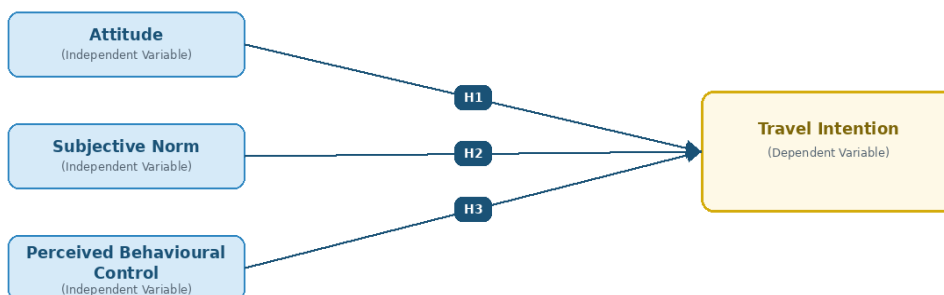


Figure 1. Conceptual Framework Based on the Theory of Planned Behaviour (Ajzen, 1991)

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As shown in Figure 1, hypotheses H1, H2, and H3 correspond to the direct effects of attitude, subjective norm, and perceived behavioural control on travel intention, respectively. This structure is consistent with prior TPB applications in tourism research (Lam & Hsu, 2006; Han et al., 2010; Shin et al., 2022) and provides the theoretical basis for the hypotheses developed in the review that follows.

LITERATURE REVIEW

Recreational Vehicle Tourism: Background and Context

The origins of RV tourism have been traced by Woodmansey (2022) to the early twentieth century in the United States and Europe, where self-contained motorised vehicles were first adopted by affluent travellers seeking greater comfort during rural journeys. The gradual popularisation of caravans and motorhomes through the 1920s and 1930s was made possible by improvements in road infrastructure and vehicle affordability (Burel, n.d.). Over subsequent decades, what had begun as a niche pursuit of the wealthy evolved into a genuinely global industry, characterised by purpose-built vehicles, dedicated parks, and rental services catering to retirees, families, and adventure-oriented travellers.

More recently, the sector has been reshaped by a growing emphasis on sustainability and the popularity of glamping-style travel options, which have attracted a broader and more varied consumer base (Rogerson & Rogerson, 2020, as cited in Paker, 2023). The onset of the COVID-19 pandemic gave additional impetus to these trends: with international travel suspended and concerns about shared environments widespread, self-contained road travel was found to be an increasingly appealing option, and notable increases in RV participation were recorded across multiple markets (Craig & Karabas, 2021; Miao et al., 2021, as cited in Paker, 2023).

In Malaysia, however, the sector remains in its formative stages. Growth has been constrained by limited infrastructure, low public awareness, and a comparatively small base of enthusiast travellers and independent operators (Paker, 2023). An observable increase in road travel and nature-based domestic tourism in recent years has been interpreted as indicative of latent growth potential; yet that potential is understood to be contingent on sustained investment in facilities, supportive policy frameworks, and a more informed and engaged travelling public (ECERDC, 2022).

Travel Intention and the Theory of Planned Behaviour

Travel intention is understood as an individual's expressed readiness or willingness to engage in travel within a defined period, and is conceptualised as the most immediate cognitive precursor of actual travel behaviour (Lam & Hsu, 2006; Fishbein & Ajzen, 2010). Its reliability as a predictor of subsequent behaviour has been demonstrated across a wide range of tourism contexts (Karl et al., 2020; Shin et al., 2022). Within Ajzen's (1991) TPB, intention is theorised to arise from the combined influence of attitude, subjective norm, and perceived behavioural control. Each construct is examined in the sub-sections below, together with the hypothesis it generates for the present study.

Attitude and Travel Intention

Within the TPB framework, attitude is operationalised as the individual's evaluative orientation — positive or negative — toward the performance of a given behaviour (Ajzen, 1991). A consistent finding across the tourism literature is that when a travel mode or destination is perceived as enjoyable, convenient, flexible, and good value, travellers are significantly more likely to form an intention to engage with it (Lam & Hsu, 2006; Aziz & Long, 2021). Han et al. (2010) observed the same relationship in the context of environmentally sustainable hotel choices, suggesting that attitudinal evaluations serve as meaningful predictors of intention across varied tourism sub-sectors.

In the Malaysian context, where most domestic travellers have not yet had direct exposure to RV travel, attitudes are likely to be grounded in mental images and general impressions rather than firsthand experience. Under these conditions, the evaluative stance a person holds toward RV travel — whether it is seen as freeing and

adventurous, or unfamiliar and complicated — takes on particular weight in the formation of travel intention. The following hypothesis is therefore proposed:

H1: A significant positive relationship exists between attitude toward RV travel and travel intention among domestic RV travellers in Malaysia.

Subjective Norm and Travel Intention

Subjective norm is defined as the individual's perception of social pressure from significant referents — family members, friends, and peers — with respect to the performance of a particular behaviour (Ajzen, 1991; Fishbein & Ajzen, 2010). Its influence on travel intention has been supported across a substantial body of tourism research (Karl et al., 2020; Shin et al., 2022) and is regarded as particularly pronounced in collectivist social environments, where the opinions and endorsements of significant others are accorded considerable weight in individual decision-making (Hofstede Insights, 2021). Chew and Jahari (2014) demonstrated further that social influence plays a mediating role in destination revisit intentions, underlining its broader relevance beyond first-time travel decisions.

For prospective RV travellers in Malaysia, whose social networks are likely to have had limited exposure to this travel mode, the role of family and peer influence is expected to be especially consequential. Positive encouragement from trusted sources is anticipated to strengthen travel intention, while scepticism or absence of support from those same sources is expected to work in the opposite direction. The following hypothesis is therefore advanced:

H2: A significant positive relationship exists between subjective norm and travel intention among domestic RV travellers in Malaysia.

Perceived Behavioural Control and Travel Intention

Perceived behavioural control refers to the individual's assessment of how easy or difficult a behaviour would be to carry out, given the personal capabilities and practical resources available (Ajzen, 1991). In the tourism literature, it has been established that travellers who feel confident in their ability to plan and execute a given form of travel are more likely to intend to pursue it (Lam & Hsu, 2006; Brooker & Joppe, 2013). Quintal et al. (2010) confirmed this association in a Malaysian domestic tourism context, finding perceived ease of participation to be positively related to travel intention.

RV travel places demands on travellers that go beyond those associated with conventional tourism: confidence in driving larger vehicles, route planning around campsites, and managing occasional technical difficulties are all part of the experience. In Malaysia, the underdeveloped state of dedicated RV facilities is likely to reduce perceived control among prospective travellers, making this a meaningful barrier to intention. Those who feel more capable of managing these demands are, however, expected to exhibit stronger intentions to travel. This reasoning gives rise to the following hypothesis:

H3: A significant positive relationship exists between perceived behavioural control and travel intention among domestic RV travellers in Malaysia.

METHODOLOGY

Research Design and Sampling

A quantitative, cross-sectional research design was adopted for this study, on the grounds that it is well suited to the examination of associative relationships among variables at a single point in time (Levin, 2006). Given the absence of a formal registry of domestic RV tourists in Malaysia — a population that is geographically dispersed and largely self-organised — convenience sampling was employed as the most practicable non-probability sampling approach (Etikan et al., 2016).

The minimum required sample size was determined using Cochran's (1977) formula, which yielded a threshold of 385 respondents at a 95% confidence level with a 5% margin of error. Data were gathered through online RV and outdoor recreation communities and through face-to-face administration at RV-related events. A total of 416 valid responses were obtained, satisfying the minimum threshold by a comfortable margin.

Research Instrumentation

A structured, self-administered questionnaire was used as the primary data collection instrument. A five-point Likert scale was employed (1 = Strongly Disagree to 5 = Strongly Agree), consistent with standard practice in behavioural research of this kind (Joshi et al., 2015). Items measuring attitude and travel intention were adapted from Lam and Hsu (2006) and Ajzen (2011); those measuring subjective norm and perceived behavioural control were drawn from Ajzen (1991), Karl et al. (2020), and Shin et al. (2022). The questionnaire was made available in both English and Malay to minimise response error and ensure accessibility (Brislin, 1986). Content validity was established through review by two academic specialists in tourism and consumer behaviour (DeVellis, 2017).

A pilot study involving 30 respondents was conducted prior to full data collection. Cronbach's alpha values were found to exceed the recommended threshold of 0.70 for all constructs — Attitude ($\alpha = 0.953$), Travel Intention ($\alpha = 0.925$), Subjective Norm ($\alpha = 0.855$), and Perceived Behavioural Control ($\alpha = 0.826$) — confirming the reliability of the instrument (Nunnally & Bernstein, 1994).

Data Analysis

The collected data were analysed using SPSS Version 30 and WarpPLS Version 8.0. Descriptive statistics, frequency distributions, and Pearson correlation analyses were conducted in SPSS. Hypothesis testing was performed using PLS-SEM in WarpPLS, a method selected for its suitability in prediction-oriented research and its capacity to assess measurement model properties and structural relationships simultaneously (Hair et al., 2019; Kock, 2023). A significance threshold of $p < 0.05$ was applied to all inferential analyses.

FINDINGS

Demographic Profile of Respondents

A total of 416 respondents were included in the analysis. The age distribution was relatively broad, with the largest groups comprising respondents aged 55–64 years (22.8%) and 45–54 years (22.6%), indicating that middle-aged and older adults are disproportionately represented among domestic RV travel enthusiasts in Malaysia — a pattern consistent with what has been observed in RV cultures elsewhere. The gender distribution was near-balanced, with male respondents accounting for 54.6% of the sample and female respondents 45.4%. The overwhelming majority of participants (99.8%) were Malaysian nationals, keeping the sample well aligned with the study's focus on domestic travellers. In terms of monthly household income, the largest proportion fell within the RM5,000–RM9,999 bracket (31.5%), followed by the RM2,000–RM4,999 bracket (28.4%), suggesting that interest in RV travel is distributed across income groups, with a particular concentration among middle-income households.

Descriptive Analysis

Mean scores across all four constructs were found to fall within the moderate-to-high range on the five-point Likert scale. Attitude recorded the highest mean ($M = 3.69$), followed by Travel Intention ($M = 3.67$), Perceived Behavioural Control ($M = 3.63$), and Subjective Norm ($M = 3.62$). Kurtosis values ranged from -0.90 to -0.39 , within the acceptable ± 2.0 range, confirming approximate normality of the distributions and their suitability for parametric statistical analysis. These figures suggest that respondents held generally favourable views of RV tourism, reported moderate levels of social support for the idea, and felt reasonably — if not strongly — confident in their ability to undertake an RV trip.

Table 1. Selected Descriptive Statistics for Survey Items (A=Attitude; SN=Subjective Norm; PBC=Perceived Behavioural Control; TI=Travel Intention)

Item	Mean	Std. Dev.
RV travel is perceived as a fun way to explore Malaysia. (A)	3.75	1.221
The use of an RV for local trips is considered to yield a great experience. (A)	3.66	1.307
RV travel is regarded as offering greater flexibility than conventional options. (A)	3.71	1.297
RV travel is believed to be a valuable means of discovering new places. (A)	3.64	1.272
RV travel is viewed as an appealing form of domestic tourism. (A)	3.70	1.306
Support for RV travel is perceived from significant personal referents. (SN)	3.61	1.301
Approval of RV travel for upcoming trips is anticipated from family members. (SN)	3.69	1.248
Encouragement toward RV travel exploration is expected from friends. (SN)	3.60	1.238
The effective organisation of an RV trip in Malaysia is considered feasible. (PBC)	3.57	1.255
RV travel is regarded as viable given the availability of appropriate amenities. (PBC)	3.71	1.258
RV travel is intended to be undertaken at some point in the future. (TI)	3.74	1.228
Openness toward RV travel is expressed contingent upon improved accessibility. (TI)	3.79	1.279

Measurement Model Assessment

Prior to the evaluation of structural relationships, the reliability and validity of the measurement model were assessed. As presented in Table 2, Cronbach’s alpha values ranged from 0.677 (Perceived Behavioural Control) to 0.792 (Attitude). Although the PBC value falls marginally below the commonly recommended threshold of 0.70, all composite reliability coefficients exceeded 0.80, which constitutes a more appropriate criterion in PLS-SEM contexts (Hair et al., 2019). Average Variance Extracted (AVE) values met the 0.50 threshold for three of the four constructs, thereby establishing convergent validity. The AVE for Subjective Norm (0.471) was marginally below this threshold; however, given that the construct’s composite reliability exceeded 0.70, this deviation was regarded as acceptable under established guidelines (Hair et al., 2019). Discriminant validity was confirmed through the Fornell-Larcker criterion, with each construct’s AVE square root exceeding its correlations with the other constructs. Variance Inflation Factor (VIF) values ranged from 2.401 to 2.961, well below the conservative 3.3 ceiling, indicating that multicollinearity was not a concern.

It is worth acknowledging the reliability of the Perceived Behavioural Control (PBC) construct in greater detail. The Cronbach’s alpha of 0.677 falls slightly below the conventional threshold of 0.70 (Nunnally & Bernstein, 1994). This marginal shortfall may, in part, reflect the inherent difficulty of measuring perceived control for an activity that many respondents have not yet experienced firsthand. When a travel mode is largely unfamiliar, individuals have a limited basis for appraising their own capabilities with respect to vehicle operation, route planning, and logistics management — the very dimensions that PBC items typically probe. Under such conditions, some degree of inter-item inconsistency is not unexpected. Critically, the composite reliability for PBC (0.805) and the AVE (0.509) both meet or exceed the thresholds recommended in the PLS-SEM literature (Hair et al., 2019), and PLS-SEM methodology explicitly prioritises composite reliability over Cronbach’s alpha as the preferred indicator of internal consistency (Hair et al., 2019). The reliability of the PBC scale is therefore considered adequate for the purposes of this study. Future research would nonetheless benefit from developing more robust and contextually tailored PBC items designed specifically for the RV tourism setting — for example,

items probing confidence in navigating Malaysia’s campsite network, familiarity with RV rental procedures, and self-assessed competence in vehicle handling — which would likely produce stronger reliability coefficients as public familiarity with the travel mode grows.

A similar note of methodological transparency is warranted with respect to the Subjective Norm construct, whose AVE of 0.471 falls marginally below the recommended threshold of 0.50. Following Hair et al. (2019), an AVE slightly below 0.50 may be considered acceptable when composite reliability is satisfactory — as is the case here (CR = 0.815) — since the latter indicates that the construct accounts for more explained than unexplained variance in its indicators on balance. Nevertheless, this result invites reflection on the breadth of the measurement instrument. The three items used to capture subjective norm focused primarily on face-to-face social referents — family members, friends, and personal peers. It is plausible that the measurement scope did not fully capture the contemporary social influence landscape relevant to travel decisions, where digital and para-social influences have become increasingly prominent. Future studies examining RV travel intention in Malaysia may therefore consider expanding the subjective norm scale to include the perceived influence of social media platforms, travel bloggers, and online communities, which are likely to play a growing role in shaping awareness of and enthusiasm for this travel mode, particularly among younger demographic segments.

Table 2. Reliability and Validity of the Measurement Model

Construct	Cronbach's α	Comp. Reliability	AVE	VIF
Attitude	0.792	0.858	0.547	2.949
Subjective Norm	0.716	0.815	0.471	2.734
Perceived Behavioural Control	0.677	0.805	0.509	2.401
Travel Intention	0.754	0.836	0.505	2.961

Model Fit Assessment

Overall model fit was evaluated using a range of indices produced by WarpPLS Version 8.0. The Average Path Coefficient (APC = 0.291, $p < 0.001$), Average R-Squared (ARS = 0.678, $p < 0.001$), and Average Adjusted R-Squared (AARS = 0.676, $p < 0.001$) were all statistically significant, confirming the adequacy of the proposed structural relationships. A Tenenhaus GoF index of 0.587 was obtained, classified as reflecting a large effect and interpreted as indicative of strong overall model quality. The Simpson's Paradox Ratio (SPR = 1.000) and R-Squared Contribution Ratio (RSCR = 1.000) both attained ideal values, while collinearity indices (AVIF = 3.930; AFVIF = 2.761) remained within acceptable limits.

Hypothesis Testing

The structural model was assessed through PLS-SEM analysis in WarpPLS Version 8.0. As presented in Table 3, all three hypothesised relationships were supported at the $p < .01$ significance level. Taken together, the three constructs accounted for 68% of the variance in RV travel intention — a strong outcome for a model of this parsimony.

Table 3. Results of PLS-SEM Hypothesis Testing (Dependent Variable: Travel Intention; $R^2 = 0.68$)

Hypothesis	Relationship	β	p-value	f ² (Effect Size)	Decision
H1	Attitude → Travel Intention	0.43	< .01	0.339 (Large)	Supported
H2	Subjective Norm → Travel Intention	0.28	< .01	0.214 (Medium)	Supported
H3	PBC → Travel Intention	0.17	< .01	0.125 (Small-Med.)	Supported

With regard to H1, attitude was identified as the strongest predictor of RV travel intention ($\beta = 0.43$, $f^2 = 0.339$, $p < .01$). Respondents who held more favourable views of RV travel were found to be substantially more likely to express an intention to undertake such a trip. This finding is consistent with the prediction set out in H1 and with the broader attitude–intention literature in tourism.

H2 was also supported, with subjective norm producing a moderate and statistically significant effect on travel intention ($\beta = 0.28$, $f^2 = 0.214$, $p < .01$). The perceived approval of family members, friends, and significant others was found to bear meaningfully on respondents' travel intentions. Notably, this effect was found to be stronger than that of perceived behavioural control.

H3 was supported as well, though perceived behavioural control produced the smallest effect among the three constructs ($\beta = 0.17$, $f^2 = 0.125$, $p < .01$). While self-efficacy and perceived logistical feasibility were found to contribute to travel intention, they did so to a lesser degree than attitudinal and normative factors at this stage of the sector's development.

DISCUSSION

The Centrality of Attitude: Discussion of H1

The confirmation of H1, with attitude emerging as the strongest predictor ($\beta = 0.43$, $f^2 = 0.339$), is consistent with the well-established findings of the TPB literature in tourism (Lam & Hsu, 2006; Han et al., 2010). It is worth considering, however, why the effect was as pronounced as it was in this particular setting. For most Malaysians, RV travel remains an unfamiliar experience — something imagined rather than remembered. In the absence of firsthand exposure, the evaluative stance a person holds toward RV travel becomes the dominant input in intention formation. Whether the activity is perceived as freeing, adventurous, and personally meaningful, or as unfamiliar and logistically daunting, turns out to matter a great deal. What this suggests for practice is that awareness-building efforts — campaigns that communicate the experiential and lifestyle dimensions of RV travel to potential travellers — are likely to represent the most effective means of cultivating positive attitudes and, by extension, stimulating intention. In concrete terms, tourism operators and destination management organisations could consider partnering with lifestyle influencers and content creators to authentically showcase RV travel experiences along popular Malaysian routes, thereby reaching audiences who have not yet formed a direct impression of the activity. Developing immersive virtual tours of scenic RV corridors — such as the East Coast's Terengganu and Pahang coastlines — would allow prospective travellers to visualise the experience before committing to it. Perhaps most powerfully, “try-before-you-buy” events, whereby non-owners are given the opportunity to experience RV travel through structured rental programmes or guided weekend excursions, could directly shape attitudinal evaluations by replacing abstract impressions with concrete, positive memories of the activity.

The Weight of Social Influence: Discussion of H2

The medium effect size associated with subjective norm ($f^2 = 0.214$) is both anticipated and informative. Malaysia is well documented as a collectivist society, one in which interpersonal relationships and social endorsement carry considerable weight in individual decision-making (Hofstede Insights, 2021). This dynamic is embedded in the structure of the TPB itself (Ajzen, 1991; Fishbein & Ajzen, 2010), and the present data bear it out clearly. The finding that subjective norm exerted a stronger effect on intention than perceived behavioural control is particularly revealing: at this early stage of RV tourism's development in Malaysia, the social standing of the activity — whether it is seen as something worth recommending — appears to matter more to prospective travellers than whether they feel practically capable of carrying it out. Strategies that aim to normalise RV travel through peer networks, community-based engagement, and testimonial-driven content are therefore likely to be meaningfully effective. More specifically, the establishment of formal RV clubs with structured social programmes — regular meet-ups, guided group tours, and family-friendly rallies — would cultivate the enthusiast communities within which word-of-mouth endorsement naturally propagates. Social media campaigns designed to encourage user-generated content, such as a dedicated hashtag initiative (for example, #MyRVJourney or #JomCamperMalaysia), would leverage authentic peer testimonials to reach broader audiences at minimal cost. Additionally, referral programmes that incentivise existing RV enthusiasts to

introduce friends and family to the activity — through discounted rentals, event access, or merchandise — could systematically activate the social influence dynamics that this study has demonstrated to be consequential for travel intention.

Perceived Behavioural Control as a Developing Constraint: Discussion of H3

Although H3 was supported, perceived behavioural control yielded the smallest effect among the three TPB constructs ($\beta = 0.17$, $f^2 = 0.125$). This comparatively modest result is most plausibly attributed to the current developmental stage of Malaysia's RV sector. When a travel mode is largely unfamiliar, attitudinal and normative influences tend to dominate the formation of intention, while practical self-efficacy has not yet become a binding consideration for most prospective travellers. This is not to suggest that infrastructure is unimportant — rather, it is not yet the primary constraint. As the sector matures, and as more Malaysians develop clearer mental models of what an RV trip actually entails, the salience of perceived behavioural control is expected to increase. Investment in dedicated RV facilities, accessible rental services, reliable route and campsite information, and traveller support resources will therefore become progressively more important as a foundation for sustained sectoral growth.

CONCLUSION, LIMITATIONS, AND FUTURE RESEARCH

This study was conducted to examine the determinants of RV travel intention among domestic travellers in Malaysia, with Ajzen's (1991) Theory of Planned Behaviour adopted as the guiding theoretical framework. Three constructs — attitude, subjective norm, and perceived behavioural control — were operationalised and tested against travel intention within a framework comprising hypotheses H1, H2, and H3. All three hypotheses were supported at $p < .01$. Attitude was identified as the strongest predictor ($\beta = 0.43$), followed by subjective norm ($\beta = 0.28$) and perceived behavioural control ($\beta = 0.17$). Together, these constructs accounted for 68% of the variance in travel intention, affirming both the predictive utility of the TPB and the explanatory adequacy of the proposed framework in this context.

From a theoretical standpoint, the study contributes to the existing body of knowledge by extending the application of the TPB to domestic RV tourism in Southeast Asia — a context in which this framework has not previously been tested in a systematic manner. From a practical standpoint, the findings offer clear guidance: cultivating positive attitudinal orientations toward RV travel should be treated as the primary lever of demand, while social influence mechanisms and infrastructure investment are best understood as important, complementary avenues through which broader adoption may be supported and sustained.

Several limitations of the study merit acknowledgement. The cross-sectional design captures a single moment in time and cannot speak to whether expressed intentions were subsequently realised in actual travel behaviour. Convenience sampling, while appropriate given the dispersed nature of the target population, carries well-understood limitations with respect to generalisability. The theoretical model was confined to the three core TPB constructs, leaving aside potentially relevant variables such as perceived risk, destination image, travel motivation, and environmental concern. Additionally, the use of self-reported data gathered via a single questionnaire administration introduces the possibility of common method variance, which can inflate observed associations among constructs measured from the same source (Podsakoff et al., 2003). Procedural remedies were implemented to minimise this risk, including the guarantee of respondent anonymity, clear and neutral item wording, and the separation of predictor and outcome items within the instrument. Future studies could further assess the extent of common method bias by conducting Harman's single-factor test, which evaluates whether a single latent factor accounts for the majority of covariance in the data; even where this test was not conducted as part of the present analysis, acknowledging this potential limitation is appropriate methodological practice. Future research is encouraged to build on these foundations through longitudinal designs that track intention through to actual behaviour, thereby establishing whether the intention-behaviour gap is narrow or consequential in the RV tourism context. Mixed-methods approaches combining survey data with qualitative interviews would enrich understanding of the deeper experiential and motivational dimensions of RV travel decision-making that structured instruments inevitably compress. Testing the moderating effects of demographic and experiential variables — including age cohort, income level, and prior RV or camping experience — on the three TPB

relationships would shed light on whether the attitude-intention, norm-intention, and PBC-intention pathways vary across distinct traveller segments. Comparative studies examining RV travel intention alongside emerging alternatives such as glamping, eco-lodges, and glamping-caravan hybrids would help to identify the unique attitudinal and normative drivers specific to the RV mode, and to locate RV tourism within the broader landscape of experiential and nature-based domestic travel. More purposively selected samples — including younger travellers, international visitors, retirees, and families — would further allow for meaningful cross-group and cross-cultural comparisons that extend the generalisability of these findings beyond the primarily middle-aged domestic enthusiast community that characterised the present sample.

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