

The Factors Influencing Staycation Purchase Decisions: The Mediating Role of Visitor's Attitude Towards Staycations in Oman

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Abstract

In today's fast-paced work environment, the need for relaxation and mental refreshment has become essential, yet demanding schedules often make extended vacations challenging to attain. Staycations offer a practical solution, turning short weekends into opportunities to explore local destinations, reconnect with friends, and rejuvenate away from daily work pressures. Many countries are now actively promoting staycations to boost local tourism thereby fueling demand for staycations. The Sultanate of Oman, with its breathtaking landscapes and diverse activities, presents a wide range of staycation options—from thrilling adventures to serene getaways, offering visitors moments of relaxation and leisure. This research explores the factors influencing staycation purchase decisions, focusing on the mediating role of visitors' attitudes towards staycations in Oman. Key variables such as accessibility, travel time, pricing, advertising, lifestyle, extent of relaxation, and facility quality are analyzed to understand how they shape consumer preferences. The research methodology utilizes a quantitative approach, collecting data through structured questionnaires distributed to staycation consumers in Oman. Statistical analysis, including regression and mediation analysis, is employed to examine relationships among the identified variables, visitors' attitudes, and staycation purchase decisions. The findings identify that accessibility, pricing, lifestyle, and facility quality are the most significant factors for predicting visitors' attitudes towards staycation purchase decisions. These outcomes also clarify the role of visitors' attitudes as a significant mediator, which provides actionable insights for Oman's tourism sector to enhance marketing, service offerings, and policies. The findings will have practical implications for Oman's tourism industry, enabling more targeted marketing strategies, improved staycation offerings, and consumer-focused policies.

Keywords: Visitors' Attitudes, Staycation, Purchase Decision, Tourism, Oman.

Introduction

The phenomenon of staycations has surfaced as a notable trend within the tourist sector, especially in areas such as Oman, where several variables shape travel and leisure dynamics. Staycations, defined as vacations taken within one's own nation instead of overseas, have surged in popularity owing to economic, social, and environmental factors (Li et al., 2024). This tendency is especially pertinent in Oman, where domestic tourism is being advocated as a feasible substitute for foreign travel, providing distinctive chances for leisure and cultural discovery. Economic factors have a key influence on staycation purchasing choices. In Oman, competitive pricing methods are essential for increasing the attractiveness of staycation choices to budget-conscious travellers (Tumati et al., 2023). The perceived value for money is a crucial element since consumers frequently assess the cost of local activities against their expectations and accessible alternatives. Research demonstrates that when consumers view

staycations as offering significant value in relation to their expense, their overall attitude becomes more positive, potentially enhancing participation and commitment to local tourism alternatives (Wong et al., 2023).

The impact of advertising and marketing strategies on consumer behavior is especially significant in the realm of staycations. Successful marketing initiatives that highlight distinctive local attractions and experiences may greatly augment the perceived value and emotional resonance of staycations. The mediating function of visitors' attitudes is essential, since positive perceptions can enhance the effectiveness of marketing techniques, resulting in heightened purchase intentions. Research indicates that targeted advertising strategies significantly influence tourists' decision-making by emphasizing unique local attractions and experiences that attract potential visitors (Segota, 2024). Lifestyle factors significantly influence staycation purchase decisions in Oman. Aligning staycation options with the lifestyle desires of prospective tourists might augment their attractiveness. Consumers are progressively pursuing experiences that align with their personal beliefs and social identities. Comprehending the interplay between lifestyle attributes and tourists' perceptions is crucial for the efficient promotion of staycations in Oman, enabling marketers to tailor their strategies to accommodate the evolving preferences of local residents (Soliman, Al-Ghafri, et al., 2024).

The degree of leisure provided by staycation options is a significant element affecting purchase choices. In Oman, residents frequently want respite from their daily routines, and the perceived level of relaxation can significantly enhance tourists' perceptions of staycations (Malik et al., 2017). The accessibility of staycation alternatives, encompassing proximity to attractions and resource availability, significantly influences customer views. Research indicates that when prospective visitors view staycation choices as readily available, their overall perception of these experiences improves, thereby increasing their propensity to make a purchase (Pichierri et al., 2023).

The decision-making process for staycations in Oman is shaped by a complex interaction of economic, marketing, lifestyle, relaxation, and accessibility variables. Comprehending these characteristics is crucial for players in the Omani tourism sector to formulate successful strategies that address the changing tastes of local tourists. Aligning staycation services with customer expectations and utilizing focused marketing strategies may significantly enhance local tourism in Oman.

Purpose of the study and research gap

The purpose of this study is to examine the key factors influencing staycation decisions among domestic travellers in Oman. The study aims to provide actionable insights that can help the tourism sector develop targeted marketing strategies and improve the overall staycation experience. The existing studies have often examined factors, such as pricing, accessibility, travel time, marketing efforts, lifestyle, and facility quality, on consumer preferences. However, the mediating role of visitors' attitudes towards staycations in shaping purchase decisions remains underexplored in Oman. This study aims to bridge this gap by providing a comprehensive analysis of factors influencing staycation decisions, with a focus on Oman as a staycation destination. This study contributes to the limited body of research on staycations in the Middle East by focusing specifically on Oman's tourism sector. It introduces a comprehensive analysis of how factors like accessibility, pricing, and visitors' attitudes shape staycation decisions in the Omani context.

Objectives of the study

1. To identify and analyze the impact of accessibility, travel time, pricing, advertising, and lifestyle on consumer staycation purchase decisions in Oman.
2. To assess the contribution of relaxation and facility quality to a positive staycation experience and their role in shaping purchase intentions.
3. To examine the extent to which visitors' attitudes towards staycations mediate the relationship between influencing factors and purchase decisions.

Literature Review

Staycation Purchase Decision

Decisions about staycation purchases are a crucial dependent variable for comprehending consumer behavior in local tourism (Oktavia & Sobari, 2021). Especially in Oman, locals choose leisure experiences that integrate relaxation with cultural involvement (Soliman et al., 2023). Research indicates that several factors, such as marketing strategies, lifestyle choices, and facility quality, substantially affect purchasing decisions (Moon & Chan, 2022). The mediating effect of tourists' sentiments towards staycations is crucial (Wong et al., 2023), since favorable attitudes can increase the probability of purchases, converting interest into confirmed bookings (Sparks & Browning, 2011). Research suggests that when consumers regard staycations as beneficial and congruent with their personal and social requirements, they are more likely to choose them over conventional travel alternatives (Li et al., 2024). In the Omani context, where cultural and environmental factors are significant (Saqri & Tumati, 2023), comprehending the dynamics of staycation purchase decisions is essential for marketers seeking to customize their offerings to align with the changing preferences of local residents, thereby fostering the growth of the domestic tourism sector (Soliman, Balushi, et al., 2024).

Accessibility

In recent years, the concept of staycations has gained traction, particularly in the context of Oman, where factors influencing purchase decisions are multifaceted. Research indicates that variable accessibility—encompassing both physical proximity to attractions and the availability of resources (Lee, 2020)—plays a crucial role in shaping consumer attitudes towards staycations (Rucci & Porto, 2022; Saidin et al., 2024). Studies suggest that when potential visitors perceive staycation options as easily accessible (Pichierri et al., 2023), their overall attitude towards these experiences becomes more favorable, thereby enhancing their likelihood of making a purchase (Y. Zhang et al., 2022). Furthermore, the mediating role of visitors' attitudes highlights the importance of psychological factors, such as perceived value and emotional connection to local experiences, which can significantly influence decision-making processes. This interplay between accessibility and attitude underscores the need for targeted marketing strategies that emphasize the convenience and unique offerings of staycations in Oman, ultimately driving consumer engagement and satisfaction. Therefore,

H₁: Accessibility significantly influences visitors' attitudes towards staycation purchase decisions.

Travel Time and Duration

The variable travel time and duration become key factor affecting staycation buying decisions. Studies suggest that reduced travel durations to staycation locales might increase the attractiveness of local tourism, since they alleviate the logistical challenges typically linked to extended journeys (Qiu et al., 2024; Zhou et al., 2024). This ease not only cultivates a more favorable disposition towards staycations but also promotes impulsive travel choices among prospective guests (Y. Zhang et al., 2024). Qiu et al. (2024) argue that when consumers view staycation possibilities as readily accessible within a short duration, their propensity to participate in these activities rises. Furthermore, the mediating function of tourists' attitudes is essential, as favorable impressions of trip time and duration might result in increased excitement and a greater inclination to explore local attractions. This link highlights the significance of advocating for staycations as convenient and time-saving substitutes for conventional vacations, thereby catering to the desires of contemporary tourists who want leisure and adventure in their local areas (Satpute & Bapat, 2024). Thus,

H₂: Travel time and duration significantly influence visitors' attitudes towards staycation purchase decisions.

Pricing

Pricing is a crucial factor affecting staycation purchasing decisions, where economic factors significantly influence customer behavior. Yuliarni et al. (2023) demonstrate that perceived value for money is a pivotal factor influencing tourists' perceptions of staycations, as consumers frequently evaluate the expense of local activities in relation to their expectations and available options (Lu et al., 2024). Competitive pricing methods might increase the appeal of staycation alternatives, rendering them more enticing to cost-sensitive tourists (Carvache-Franco et al., 2021; Yarkan & Çetin, 2021). The mediating effect of visitors' views is crucial, since favorable evaluations of price can enhance satisfaction and raise the probability of repeat purchases. When consumers see staycations as providing substantial value in relation to their expense, their overall disposition becomes more favorable, perhaps enhancing engagement and commitment to local tourist options. This underscores the imperative for players in the Omani tourist industry to implement pricing strategies that mirror market dynamics and align with the psychological and emotional determinants affecting customer choices. Consequently,

H₃: Pricing significantly influences visitors' attitudes towards staycation purchase decisions.

Advertising and marketing efforts

The efficacy of advertising and marketing initiatives significantly influences consumer behaviour (Pereira et al., 2022). Focused advertising methods substantially affect tourists' decision-making processes by emphasizing distinctive local attractions and experiences that appeal to prospective visitors (Halkiopoulou et al., 2022; Mandagi et al., 2024). Furthermore, the motivations behind hotel selection and staycation purchases are often linked to the perceived value and emotional appeal presented in marketing campaigns (Moon & Chan, 2022). The mediating impact of tourists' views towards staycations is significant, since favourable impressions can augment the efficacy of marketing strategies, resulting in discriminating purchase intentions (Cheah et al., 2024). Comprehending the relationship between advertising techniques and visitors' attitudes is crucial for enhancing marketing initiatives focused on boosting staycations in Oman. Hence,

H₄: Advertising and marketing efforts significantly influence visitors' attitudes towards staycation purchase decisions.

Lifestyle

Lifestyle variables profoundly affect staycation purchasing decisions, especially in Oman, where cultural and social dynamics impact customer preferences (Soliman, Al-Ghafri, et al., 2024). Individuals' lifestyle choices, including leisure activities, family dynamics, and social connections, significantly influence their propensity for staycations (Saidin et al., 2024). The alignment of staycation offerings with the lifestyle aspirations of potential visitors can enhance their appeal, as consumers are increasingly seeking experiences that resonate with their personal values and social identities (T. Zhang et al., 2024). Furthermore, the mediating influence of visitors' views towards staycations is essential, since favourable attitudes can enhance the effectiveness of lifestyle-focused marketing strategies, resulting in increased purchase intentions. Consequently, comprehending the interaction between lifestyle characteristics and visitors' attitudes is crucial for effectively marketing staycations in Oman, allowing marketers to customize their methods to align with the changing tastes of local citizens. As a result,

H₅: Lifestyle significantly influences visitors' attitudes towards staycation purchase decisions.

Extent of relaxation

The extent of relaxation provided by staycation alternatives significantly impacts purchasing decisions (Qiu et al., 2024). In Oman, locals commonly seek relief from their everyday routines (El-Said et al., 2023). Customers are

progressively pursuing accommodations and activities that offer calm and rejuvenation, which are vital elements of a successful staycation (Wu, 2022). The perceived quality of relaxation, including calm locations, wellness amenities, and customized services, can substantially improve tourists' views towards staycations, consequently influencing their buying intentions (Chua et al., 2024). Moreover, including local cultural features and natural landscapes into relaxation solutions might enhance their attractiveness, as they align with the emotional and psychological demands of prospective guests (Liu et al., 2024). Therefore, comprehending the impact of relaxation levels on visitors' attitudes is essential for marketers wishing to effectively promote staycations in Oman, ensuring that products correspond with the relaxation-seeking tendencies of local citizens. Hence,

H₆: Extent of relaxation significantly influences visitors' attitudes towards staycation purchase decisions.

Quality of facilities

The quality of facilities is a crucial determinant affecting staycation purchasing choices (Spr et al., 2023). In Oman, customers are progressively emphasizing comfort and service excellence in their leisure activities (Saqri & Tumati, 2023). Studies demonstrate that superior amenities, such as meticulously kept lodgings, varied food selections, and recreational facilities, substantially improve tourists' overall contentment and their propensity to choose a staycation (Dobre et al., 2024). Moreover, the perceived quality of these amenities might influence tourists' views towards staycations, serving as a mediator in the decision-making process (Chua et al., 2024). Positive experiences regarding facility quality not only cultivate pleasant attitudes but also promote word-of-mouth recommendations, which are essential in the realm of local tourism (Patwary et al., 2024). In Oman, where cultural hospitality and service standards are paramount, comprehending the correlation between facility quality and visitors' perceptions is crucial for marketers seeking to expand the appeal of staycation options and stimulate purchase intentions among local residents. Therefore,

H₇: Quality of facilities significantly influences visitors' attitudes towards staycation purchase decisions.

Visitors' attitudes

Visitors' attitudes function as a vital mediating component in staycation buying decisions (Orabi, 2022). In Omani perspective, cultural and social aspects profoundly influence customer views (Abdelfattah et al., 2023). Paulose & Shakeel (2022) suggest that favourable perceptions of staycations might increase purchase probability by shaping customer evaluations of the advantages and experiences linked to local recreational alternatives. Elements such as perceived value, emotional attachment, and pleasure with prior experiences influence the formation of these attitudes, thus impacting decision-making processes (Mursid & Anoraga, 2022). Moreover, research indicates that positive attitudes can enhance the effect of external factors, like marketing strategies and facility quality, therefore steering customers to choose staycations over other travel options (Y. Zhang et al., 2022). In the Omani context, the inclination for relaxation and cultural engagement is prominent, comprehending the influence of visitors' attitudes (Sinha et al., 2024). It is crucial for marketers seeking to develop appealing offerings that resonate with local inhabitants, thereby cultivating a favourable perception of staycations and promoting purchasing decisions (Ghaderi et al., 2024).

H₈: Visitor' attitudes mediate the relationship between independent variables (accessibility, travel time, pricing, advertising, lifestyle, extent of relaxation, and facility quality) and staycation purchase decisions.

Methodology

Theoretical Framework

There are several theoretical models that can be used to analyze the relationship between the dependent variable (Staycation purchase decision) and the independent variables (Accessibility, Travel time and duration, Pricing, Advertising and marketing efforts, Lifestyle, Extent of relaxation offered, Quality of facilities), with the mediating variable being Visitors' attitudes towards staycations purchase decision.

Theory of Planned Behavior (TPB) (Ajzen, 1985, 1991, 2002): This model suggests that an individual's intention to engage in a behavior (in this case, purchasing a staycation) is influenced by their attitudes towards the behavior, subjective norms, and perceived behavioral control. Visitors' attitudes towards staycations can mediate the relationship between the independent variables and the purchase decision.

Consumer Decision Model (CDM) (Howard & Sheth, 1969; Howard J. A., 1977): This model outlines the process consumers go through when making a purchase decision. It includes stages such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The independent variables can influence each stage of this process, with visitors' attitudes acting as a mediator.

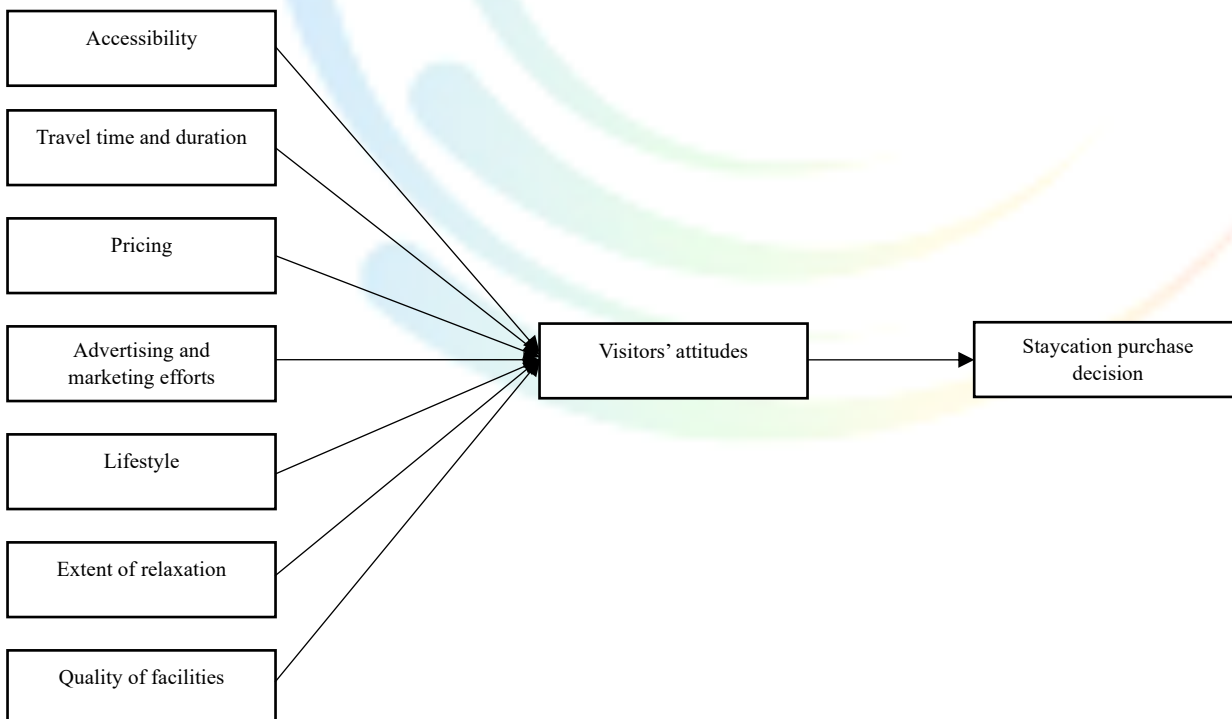
Stimulus-Organism-Response (SOR) Model (Mehrabian, 1974): This model posits that external stimuli (independent variables) affect an organism's internal state (visitors' attitudes), which in turn influences their response (staycation purchase decision). This model can help understand how different factors like pricing, advertising, and quality of facilities impact visitors' attitudes and ultimately their purchase decision.

Cognitive-Affective System (CAS) (Mischel & Shoda, 1995): This model suggests that cognitive factors (such as accessibility and travel time) and affective factors (such as extent of relaxation and quality of facilities) influence consumers' attitudes, which then affect their purchase decision. Visitors' attitudes towards staycations can mediate the relationship between these factors and the purchase decision.

Conceptual Model

After incorporating previous theoretical models, the present study proposes conceptual model to examine the factors that significantly influence staycation purchase decision with visitors' attitudes as a mediating variable.

Figure 1: Conceptual Model





	N	107	107	107	107	107	107	107	107	107
ACCESS	Pearson Correlation	.158	.458**	1	.382**	.520**	.385**	.469**	.571**	.404**
	Sig. (2-tailed)	.104	.000		.000	.000	.000	.000	.000	.000
	N	107	107	107	107	107	107	107	107	107
ADVERTISING	Pearson Correlation	.151	.567**	.382**	1	.462**	.582**	.523**	.461**	.609**
	Sig. (2-tailed)	.121	.000	.000		.000	.000	.000	.000	.000
	N	107	107	107	107	107	107	107	107	107
ATTITUDE	Pearson Correlation	.265**	.671**	.520**	.462**	1	.716**	.678**	.553**	.429**
	Sig. (2-tailed)	.006	.000	.000	.000		.000	.000	.000	.000
	N	107	107	107	107	107	107	107	107	107
LIFESTYLE	Pearson Correlation	.198*	.693**	.385**	.582**	.716**	1	.685**	.580**	.476**
	Sig. (2-tailed)	.041	.000	.000	.000	.000		.000	.000	.000
	N	107	107	107	107	107	107	107	107	107
QUALITY	Pearson Correlation	.158	.570**	.469**	.523**	.678**	.685**	1	.640**	.460**
	Sig. (2-tailed)	.104	.000	.000	.000	.000	.000		.000	.000
	N	107	107	107	107	107	107	107	107	107
TRAVEL	Pearson Correlation	.059	.572**	.571**	.461**	.553**	.580**	.640**	1	.363**
	Sig. (2-tailed)	.545	.000	.000	.000	.000	.000	.000		.000
	N	107	107	107	107	107	107	107	107	107
EXTENT	Pearson Correlation	.271**	.566**	.404**	.609**	.429**	.476**	.460**	.363**	1
	Sig. (2-tailed)	.005	.000	.000	.000	.000	.000	.000	.000	
	N	107	107	107	107	107	107	107	107	107

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The correlation Table 2 shows the factors that are most likely to influence consumers' decisions to purchase staycations, and the importance of attitudes and experiences in driving those decisions. This table presents the relationships between purchase decisions and different factors like price, accessibility, advertising, attitude, lifestyle, quality, travel, and extent.

Staycation Purchase Decision is positively correlated with attitude and extent. These are both statistically significant at the 0.01 level, indicating that as attitude and extent of relaxation improve, the likelihood of making a purchase decision increases.

Price shows significant positive correlations with attitude, lifestyle and quality. This suggests that as price influences attitudes and perceptions of lifestyle and quality, it could affect purchase decisions.

Accessibility is strongly correlated with attitude, lifestyle, and quality. This means that greater accessibility could increase positive attitudes, lifestyle satisfaction, and the perceived quality of staycations.

Advertising has strong positive correlations with attitude and lifestyle reflecting that effective advertising increases consumers' attitudes and their perception of lifestyle benefits.

Lifestyle and Quality are highly correlated with each other and with attitude, therefore it suggests that lifestyle and quality services align with positive attitudes toward staycations.

Travel time shows weak correlations with other variables, so it can be concluded that travel considerations have a lesser impact on the purchase decision as compared to other factors.

Extent of relaxation has significant positive correlations with purchase, advertising, and quality, reflecting that the overall experience (extent of relaxation) influences the purchase decision.

Regression between independent variables and mediator

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.648	.623	.38698

a. Predictors: (Constant), EXTENT, TRAVEL, ACCESS, LIFESTYLE, ADVERTISING, QUALITY, PRICE

In Table 3, $R = 0.805$ and $R^2 = 0.648$ show that the independent variables such as Extent, Travel, Access, Lifestyle, Advertising, Quality, Price explain 64.8% of the variance in Attitude which indicates a strong relationship between the independent variables and the Attitude toward staycation purchase decision.

Table 4: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.243	7	3.892	25.989	.000 ^b
	Residual	14.825	99	.150		
	Total	42.069	106			

a. Dependent Variable: ATTITUDE

b. Predictors: (Constant), EXTENT, TRAVEL, ACCESS, LIFESTYLE, ADVERTISING, QUALITY, PRICE

The ANOVA Table 4 shows that F-value = 25.989 and the p-value = 0.000 suggest that the model is statistically significant, and the independent variables together significantly predict attitude towards staycation purchase decision.

Table 5: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.189	.365		-.518	.605
	PRICE	.270	.094	.267	2.863	.005
	ACCESS	.194	.073	.202	2.664	.009
	ADVERTISING	-.063	.075	-.071	-.842	.402
	LIFESTYLE	.376	.105	.352	3.590	.001
	QUALITY	.322	.107	.277	3.007	.003
	TRAVEL	-.060	.106	-.051	-.569	.571
	EXTENT	-.032	.073	-.036	-.442	.659

a. Dependent Variable: ATTITUDE

From the data analysis of Table 5, the following results are extracted:

H₁: Accessibility ease has a significant positive influence ($\beta = .202$, $p = .009$) on visitors' attitudes towards staycation purchase decisions.

H₂: Travel time and duration have an insignificant impact ($\beta = -.569$, $p = .571$) on visitors' attitudes towards staycation purchase decisions.

H₃: Competitive pricing has a significant positive effect ($\beta = .267$, $p = .005$) on visitors' attitudes towards staycation purchase decisions.

H₄: Advertising and marketing efforts have an insignificant influence ($\beta = -.071$, $p = .402$) on visitors' attitudes towards staycation purchase decisions.

H₅: Individual lifestyle has a significant positive association ($\beta = .352$, $p = .001$) with visitors' attitudes towards staycation purchase decisions.

H₆: The extent of relaxation offered by staycations has an insignificant impact ($\beta = -.036$, $p = .659$) on visitors' attitudes towards staycation purchase decisions.

H₇: High-quality facilities make significant positive contribution ($\beta = .277$, $p = .003$) to a favorable visitors' attitudes towards staycation purchase decisions.

Regression between mediator and dependent variable

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.265 ^a	.070	.061	.91718

a. Predictors: (Constant), ATTITUDE

Table 7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.662	1	6.662	7.920	.006 ^b
	Residual	88.328	105	.841		
	Total	94.991	106			

a. Dependent Variable: PURCHASE

b. Predictors: (Constant), ATTITUDE

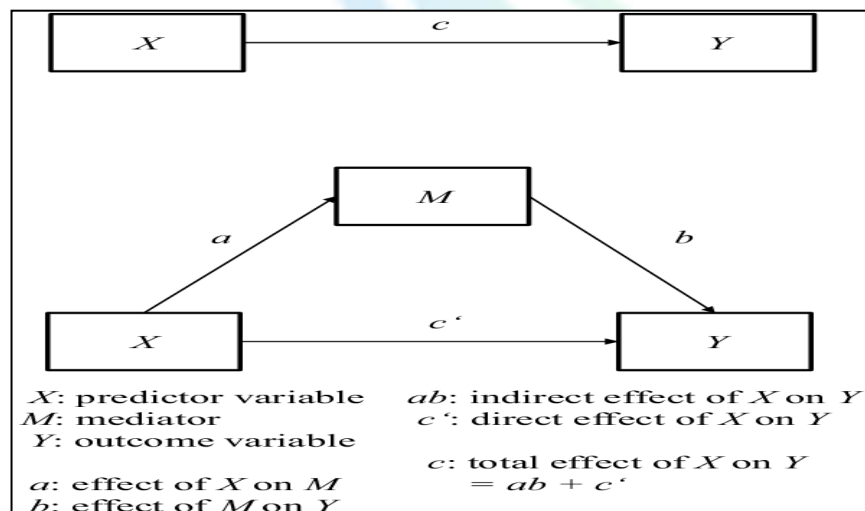
Table 8: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.315	.609		3.803	.000
	ATTITUDE	.398	.141	.265	2.814	.006

a. Dependent Variable: PURCHASE

In Table 8, the impact of visitors' attitudes towards staycation purchase decisions is significant ($\beta = .265$, $p = .006$). A positive relationship suggests that as visitors' attitudes improve the likelihood of staycation purchase increases.

Mediation Analysis



The following Table 9 presents the results of the mediation analysis, where Price, Access, Advertising, Lifestyle, Quality, Travel, and Extent are the independent variables, Attitude is the mediator, and Purchase is the dependent variable. The table includes the Total Effect, Direct Effect, Indirect Effect, and their significance levels, along with the Confidence Interval for the indirect effects.

Table 9: Mediation of visitors' attitudes towards staycation purchase decisions

Independent Variable	Total Effect (p-value)	Direct Effect (p-value)	Indirect Effect	Confidence Interval		Conclusion
				Lower	Upper	
Price	.2660 (.0709)	-.0070 (.9712)	.2730	.0326	.5587	Significant
Accessibility	.2275 (.1044)	.0400 (.8025)	.1875	.0106	.5047	Significant
Advertising	.2004 (.1214)	.0479 (.7359)	.1525	.0142	.3528	Significant
Lifestyle	.3180 (.0413)	.0265 (.9035)	.2915	.0324	.6074	Significant
Quality	.2760 (.1045)	-.0708 (.7537)	.3468	.0375	.7012	Significant
Travel Time	.1056 (.5449)	-.2241 (.2681)	.3297	.1140	.5836	Significant
Extent	.3620 (.0048)	.2575 (.0642)	.1045	-.0122	.3171	Not significant

Price: The total effect of Price on Purchase is insignificant ($\beta = .2660$, $p = .0709$), and the direct effect is also not significant ($\beta = -0.0070$, $p = .9712$). The indirect effect through Attitude is significant (0.2730, non-zero confidence interval), indicating that Attitude fully mediates the relationship between Price and Purchase.

Accessibility: The total effect of Access on Purchase is insignificant ($\beta = 0.2275$, $p = .1044$), with the direct effect ($\beta = 0.0400$, $p = .8025$) also not significant. The indirect effect (0.1875, non-zero confidence interval) being significant, suggesting that Accessibility influences Purchase through Attitude.

Advertising: The total effect of Advertising on Purchase is insignificant ($\beta = 0.2004$, $p = .1214$), and the direct effect ($\beta = 0.0479$, $p = .7359$) is also insignificant. The indirect effect (0.1525, non-zero confidence interval) is significant, indicating that the relationship between Advertising and Purchase is mediated by Attitude.

Lifestyle: Lifestyle has a significant total effect on Purchase ($\beta = 0.3180$, $p = .0413$), with an insignificant direct effect ($\beta = 0.0265$, $p = .9035$). However, strong indirect effect through Attitude (0.2915, non-zero confidence interval) suggests that the effect of Lifestyle on Purchase is largely mediated by Attitude.

Quality: The total effect of Quality on Purchase is insignificant ($\beta = 0.2760$, $p = .1045$), with the direct effect ($\beta = -0.0708$, $p = .7537$) is also insignificant. Being highly significant indirect effect (0.3468, non-zero confidence interval), showing that the effect of Quality on Purchase is mediated by Attitude.

Travel Time: Travel has an insignificant total effect on Purchase ($\beta = 0.1056$, $p = .5449$), with a negative insignificant direct effect ($\beta = -0.2241$, $p = .2681$). But significant indirect effect (0.3297, non-zero confidence interval) suggesting that while Travel affects Purchase indirectly through Attitude, the direct path is not significant.

Extent: Extent shows a significant total effect on Purchase ($\beta = 0.3620$, $p = .0048$) and a direct effect of ($\beta = 0.2575$, $p = 0.0642$) that is marginally significant. However, the indirect effect (0.1045, confidence interval includes zero) is not significant, indicating that while Attitude plays a role, Extent's effect on Purchase is largely direct.

Discussion and Implications

Discussion

The findings of this study provide valuable insights into the factors influencing staycation purchase decisions among domestic travelers in Oman. The results indicate that accessibility, pricing, lifestyle, and quality of facilities are significant predictors of visitors' attitudes towards staycations. These factors, in turn, significantly influence the purchase decisions of staycations.

Accessibility emerged as a crucial factor, significantly influencing visitors' attitudes towards staycations. This finding aligns with previous research, which suggests that the ease of access to staycation destinations enhances their attractiveness. In the context of Oman, improving the accessibility of staycation options can lead to more positive attitudes and higher purchase intentions among domestic travelers.

Pricing was found to have a significant positive effect on visitors' attitudes towards staycations. Competitive pricing strategies can make staycations more appealing to budget-conscious travelers. This finding underscores the importance of offering value-for-money staycation packages to attract more domestic tourists.

The study also highlighted the significant role of lifestyle in shaping visitors' attitudes towards staycations. Aligning staycation offerings with the lifestyle preferences of potential visitors can enhance their appeal. This finding suggests that marketers should consider the lifestyle aspirations of their target audience when designing staycation packages.

The quality of facilities was another significant factor influencing visitors' attitudes towards staycations. High-quality amenities and services can enhance the overall staycation experience, leading to more positive attitudes and higher purchase intentions. This finding emphasizes the need for continuous improvement in the quality of staycation facilities to meet the expectations of domestic travelers.

The study confirmed the mediating role of visitors' attitudes in the relationship between the identified factors and staycation purchase decisions. Positive attitudes towards staycations can amplify the impact of accessibility, pricing, lifestyle, and quality of facilities on purchase decisions. This finding highlights the importance of fostering positive attitudes through effective marketing and service delivery strategies.

Implications

The findings of this study have practical implications for the tourism sector in Oman. By focusing on improving accessibility, offering competitive pricing, aligning staycation offers with lifestyle preferences, and enhancing the quality of facilities, tourism stakeholders can boost the attractiveness of staycations. Additionally, fostering positive attitudes towards staycations through targeted marketing and high-quality service delivery can further drive purchase decisions. The findings from this study provide valuable insights into the following implications for the stakeholder:

Increasing Staycation Offerings: The Pricing and Quality of Facilities components have strong correlations, indicating that consumers value competitive pricing and high-quality services when choosing staycations. This

supports the study's focus on improving staycation offerings by ensuring competitive pricing and quality facilities to attract tourists.

Designing Consumer Friendly Policies for Customer Satisfaction: The factors such as Accessibility, Travel Time, and Relaxation are important in the decision-making process. These components suggest that policies addressing ease of access, shorter travel time, and enhanced relaxation experiences are important for customer satisfaction. The findings shows that visitor Attitudes towards staycations are highly correlated with the decision to purchase a staycation help inform consumer-focused policies and customer satisfaction aimed at improving the overall experience of the domestic tourists.

Supporting Domestic Tourism Growth: The importance of factors such as Accessibility, Pricing, Quality of Facilities, and Attitudes highlight Oman's potential as a staycation destination for the domestic tourists. An improvement of these factors in Oman can ensure robust support for the domestic tourism growth.

Limitations and Directions for Future Research

While conducting this study, some limitations were identified such as the limited sample size of 107 respondents, which may not reflect the large number of people in Oman. The study findings are specific to the Al Dhahira region, potentially limiting their applicability to other areas with different economic or cultural contexts. The study might not account for the long-term effects of visitor's attitude on staycation purchase decisions in Oman., owing to the reason that it was conducted over a limited period. These limitations reflect that further research with a larger and more diverse sample size could provide more comprehensive insights into the above relationship. **Future research should consider larger and more diverse samples to validate the findings. Additionally, longitudinal studies could provide deeper insights into the long-term effects of visitors' attitudes on staycation purchase decisions.**

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