Covid-19 Pandemic as Behaviour Awareness-Tourism

Intan Widuri Sakti[1], Mohd Haizam Saudi[2]

[1]Universitas Widyatama
[2]Universitas Widyatama

[1]intan.sakti@widyatama.ac.id

Abstract: The conditions Covid-19 pandemic have caused massive changes, and this has an effect on consumer behavior. Several dominant behaviors appear in generally. This is what will be the reference material for research, whether this behavior also appears in the tourism industry, or is there any other behavior found from the results of this research. This will be tested through the variables that are used as research tool, using travel intentions, digital marketing, and tourist's perceived risks.

Keywords: travel intentions, digital marketing, tourist's perceived risks

1. Introduction

Currently the world is experiencing a crisis caused by the Covid-19 pandemic, this has succeeded in changing people's behavior (Neuburger & Erger, 2020). Such as social distancing, which affects changes in consumer behavior, so business people must be aware of these changes to adjust business strategies during this pandemic (Rousseau & Deschacht, 2020) . Consumer behavior itself has a meaning as a process and activity when someone is related to finding, selecting, purchasing, using, and evaluating products and services in order to meet their needs (Abubakar & Rosbi, 2020).

As perceptions of the pandemic-associated risk may differ among diverse tourists, this is considered an important aspect of the decision-making process when choosing a destination (Bhati et al., 2020; Sánchez-Cañizares et al., 2020). On the other hand, with the increasingly strong intention of tourist attractions to rise again, they are doing a lot of great effort in re-intensifying their strength through digital marketing. Hopefully it can influence tourist's perceived risk, so their behavior, perceptions, and attitudes (fear, overreaction, pessimism) (Hassan & Soliman, 2020). Therefore, it is important for the role of digital marketing, tourist's perceived risk and the intention to travel in situations during and post-pandemic to revive tourism demand, as explored in this study.

2. Theoritical Framework

Travel Intentions

According Bai & Hu (2019), behavioral intention is a behavioral antecedent that varies directly from; evaluative beliefs, social factors that provide normative beliefs, and situational factors. Mountinho's explanation seems to stem primarily from action reasoning theory (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), in which behavioral beliefs are postulated underlying influence on individual attitudes toward performing behavior, whereas normative beliefs influence individual subjective norms about performing behavior.

Purpose of travel, as type of behavioral intention, can be understood in the same theoretical context. Hence, it is helpful to understand theory-based behavioral intentions as relevant to reasoned action. One approach by MacKay and Fesenmaier (1998) have provided important clues to this understanding. These researchers applied a stage change model in social or clinical psychology (DiClemente et al., 1991; Prochaska & DiClemente, 1998) in studying travel intentions to segment the holiday travel market. Within the framework of this stage of change, a process of six main stages forms the behavioral continuum of an action (for example, a journey): (a) pre-contemplation stage, (b) contemplation stage, (c) preparation stage, (d) action stage, (e) maintenance stage, and (f) relapse stage. It is reasonable to recognize that the first two stages relate to the psychological state of the traveler, which contributes to the third stage in which travel intentions (as cues to action) are constructed and in turn trigger the actual journey. behavior.

The last two stages sustain the period and frequency of behavioral travel or relapse to the pretravel (pre-action) stage. Intentions to travel literally emphasize one's intention to travel or to commit travel. Intention to travel is the result of a mental process that leads to action and converts motivation into behavior (Iso-Ahola, 1980). That is, intention serves as an important mediator linking motivation with future travel behavior. Unfortunately, only limited empirical research has examined the important role of intention in the travel motivation-behavior relationship. Indeed, intention has become one of the least researched areas of tourism (Qu and Wong, 1999).

3. Digital Marketing

Digital marketing through mobile technology, has become part of our global life and serves as a new way of communication and marketing (Alghizzawi, Ghani, et al., 2018). Currently, has grown rapidly to become more developed due to the impact of high global competition in many sectors. These factors change customer behavior and thoughts of tourists. The new grand template of digital technology provides consumer satisfaction, an abundance of information, and multitude of tourism services (Gao & Koufaris, 2006; Penni, 2015).

Role of the people who provided this service was indispensable for businesses. With the development of the internet, newer marketing modes of various services to target audiences have evolved. The tourism industry, in particular, has a total power over the development of the internet. Users who purchase tourism-related services online with the click of a button while comparing between businesses from around the world. Kaur (2019) digital marketing today is about using internet technology to reach existing and new audiences who are engaged with them. Digital marketing has disrupted the industry and changed the way businesses reach customers. In the tourism industry, that disruption was felt several years ago and already experienced by changing the way businesses reach users.

4. Tourist's Perceived Risks

Loureiro & Sónia (2019) defines risk as a situation where something is in danger and where the uncertain consequences. Risks can be real or subjective perceptions (tourists' subjective assessments of real risks). Pennington-Gray, Schroeder, and Kaplanidou (2018) looked at the travel risks experienced and felt by tourists when buying, consuming tourism services and being in tourist destinations. The different types of risk perceived by tourists can be demonstrated in terms of tools, financing, physics, psychologic, satisfaction, social and time risks, health, terrorism risk and political stability (Floyd, Gibson, Pennington-Gray, & Thapa, 2018; Liu et al., 2015). Tourists compare destination choices considering their perceptions of the benefits, financially and uncertain consequences associated with the intended tourist destination. Choice of destination is limited to two possibilities with similar benefits, it is hoped that the cheaper one will be chosen (Garg, 2015; Sönmez & Graefe, 1998).

Tourists feel particular destination could be at risk due to issues of uncertain consequences, these perceptions can shape their assessment of the goal in an appropriate way. cognitive, emotional and conative. Tourists behavioral reactions to the assessment became premise of an bad experience, especially in the current Covid-19 pandemic situation.

5. Methods

Data was collected through online survey using Google form distributed to three major cities in Indonesia (Jakarta, Bandung, Surabaya), as the cities with dominant residents going on tours. Participation in this survey was voluntary, with some respondents being contacted via email, and others via links posted on certain social media, for total of 365 questionnaires were collected. The survey targeted respondents who were assumed to be 'potential travelers' when responding positively to at least one of the screening questions related to 'those whose travel plans for 2020 were made before the pandemic' and 'those who have been traveling in the past 6 months'.

Table 1. Respondent's Profiles

Features	Level	Travelling Frequency	Percent
Gender	Women	203	56.9
	Man	162	41.2
Age	<20	21	2.3
	20-35	118	48.7
	36-45	107	23.6
	46-55	51	11.3
	56-65	53	10.8
	65+	15	3.3
Cities	Jakarta	56	15.3
	Surabaya	68	18.7
	Bandung	39	10.8

6. Result and Discussion

This study applies a scale previously used in the literature (Baker, 2015; Boksberger et al., 2007; Çetinsöz & Ege, 2016) to develop survey instruments related to Travel Intention, Digital Marketing, and Tourist's Perceived Risks (physical, financial, time and functional). The variables were measured via a 7-point Likert scale (end point pronounced as 1-very low / 7-very high). The severity of the crisis is measured by the pandemic growth rate and the number of registered cases from August 2020 - February 2021 (six months). The research hypotheses are as follow:

H1: Digital marketing has a positive impact and affects travel intentions

H2: Tourist's perceived risks have a positive impact and affect the intention to travel

H3: Predictors of intention to travel are very potential at the level of big cities affected by the pandemic

Model 1 - Unrestricted model (using binary logistic regression)

The accuracy rate accounted for 81.3 percent of the observed city awareness, that the model had predicted correctly. Although slightly low, the overall classification accuracy of 57.6 percent is satisfactory. The intercept variance is 0.523 with an intraclass correlation (ICC) of 12.6 percent, which means that 11.1 percent of digital marketing is likely to highlight the awareness of tourists who are at the city level to think about their travel intentions. The low ICC proves that the three major cities in Indonesia (Jakarta, Bandung, Surbaya) are facing the same pandemic situation and have had very similar responses. Therefore, there was no significant variation between these cities (Table 2).

Table 2. Binary logistic regression to test the awareness travellers

Log likelihood	Cox & Snell Rsquare	Nagelkerke Rsquare
	0.333	0,351
Hosmer & Lemeshow Test		
Chi-square	df	sig.
12.396	8	0.073
Classification overall percentage		
Overall percentage		78.2

Binary Logistic Regression Variables in the Equation

	B	S.E.	Wald	df	sig.	Exp (B)	95% C.I. for EXP (B)	
							Lower	Upper
PPRt	0.039	0.018	3.073	1	0.056	1.032	1.002	1.080
Social Media	0.381	0.132	5.668	1	0.033	1.369	1.877	1.998
City of residence	0.157	0.076	2.375	1	0.068	0.906	1.156	1.265
Predicted probability	2.233	1.247	3.206	1	9.239	0.810	1.169	1.211
Constant	-0.091	0.790	31.636	1	0.000	0.001		

Model 2 - Fixed model with predictor L_1

Following the addition of the L_1 predictor to test for a lower level direct effect, the binary logit result is extended by one additional variable, 'Social Media'. The latter negatively affects the probability of falling into the target city. These results are consistent, because social media generally accentuates the fear of traveling during negative events; and this is in line with the findings of Choi et al. (2017). Additionally, in terms of this measure, we see a decrease in inter-city correlation with ICC = 7.8 percent. In contrast to previous findings, the coefficient of 'social media' is negative, leading to claims that the media is untrusted, not transparent, and its information is out of date impacting tourists' awareness. As a result, media trust and transparency are underestimated in a country, especially big cities in Indonesia, with the assumption that the concept of marketer for tourist destinations using available digital marketing is within the reach of tourists' awareness to influence the sense of wanting to travel as a result of the lockdown. This shows that the results support H3.

Table 3. Multilevel generalized regression

Multilevel generalized regression – variables and items					Models & results		
L1 research unit:	Travel Intentions				Model 1	Model 2	Model 3
		Fixed effects	Intercept	Random effects			
L1 predictors	Willingness	1	0	0	-0.536	-0.539	-0.531
	Evaluative	1	0	0	-0.392	-0.281	-0.283
	Environment	0	1	0		-0.079	-0.081
	Social Factor	0	0	1			0.05
	Situational Factor	1	0	0			
L2 research unit:	3 cities (Jakarta, Surabaya, Bandung)						
L2 predictors	1. Tourist's perceived risks:				0.312	0.313	0.297
	Cognitive						
	Conative						
	Financial						
	2. Severity of crisis during Covid-19 pandemic				55.6	73.6	76.6
	3. Trust				0.111	0.087	0.083

Model 3 - Fixed model with predictor L_2

At this rate, the ICC has decreased slightly to 7.83 percent because 'the inter-city correlation is 0.351'. Classification accuracy also increased to 86.7 percent. A unique additional predictor of significance was perceived physical risk (PPRt), with a negative coefficient; When PPRt visits tourist destinations increases, the possibility of falling into target cities whose digital marketing highlights awareness of the pandemic, so that the intention for tourists to travel decreases. Therefore, it will be fundamental to emphasize safety from being contaminated, polluting others, or even dying. This model is allowed at level 1 slope with random variation tested and statistically not significant.

Review changes in consumer behavior that may occur during or post-pandemic, there are several behavior will appear: 1) consumers will focus more on products that have value for their lives, tend to put their egos or hedonism aside. Sanitation products, such as tissue, soap, or washing goods will be items that consumers start to target either during or after the crisis. In addition, health products such as healthy foods, supplements, or nutrient-rich drinks such as jelly or milk will also be the things most sought after by consumers. The values adopted by consumers are also not only physical values, but intangible values such as knowledge. Moreover, people are aware of post-crisis advancement skills where job competition will be tighter. Products such as books, online courses, or online short classes are also of interest. 2) during a crisis, consumers tend to forget or even are not aware of the existence of a brand. Consumers tend to wonder "how will this crisis end?" rather than “Are XYZ Brand products okay?”. For business people, this needs to prepare or even increase brand awareness during and after the pandemic. For example, implementing a consumer loyalty system. Consumer loyalty is a shopping method where consumers will get certain benefits when they have purchased a specified number of items in a

certain period. Consumer loyalty can slowly raise your brand awareness to consumers. 3) online consumers during and post-pandemic will also be dominated by the boomer generation, one level above generation X. In the post-pandemic or even during a pandemic, companies must be more sensitive to this oldest generation and be able to target all groups both in terms of product differentiation and campaigns.

7. Conclusion

The findings confirm that digital marketing has exercised its best control to highlight travelers' awareness during the crisis as the main source of information. Tourists understand the risks that can affect the physical in terms of physical health and financial risks, therefore being a "smart" and conscientious "consumer" is highly demanded in this Covid-19 pandemic. This research provides insights and evidence for tourism industry practitioners to plan and organize better with government authorities to provide ethical, responsible, and accurate information about real situations and responsiveness the health system by providing updated information so that tourists aware of destinations situation.

References

A. Kohli et al. (2020). How COVID-19 is Changing Behavior-Now and Forever. McKinsey & Company article on 30 July 2020.

B. Rousseau, Sandra and Deschacht, Nick (2020). Public Awareness of Nature and the Environment During the COVID‑19 Crisis. Environmental and Resource Economics (2020) 76:1149–1159. https://doi.org/10.1007/s10640-020-00445-w. July 2020 © Springer Nature B.V. 2020

C. Abu Bakar, Nashirah and Rosbi, Sofian (2020). Effect of Coronavirus disease (COVID-19) to

D. tourism industry. International Journal of Advanced Engineering Research and Science (IJAERS). Vol-7, Issue-4, Apr- 2020. ISSN: 2349-6495(P) | 2456-1908(O)

E. Neuburger, Larissa & Egger, Roman. 2020. Travel risk perception and travel behaviour during the COVID-19 pandemic 2020: a case study of the DACH region. DOI: 10.1080/13683500.2020.1803807. Routledge; Taylor and Francis. August 2020

F. Hsu, Chin-Hsien, et al. (2020). How to Defend COVID-19 in Taiwan? Talk about People's Disease Awareness, Attitudes, Behaviors and the Impact of Physical and Mental Health. International Journal of Environmental Research and Public Health. Vol. 17, p. 4694; DOI:10.3390/ijerph17134694. June 2020.

G. Tosun, C., Dedeo˘glu, B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing and Management, 4*(4), 222–234. https://doi.org/10.1016/j. jdmm.2015.08.002

H. Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management, 8*, 326–336. https://doi.org/10.1016/j.jdmm.2017.06.004

I. Han, H., Lee, K.-S., Chua, B.-L., Lee, S., & Kim, W. (2019). Role of airline food quality, price reasonableness, image, satisfaction, and attachment in building re-flying intention. *International Journal of Hospitality Management, 80*, 91–100. https://doi. org/10.1016/j.ijhm.2019.01.013

J. Soliman, M. (2019). Extending the theory of planned behavior to predict tourism destination revisit intention. *International Journal of Hospitality & Tourism Administration*, 1–26. https://doi.org/10.1080/15256480.2019.1692755

K. Artigas, E. M., Vilches-Montero, S., & Yrigoyen, C. C. (2015). Antecedents of tourism destination reputation: The mediating role of familiarity. *Journal of Retailing and Consumer Services, 26*, 147–152. https://doi.org/10.1016/j.jretconser.2015.06.005

L. Li, F., Wen, J., & Ying, T. (2018). The influence of crisis on tourists' perceived destination image and revisit intention: An exploratory study of Chinese tourists to North Korea. *Journal of Destination Marketing & Management, 9*, 104–111. https://doi.org/ 10.1016/j.jdmm.2017.11.006

M. Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice Hall.

N. Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior. Reading, MA: Addison-Wesley

O. MacKay, K. J., & Fesenmaier, D. R. (1998). A process approach to segmenting the getaway travel market. Journal of Travel and Tourism Marketing, 7, 1-18.

P. Prochaska, J. O., & DiClemente, C. C. (1998). Toward a comprehensive, transtheoretical model of change: Stages of change and addictive behaviors. In W. R. Miller & N. Heather (Eds.), Treating addictive behaviors (2nd ed., pp. 3-23). New York: Plenum.
Q. Qu, H., & Wong, E. Y. P. (1999). A service performance model of Hong Kong cruise travelers motivation factors and satisfaction. Tourism Management, 20, 237-244.
R. Woodside, A. G., & Dubelaar, C. (2002). A general theory of tourism consumption systems: A conceptual framework and an empirical exploration. Journal of Travel Research, 41, 120-132.
S. Shim, S., Gehrt, K. C., & Siek, M. (2005). Attitude and behavior regarding pleasure travel among mature consumers: A socialization perspective. Journal of Travel & Tourism Marketing, 18, 69-81.
T. Bai, Billy & Hu, Clark (2019). Affect, Travel Motivation, and Travel Intention: a Senior Market. Journal of Hospitality & Tourism Research.
U. Alghizzawi, M., Ghani, M. A., Som, A. P. M., Ahmad, M. F., Amin, A., Bakar, N. A., Habes, M. (2018). The Impact of Smartphone Adoption on Marketing Therapeutic Tourist Sites in Jordan. International Journal of Engineering & Technology, 7(4.34), 91–96.
V. Alghizzawi, M., Salloum, S. A., & Habes, M. (2018). The role of social media in tourism marketing in Jordan. International Journal of Information Technology and Language Studies, 2(3).
W. Bazazo, I. K., Alananzeh, O. A., & Taani, A. A. A. (2016). Marketing the Therapeutic Tourist Sites in Jordan Using Geographic Information System. Marketing, 8(30).
X. Habes, M., Alghizzawi, M., Salloum, S. A., & Ahmad, M. (2018). The Use of Mobile Technology in the Marketing of Therapeutic Tourist Sites: A Critical Analysis. International Journal of Information Technology and Language Studies, 2(2).
Y. Penni, J. (2015). The Online Evolution of Social Media: An Extensive Exploration of a Technological Phenomenomen and its Extended Use in Various Activities. University of Huddersfield.
Z. Alghizzawi, Mahmoud (2019). The role of digital marketing in consumer behavior: A survey.
AA. International Journal of Information Technology and Language Studies (IJITLS). Vol. 3, Issue. 1, (2019). pp. 24-31.
BB. Kaur, Gurneet (2017). THE IMPORTANCE OF DIGITAL MARKETING IN THE TOURISM INDUSTRY. ©International Journal of Research – GRANTHAALAYAH. Vol.5 (Iss.6): June, 2017
CC. Baker, D. (2015). The effects of terrorism on the travel and tourism industry. The International Journal of Religious Tourism and Pilgrimage, 2(1), 58–67. https://doi.org/10.21427/D7VX3D
DD. Boksberger, P., Bieger, T., & Laesser, C. (2007). Multidimensional analysis of perceived risk in commercial air travel. Journal of Air Transport Management, 13(2), 90–96. https://doi.org/10.1016/j.jairtraman.2006.10.003
EE. Çetinsöz, B. C., & Ege, Z. (2016). Impacts of perceived risks on tourists' revisit intentions. Anatolia, 24(2), 173–187. https://doi.org/10.1080/13032917.2012.743921