

Covid-19 Pandemic as Behavior Awareness-Tourism: A geographical review

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Abstract

The conditions Covid-19 pandemics 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 at different geographical locations, 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. The behavioral effects are slightly different due to the difference in Covid-19 pandemic situation at different tourism locations.

Keywords

Travel intentions, digital marketing, and tourist's perceived risks

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Introduction

Currently the world is experiencing a crisis caused by the Covid-19 pandemic, this has succeeded in changing people's behavior (Neuburger & Egger, 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 result, selecting, buying, using, and assessing products as well as services for the purpose of fulfill their requirements (AbuBakar & Rosbi, 2020).

Because different visitors' perceptions of pandemic-related risk differ, this is an essential part of decision making procedure while choosing a place (Bhati & McDonnell, 2020; CAIZARES & Guzmán, 2010; Henry, 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, 2021). As a result, the impact of digital marketing, tourist perceptions of risk, as well as travel intention in conditions during or after a pandemic, as studied in this study, is critical in reviving tourist arrival.

Theoretical Framework

Travel Intentions

According (Kang et al., 2020) behavioral intention is a behavioral antecedent that varies directly from; Environmental circumstances, evaluative beliefs, and social elements that provide normative views. Mountinho's argument appears to be based mostly on action reasoning concept (Fishbein & Ajzen, 1975; Fishbein, Jaccard, Davidson, Ajzen, & Loken, 1980; LAMBERT, 2020). Individual attitudes about performing actions are believed to be affected by behavioral beliefs, whereas personal perceptions norms regarding performing behavior are affected through normative beliefs.

The same theoretical framework could be used to understand the purpose of travel as a form of the behavioral intention. As a result, understanding hypothesis behavioral intentions as they relate towards reasoned action is beneficial. (Mackay & Fesenmaier, 1998) used a method that provided key insights to this concept. In order to segment the holiday travel market, these researchers used a stage change model from social or clinical psychology (DiClemente & Prochaska, 1998) to investigate travel intentions.

The behavioral continuum of an action (for example, a voyage) is made through a process of six primary stages: (a) pre-contemplation, (b) meditation, (c) preparation, (d) activity, (e) maintenance, as well as (f) relapse. It is plausible to assume that each two phases are concerned with the traveler's psychological condition, which adds to a third stage, wherein travel objectives (as signals to activity) were established as well as, in turn, the actual voyage is triggered. Activities

The next two stages either maintain the duration and frequency of behavioural travel or go back to a pre-travel (pre-action) state. Intentions to travel express a person's desire to travel or commit to travel. A thought representation that leads to action as well as translates motivation into conduct produces the desire to travel (Iso-Ahola, 1980). In other words, intention acts as a key link between motivation and future travel behaviour. Nevertheless, only a small amount of empirical study has looked into the critical role on intention in the motivation-behavior relation in travel. Moreover, one of the most investigated aspects of tourism is intent (Qu & Ping, 1999). Mobile technology has made digital marketing a component of our daily lives, but it now functions in place of as an innovative means of communication as well as marketing (Alghizzawi et al., 2018; Yıldız, Duru, & Eldeleklioğlu, 2020). Due to the effects of increased global competitiveness in several fields, has evolved swiftly to become more developed. These elements influence tourist behavior and perceptions. Consumer happiness, an availability of information, as well as a variety of tourism services are all provided by an innovative grand template in the digital technology (Gao & Koufaris, 2006; Penni, 2015).

Role of the people who provided this service was indispensable for businesses. Moving to new modes of different services for the purpose of target audiences also evolved as a result of the internet's development. The tourism sector, in especially, wields complete control on digital marketing. Users who compare businesses from around the world and buy tourism-related services online with a press of the button. Digital marketing, according to (Kaur, 2017) is the use of internet technology can reach out to existing as well as new audiences whom were interested in what they have to say. Digital marketing has improved the way businesses communicate with their customers and changed the sector. That disruption has been felt many years ago inside the tourism industry, and it is already being felt by businesses changing how they reach out to customers.

Tourist's Perceived Risks

Risk is defined by (Wu et al., 2020) as a circumstance in which anything is under danger with unknown repercussions. Actual risks or subjective impressions (tourists' subjective appraisals of significant risks) are both possible. Pennington-Gray, Schroeder, as well as (Papadimitriou, Kaplanidou, & Apostolopoulou, 2018) investigated the travel risks that visitors face during purchasing, using, and visiting tourist attractions. In terms of equipment, financing, physics, psychologic, health, social as well as time risks, satisfaction, terrorism risk, as well as political stability, the many forms of risk felt by tourists can be indicated (Floyd, Gibson, Pennington-Gray, & Thapa, 2004; Floyd & Pennington-Gray, 2004). 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 (ACAR & KAYA OGLU, 2020; Garg, 2015; Sönmez & Graefe, 1998a, 1998b).

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. Tourist's behavioral reactions to the assessment became premise of a bad experience, especially in the current Covid-19 pandemic situation.

Natural, industrial, or other crises could disrupt the functioning and survival of an organization (Caponigro, 2000). This applies in particular to the hospitality and tourism sector, which often leads to crisis (Faulkner & Vikulov, 2001). A major crisis can immediately damage the reputation and infrastructure of a destination, both of which may require years to rebuild. Some flagrant examples are the Mumbai terrorist attack in November 2008 and the New Orleans hurricane disaster (Racherla & Hu, 2009). However, there are also cases of destinations which have recovered as soon as possible. An example is Bali, where the Bali Recovery Group was formed in the days following the bombings (Bali Recovery Group, 2004). Due to the Indonesian authorities' efforts, the Bali Group has strived to move beyond negative images by a large number of NGO's, voluntary workers, local residents, media organisations and other actors (Gurtner, 2004). The recovery of Ground Zero after the terrorist attacks in New York on September 11 is also a major example. Within a year the city recovered from the occurrence (Bonham, Edmonds, & Mak, 2006) with 3.6 million visitors attracted in 2002 ruins from the World Trade Center in New York.

(Sönmez & Graefe, 1998b) said the potential to buy a tourist destination is affected by external and internal factors related to the tourism crisis. In a literary review, motivated to visit is explained by (Sönmez & Graefe, 1998b) as a result of several personal, social or commercial factors, under the socio-demographic and psychographic influence, in the theories concerning consumer behavior and tourist decision making.. Tourists can become aware of a number of destinations if motivation exists for travel. (Sönmez & Graefe, 1998a) have stated that people who have been incidentally or through passive or casual material searches are aware of this set of destinations. The personal attitudes toward destinations affect these options. (Swarbrooke & Horner, 2007) say that attitudes are affected by the initial view of people of destinations and the limited information available on the destinations. Promotion activities and special offers after a tourist crisis encourage people to travel, given that seeking a lot influences the choice of a destination. The extent of the search may depend on past experience, risk perception, the anxiety of the journey and the importance and purpose of the journey. Therefore, when a tourism crisis affects a destination, regardless of whether it occurred or occurred, potential tourists can seek a large quantity of definite tourism crisis in the selected destination. (Sönmez & Graefe, 1998a) mentioned this because they need more information to evaluate the

destination, given the factors of safety and risk regarding the crisis in tourism. (Sönmez & Sirakaya, 2002) examined Turkish image from the perspective of American travellers and found out some of the things that influenced the possibility of travel were overall appeal, safe and friendly atmospheres, general mood and the environment of holidays, a travelling experience, a relaxing effect, local attractions and hospitality.

The image of the place of destination consists in the information and relevant details, which tourists and other external resources collect, in the evaluation phase according to (Sönmez & Graefe, 1998a). The image of alternatives is the fundamental criteria for assessing alternative destinations. In the event of a crisis occurring in the chosen destination, a media coverage of the crisis, government advice and various other crisis-related data affect the perception by the tourists of the destination and the level of risk that has been perceived. In this case, the process of evaluating alternatives may be affected by different security levels. Tourism-safe destinations will be taken more into account, while those considered risky can be refused. (Sönmez & Graefe, 1998b) stated that their destination is chosen to meet almost all of the needs of tourists and that they are perceived to be safe. If the crisis in a selected destination occurs after the final destination has been chosen, then tourists' knowledge about the crisis will be covered in the media, travel advisories and social information. The knowledge gained then affects your final decision and intention to travel to the destination chosen. In other situations where the tourism crisis erupts in the selected destination, it also comes from outside sources that the crisis is known. This knowledge has to do with whether tourists still choose the target destination. (Sönmez & Graefe, 1998a) argue that information of this kind could have an impact on the decision-making outcome and was called the behavioural part of the decision-making process. (Inec & Akpinar, 2020; Pinhey, Iverson, Workman, & Features Submission, 1994; Sopandi & Sukardi, 2020) indicates that individual's knowledge of the tourism crisis, the perception of risk, travel safety and attitude towards their destination are determined by the outcome of their travel decisions and travel plans. The outcome may be cancelling the journey to the destination selected, confirming the previous decision-making process or selecting an alternative destination.

The decision-making of a tourists is dependent on individual external and internal factors, according to (Pinhey et al., 1994). Various domestic factors associated with tourism crises could influence any important phase of travel decisions. (Sönmez & Graefe, 1998a) indicate that previous experiences with travel can influence the trust of the individual in the future. The perceived risk of touristic crises can cause travel anxiety. A diverse perceptual degree of risk and other internal factors can determine the motivation of the tourist to travel, his awareness of alternative destinations, the scope of his search for information, assessment of alternative alternatives and various choice of destinations. (Roehl & Fesenmaier, 1992) report that the level of perception of risk impacts the amount of information necessary as a risk reduction strategy is considered to be a search for information.

The position is one of the major factors determined by tourist purchasing attitudes, as discussed earlier, according to (Swarbrooke & Horner, 2007). A person who has negative attitudes towards a destination because of the tourism crisis can be concerned with safety and that can be a negative result of the travel decision. Outside factors related to tourism crisis, such as the media on a crisis situation, authorised tourist advisories, the recovery campaign, etc. have an influence on the perception of the tourists in the destinations affected, their travel attitude and their image of the destinations involved. (Schmoll, 1977) said that big businesses made available after a crisis may encourage people to travel, because many tourists see this as a major incentive for a destination visit and as the key factor in the choice of destination.

(Kozak, Crotts, & Law, 2007) indicates that tourist behaviour can be influenced by factors which can be independent or related, and can be taken as physiological, personal and cultural factors and social factors. (Kotler, 1997) also stated that a blend of a group or social class influences travel, an exquisite tourist demand for services and fantastically trips by aircraft to limousines and yachts to blinding destinations while middle-class visitors are looking for accommodations, camps, pensions and a one or two-star hotel which offers less luxury. Customer conduct surveys are a difficult process for marketers in the tourism industry, as both the features that provide service to tourism products and the factors that influence the behaviour, are not so clear. (Kotler, 1997) concluded that cultural, social, family and group-based components are the most important socio-cultural factors influencing consumer behaviour.

Methods

Data remained gathered using an online survey utilizing a Google form that was delivered to three main cities in the Indonesia (Jakarta, Bandung, and Surabaya), which were chosen as the city with the most tourists. The study was optional, and some respondents were contacted by email, while others were reached via links placed on social media. A total of 365 questionnaires were collected. Respondents who answered yes to at least one of the screening questions relating to 'those whose travel plans for 2020 were set before the epidemic' and 'those who had travelled in the past 6 months' were presumed to be 'possible travelers.'

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

Result and Discussion

The current study uses a scale earlier utilized also in literature to build research instrument linked to travel intention, digital marketing, including tourists' perceived risks (Baker, 2014; Boksberger, Bieger, & Laesser, 2007; Ege & Uslu, 2018) (Physical, financial, period as well as functional). A 7-point Likert scale was used to assess the variables (end points stated 1-very low / 7-very high). From August 2020 to February 2021, the pandemic rate of growth as well as the number of confirmed cases are used to determine the severity of the crisis (six months). The following are the research hypotheses:

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 interclass correlation (ICC) of 12.6 percent, this is described that the 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, and Surabaya) are facing the similar pandemic circumstances as well as have had very related responses. As a result, there was no important variation among these cities (Table 2).

The binary logit result is extended by one more variable, 'Social Media,' after the L1 predictor is

included to test for a lower level have direct influence. The latter has a negative effect on the outcome of falling into the target city. These results are consistent, because social media generally emphasizes the fear of traveling throughout negative measures; as well as that is also described in the research of (Choi, Mattila, Van Hoof, & Quadri-Felitti, 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 2

Binary logistic regression to test the awareness travelers

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 L₁**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 L₂

Because 'the inter-city correlation is 0.351,' the ICC has reduced somewhat to 7.83 percent at this rate. The accuracy classification has also improved to 86.7 percent. With a negative coefficient, perceived physical risk (PPRt) was a unique extra predictor of significance. At that time when PPRt visits tourist destinations rises, the possibility of dropping into target cities whose digital marketing highlights awareness of the pandemic, so that the intention for tourists to travel reductions. As a result, it will be critical to stress the importance of avoiding becoming contaminated, harmful others, and 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 behaviors 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 goods for example healthy products, supplements, and nutrient-rich drinks like jelly and 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.

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.

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