

COVID-19 EFFECT ON TRAVEL BEHAVIOR AMONG VAN-TAA RESIDENTS

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<p>The objective of this research was to find how ongoing COVID-19 has affected consumers of tourism product in their purchase of tourism product and services. The research survey question used in realizing the objectives of the research subject were ; How often respondents travel for a holiday in a year, what destination respondents visit most during their holiday travel (before and after COVID-19), what region or country respondents were interested in visiting for holiday before COVID-19, what region or country respondents will be interested to visit for holiday after COVID-19, how they predict their traveling lifestyle , how soon they are able to travel again , what weigh the most in their choice of destination when chosen a destination to use during their holiday and what will motivate them to travel again .</p> <p>The theoretical framework of the thesis consists of full understanding of consumer behavior and factors that influences consumer behavior such as; personal and social factors. Personal and social factor were systematically explained in the theoretical framework chapter of this thesis report.</p> <p>Quantitative method of research was adopted in realizing result for the research subject and was share with respondents on the 29th of June for two weeks . The questionnaire were created and share with Wepropol (A research app). Responses was realized from a Facebook group known as Vantaan Puskaradio and about 161 responses were realized.</p> <p>The realized result show that respondents' traveling lifestyle are not the same as it was before COVID-19 outbreak. Highest number of respondents reviewed that they are not able to travel as many times as they use to travel before COVID-19 outbreak and that they will do more on inbound traveling, due to safety reasons. Many response also reviewed that the negative financial effect that Covid-19 has created in their financial lifestyle have affected in their choice and decision to travel again.</p> <p>Finally, the realized result show that COVID-19 have affected purchasing behavior of consumers of tourism product and it might require longer time before it can get back to normal or better.</p>	
Keywords COVID-19, consumer, tourism	

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1 INTRODUCTION

In the late December 2019 a new virus (COVID-19) was identified in China and later spread very fast all over the world. Corona virus (COVID-19) was identified to be caused by several acute respiratory diseases. Hokkaido University (2020) explained COVID-19 to be caused by a condition known as cytokine release syndrome or a cytokine storm. The disease is reviewed as a transmission disease, that is possible to be transferred through person-to-person contact. Different measures have been taken by the World leaders in order to stop the spread of the virus, but all didn't yield any success. Also, Researchers around the world have joined forces in bringing a vaccine for the virus, which at the end will help in reducing the virus. At the end, authorities all over the world adopted lockdown measures in order to reduce the spread of the virus. Millions of businesses and jobs were affected badly. Many people have found it difficult to survive, due to lack of jobs that is as a result of the lockdown. It revealed that the most affected sector is the tourism sector. Many tourism professionals have revealed that this might take a very long time for the tourism industry to regain strength.

This research is aimed at finding out how COVID-19 has affected consumer behaviour within the tourism sector. This study tends to discover the areas where tourism consumers' behaviour has been affected, for example in deciding to travel or in choosing tourism products. The plan of the study is to examine the traveling lifestyle of tourism consumers before and after the COVID-19 outbreak.

The research problem of this thesis will be focused on identifying the level at which tourism consumers have been affected, due to the COVID-19 outbreak. Considering the size of the data to be realized, this thesis author has decided to adopt a quantitative research method in the collection of data. This is also planned to be achieved through preparing a questionnaire which will be shared through social media to the respondents. The decision of the author to use an electronic questionnaire was due to the ongoing social distancing that is still in effect, also it is very useful as it is quick, does not require assistance and can be easily distributed to a large amount of population (Malhotra & Birks, 2007; Gergely Szolnoki & Dieter Hoffmann, 2013, 40.) The data is planned to be collected within the residents of Vantaa city.

Vantaa city (airport city), is among the cities that make up Helsinki region and is located in the middle of the metropolis. Vantaa has the population of about 233, 775 people resident which also mark the city as the fourth most populated city in Finland.

Vantaa has a rich history that dates back to stone age which can be mirrored from that of the neighboring cities (Espoo and Kaunianen). Prior to the name Vantaa, the city was known as *Helsingin maalaiskunta* ("Rural municipality of Helsinki"). The city was named after the Finnish Vantaa river, in Swedish called (*Vanda å*) and it is considered to have been named by Tavastians as *Vanantaka*, referring to the lake Venaja (Sweden). (World guide 2019A)

Vantaa with the total number of 119 native language speakers, has 74.4 % of the resident being Finnish language speakers, while 2.4% of the resident are Swedish speakers, 20.2 % are foreign language speakers and the 12.6 percent being foreign nationals. The area of Vantaa is recorded with a landmark of 240,35 km² and water 238,37 km² with resident/ Km been 1,98 km².

The population structure of Vantaa resident as shown in Vantaa info website shows that 50.2 % of the residents are from the age range of 0-6 years , while 8.00% of the population are from the age range of 7-15 years old and 66.2% of the population are from the age range of 16-64 years old. Also, the level of employment within Vantaa resident as presented in Vantaa info website were about 116 320 jobs. As at 2017 self sufficiency from employment satisfaction within the resident of Vantaa city was recorded to be 109.2% while un-employment rate as recoded in 31 December 2018 was 9 %. Presently, tax rate within the residents was viewed to be 19.00 %.

The first part of the thesis covers the theoretical work. Consumer behaviour will be defined according different writers. And consumers decision making process will be analysed systematically. In analysing consumer decision making process, the author of this thesis have chosen the theorise of Mathieson et al and Schmoll. Also, in the theoretical framework, travel motives is systematical analyzed and the author of this have adopted theories from different professional which are explained in full below.

The second part of the thesis covers the research method, how the question was prepared and realized and the realized results. In this chapter also covers the liability and readability of the research .

2 Consumer Behaviour

This chapter covers definition of consumer behaviour and travel motives from different tourism professional.

2.1 Defining consumer behaviour

Consumer behavior is complex in defining. Many tourism professionals have defined consumer behavior in their own respective point of view. Jisana (2014,1) in his description on Consumer behavior, presented consumer behavior as a focus towards the way individuals spend their personal income, assets or resources (time and effort) that are available to them in other to satisfy their wants. Cuculeski et al. (2015,1) explained that consumer behavior deals with the processes at which tourism consumers go through in purchasing or using tourism goods, services, ideas or experiences for their personal desire or satisfaction. Equally, Solomon, M.R (1996 Cited in Scott et al. 2013, 2) in defining consumer behavior explained that consumer behavior has deal with some distinct un-doubtable decisions, activities, ideas or experiences in which consumers gain satisfaction of their needs and wants. Additionally, Angel Hero (2020, 8) Engel Blackwell & Miniard, (1995, 4) took an in-depth look on consumer behavior, as they described that the activities in consumer behavior have a direct involvement in obtaining, consuming and disposing of product and service , not only in tourism sector but in many business sectors. Different marketing sectors within the tourism industry has reviewed that the understanding of consumer behavior is the only key used in obtaining marketing success for tourism products. On the other hand, Moutinho (1993 cited in Scot et al. 2013, 2) argued that consumer behavior has social and psychological influences on individual travel behavior with the aim of developing a model of tourist behavior and Dimanche. Furthermore, Engle et (1995, 3 Cited in Erasmus et al. 2001, 1) made their description in the form of identifying the importance that explains consumer behavior as a body that presents the activities that consumers undergo during the time they search, select, purchase, use, or evaluate tourism products for their personal satisfactions. Summarizing the above definitions from different tourism professionals in one sentence, the above definitions simply explains consumers behavior as a data that explains all the activities that consumers go through before , within or after the use of the tourism products.

Looking at how consumers behavior is adjusted, it is understood within tourism sector that the adjustment of consumer behavior can either be based on individual needs or interpersonal factors. To understand the things that influence consumers purchase decision

requires an understanding on both physical, social and exterior consumer purchase decision influences, which will be explain more below this thesis report. Consumer behavior deals with full understanding on various stages that consumers go through before making decision on purchasing tourism product as opposed to just generating interest. For example, some consumers makes purchase based on their feelings, while others might make their purchase base on economic reasons. As mentioned earlier in this report, the internal and external influences includes; psychological, sociological, political, demographical or economic and all has direct impact on the consumer purchasing habits, towards tourism product. The aspect of this comprehension and applications of these factors makes consumer behavior a complex area of study.

Intangibility of the tourism product explains how important the study of consumer behavior is important in the marketing of tourism products. This simply means that the product or service that are offered within tourism industry requires experience on consumers perceptions. Adding to the above descriptions, consumer behavior has been viewed within tourism marketing sector as a crucial factor , because it is the way that tourism products can achieve consumer satisfaction. Consumer can also be seen as individual action towards purchasing, and using of tourism products and services, including the processes that are involve before a decision is made. For marketing of tourism product to have a positive influence on the consumer of the product, marketing department of the product needs to understand the underlying process of decision making of the tourist. The process of decision making of the consumer is not standard in nature and varies across different ages, regions and cultures. McColl et al. (1994 cited in Seyed et al. 2017, 57) also added in explaining this further as he identified consumer behavior as an action that have the capacity of creating a big impact on consumers purchase decision. This action to the authors understanding can be; cultural criteria (culture, subculture, social class), social criteria (reference groups, family, roles, and status), personal criteria (age and life cycle stage, occupation, economic circumstances, lifestyle, personality and self-concept) and psychological criteria (motivation, perception, learning, beliefs, and attitudes). Globalization and a dynamic environment has a very big effect in the change of value and lifestyle of consumers in the tourism industry which has a very big effect in their demand choice. Golka (2000 cited in Hołowiecka et al. 2011,55.) An example of the above stated are seen when compelling between Asian population (The most tourist population) and American population. Asian population are known within tourism industry with their demand choice of seeking for value-added holidays and prefer an urban experience, while American tourists look for cultural and educational values .

This changing nature of tourist has led to mushrooming of many destinations which cater to their different needs, creating an environment of competition to attract new tourists along with retaining the existing. Amongst the clutter of comparable options, the decision making by consumers becomes difficult, leading to destination choices that are based on a few decisive factors that guide the competition. This growing global phenomenon has made it extremely important for the service providers to identify factors that influence consumer decisions, across different segments of the target market from a given tourist population. Fratu (2011, 1) in his definition, defined consumer behavior as all actions, attitudes that consumer undergo in choosing, buying and consuming tourism products and services, also with post consuming reactions. Reacting towards Fratu's definition, post consuming reactions (Pre-decision reactions) are very important phenomena of tourism, since advocacy and word of mouth promotion is highly dependent on consumer satisfaction. Tourism products in general, has a chain services meaning that it deals with amalgamation of different services such as; hospitality, food, transport, entertainment, shopping, in which satisfaction from any of the product leads to a successful trip to the consumer. It said that having customers, not merely acquiring customers, is crucial for service firms (Keaveney 1995 cited in Sage Publications, 2020,14). There is high sensitivity in the tourism product features such as; service quality, relationship quality and service satisfaction. The entire dynamics of satisfied experience plays a vital role in developing loyal customers with intentions of revisiting a destination. The understanding of consumer behavior in tourism is guided by the need to identify factors that influence customer purchase decisions made in different customer segments within a given population .

2.2 Consumer decision making process

The consumer decision making process is the process at which consumers of tourism product undergo before deciding on the tourism product to use, during their holiday. As individual differs differently in choice, values and personality, so is the concept that surrounds their decision making extremely complex, which identifies the fact that there can never be a complete model that suits with all consumers. There are different factors that quantifies consumer decision making process, and this factors will be explained more later in this report chapter. Previously researches has developed several models that represented the decision-making process in its various dimensions. Mathieson (1976, cited in Scot et al. 2013, 876) explained consumer decision making process by identifying consumer as a rational decision maker who before making decision of the product purchase

tries to expand his/her utility and assess it between the cost and his gain from the product. Mathieson (1976, cited in Scot et al. 2013, 878) explained the motivation as integration of psychological and economic theories based on needs, motivation, destination image, influence of risk and uncertainty, have been focused on theorizing that tourism decision making is risky, and it requires extensive problem solving and advance planning emphasizing rationality. Schmoll (1977 cited in Scot et al. 2013, 75) added that limited information can have a very big effect on consumer purchase decision, which at end might result in pushing him in questioning the phenomenon of rationality. Which shows that lack of detailed information is a restriction that leads to assumptions and perceptions which at the end is over powered by rational decision making. Decision making are often affected by four components: travel stimuli, personal and social determinants and exogenous variables such as crime rate and political stability, etc. Lumen (2020, 2) stated in their article that consumer decision making process is dynamic (routine, impulsive or extensive) and are prone to change according to circumstances and social factors.

As explained earlier in the second chapter of this report, there are different factors that influences consumer behavior in deciding to purchase a tourist product. These factors includes ; psychological factors, social factors, cultural factors and even natural factors. These factors can be grouped in three main categories as follows (Solomon et al 2002, 54);

- The first category consist of personal factors such as ; personality, self image, attitudes, motivations, perceptions, age etc.
- The second category consist of social factors such as; culture, family, social class, reference groups.
- The third category consist of situational factors such as time, physical ambiance, social ambiance, state of mind.
- The last category consists of economic, political factors and natural factors such as: income, prices, inflation, law, order and global or un-expected natural situations such as Covid-19 and global lockdown.

2.3 Personal factors

Personal factors (psychological factor) are observed as individual factors which have a strong influence on the purchase decision of the consumer which also have direct observation to the consumer. These factors vary personally to consumers and can creates to the consumer different set of personality, self-image, attitudes, motivations, perceptions, lifestyle, age, family lifestyle, profession. (Armstrong et al. 2010,170)

Personality factors summarize all consumer's temperament that marks and presents consumer unique values. Even though in some cases, a lot of things have been done in order to qualify two individuals with the same temperament, but the fact remains that personality cannot be shared, which implies that two people can never share the same personality. Consumer personality in the tourism industry comprises of all consumers; characteristics, beliefs, convictions and habits that explain the consumers' unique values which mark their differences from other consumers. Personality is also observed as certain persisting qualities in human behavior that lead to consistent responses to the world that surrounds the individual (Orji et al. 2017, 10). Additionally, personality can be seen as one part of a consumer's self-concept Sauer, (2011 cited in Scot et al. 2013, 883). Added to the above definitions that the fact still remains that personality is the only encompassing concept in consumer behavior, which has the end result of having a big influence on consumer's decision-making processes, purchase behavior, product choice, attitude change, and perceptions. Personality is a determining factor of tourist motivations, perceptions and behavior (Sofi, 2018). However, different professionals have research on how personality can be measured and some of them have come with some discovery which they presented as follows; Plog (2002 in Scot et al. 2013E, p. 883) through his research result, presented that measurement of personality mostly focuses on specific traits such as venturesomeness while Faullant et al. (2011 cited in Scot et al. 2013, 883 - 887) presented that measurement of personality mostly focuses on specific traits such as extraversion and neuroticism. In the other hand personality has also been observed within the tourism sector as an antecedent of brand identification (Sauer, 2011 cited in Scot et al. 2013, 883-887). For example, the promotional materials of a specific product company are always edited regarding the individual customer personality at which they are addressed to, which at the end makes the customers find their values in the product, when going through it.

2.3.1 Effect of self-image on consumer purchase decision

Self-image is observed as individual image of the consumer that has very big effect on his behavior. According to the observation that was made by some of the brands owners within the tourism industry, self-image is seen as an assumption that consumers prefer to buy products that is similar to their values. Self-image can also be defined as the sum total of an individual's ideas, thoughts and feelings about oneself. Self-image is a very big part that can never be disregarded, because it plays a very big significant role in the consumer research process. Onkvisit et al. (1987, cited in Emerald 2020, 13-23) explained

self-image as the image individuals use while associating with themselves, which result in dictating specific purchase behavior patterns. Consumers believe is that they possess symbolic image which are similar within themselves while buying or consuming products and brands (Heath et al. 1998 cited in Emerald 2020, 13-23). Also, explained self-image as he quoted "Self-image congruence has long been recognized as an important facet in explaining and predicting various aspects of consumer behavior" Mukherjee (2007, 29) .

There is a consensus that people consume products/brands/services not only because of their functional (utilitarian) value, but also because of their symbolic meanings .(Clarinda Mathews et al. 2011, 5.) The above indicates that a lot of consumers purchase product not only because of what the product purchased can do for them, but also the meaning of that product to their personal value is been considered. The purchase of a product is based on the consumers perception of the product as symbols of personal attributes, motivations and social patterns. (Levy, 1959. 36-40) Symbolic consumption reflects the personality and lifestyle of consumers and is often used to express social distinctions . An example can be seen in O'Cass & Frost (2002) book publication at which they explained that people consume luxury products (e.g. automobile , most expensive jewelries , most expensive cloths) as a means to reinforce their status symbol within the society . Consumption thus acts as a vehicle for self-expression and consumers tend to choose products/brands that are perceived to be similar to their own self-concept (Grathwohl et al. 1967cited in Emerald 2020, 13-23).

2.3.2 Attitude impact on consumer purchase decision

Consumer attitude is seen as a feeling of favorableness or unfavorableness that consumers usually has towards products services. (Fishbein et al 1975 cited in Haugtvedt et al. 2008, 530) Consumer attitude basically comprises of; beliefs towards, feelings towards and behavioral intentions towards some objects. Due to the intangibility of the tourism product, it has been observed that it is only individuals with positive attitude that are likely to buy product, which results in the possibility of liking or disliking a product. Belief, feeling and behavioral intention can be used in explaining this in more in-depth form.

Belief: Regarding consumers attitude towards their decision making on purchasing product or service within tourism sector, belief has been observed of having a very big effect in the attitude that consumers portrays towards their purchase of product or service. Belief

plays a vital role on consumers because, it can result to either positive or negative towards the product or service. For example, a Muslim tourist might like a hotel location but not ok with the kind of food that they serve, due to their belief in what they eat.

Feelings: As consumers are different in personalities so is their feelings towards some products or brands. These feelings are most often based on consumers respective beliefs. For example, an individual feels uneasy when he thinks about cheese burst pizza, because of the tremendous amount of cheese or fat it has.

Behavioral intentions: Behavioral intention identify consumers plan in respect to product or services, which are most times results from consumer's beliefs. For example, an individual personally might not like the location of a particular restaurant but may visit it because it is the hangout place that the community which he/she belongs usually meets. (Haugtvedt et al. 2008, 400-406)

As mentioned above, attitude has different way that it affects consumers purchase decision. Attitude can affect consumer purchase behavior either before, within or most times after the purchase. Petty et al (1997 cited in Asiegbu, et al. 2012, 38) in their article explained attitude as a learnt behavior and a function of the consumer's perception and assessment of the key attributes or beliefs towards a particular products to purchase. Ajzen & Fishbein (2000, 9) Had a different view of attitude in which they described attitude based on evaluation, and in their description they explained evaluation as the main component of attitudinal responses, because individuals evaluate based on their accessible beliefs, concepts, objects or behavior along dimensions such as good/bad or like/dislike. In conclusion on the impact of attitude towards consumers purchase decision, Newholm & Shaw (2007, 40) in their publication explained attitudes as been central to the theory on consumer decision-making, thus result in having a very big effect on consumer decision making.

2.3.3 Motivational effect on tourism consumer behavior

Consumer motivation simply identifies the internal state that drives people to identify and buy products or services that fulfill their conscious and unconscious needs or desires. The product value of satisfying there needs and desire, is what then determines or motivates them to either make a seconds purchase of the same product, or make a new research on another product or services that can satisfy their desire or wants. Motivational levels are

complex, because as individual are different in their personality, so is the external values which they are influence differs. These include the social value of making the “right” decision, beliefs about brands and alignment of brand values and personal values. If other people are involved in the decision, their motivation also affects the behavior of the primary consumer. As shown in figure 1, motivation can be linked to Maslow's "hierarchy of needs.” According to Maslow model, motivational drivers have different levels of importance. The most common needs are physiological and concern basic survival which is for example

the need for food, shelter and safety. Higher-level needs include; social ones (for relationships and love), esteem needs (recognition and status) and self-actualization needs (fulfillment of self). According to Maslow, an individual must meet lower level needs before being motivated to fulfill higher level needs. The figure below show this needs in their different levels.

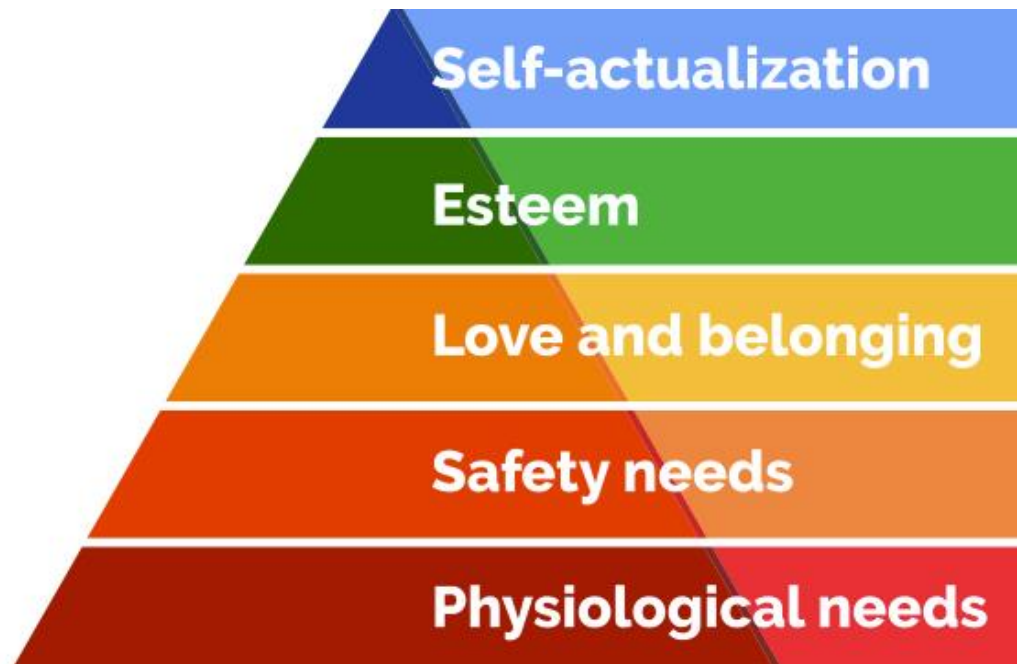


Figure 1. Maslow's hierarchy of needs (1997 in I4 Business article, 2018).

Moreover, some people have regarded motivation as a driving force behind consumer perception and action, and different professional in tourism research has described motivation in many aspect. Yoon et al. (2005, 46 cited in Scot et al. 2013, 881) in their description, described motivation as ‘psychological/biological needs and wants, including integral forces that arouse directly and integrate a person's behavior and activity’. However,

Gnoth (1997 cited in Scot et al. 2013, 882) added as he specifically distinguishes between motives and motivations, arguing that previously motivation is mainly seen in the tourist's lasting disposition, recurring with cyclical regularity (behaviorist approach), which latter indicates object-specific preferences (cognitivist approach). However, McCabe (2000, cited in Scot et al. 2013, 882) argued that tourist motivation cannot only be identified by 'behaviorist nor cognitivist approach separately, rather by a combination of both. McCabe (2000, cited in Scot et al. 2013, 882) in his description of motivation grouped motivation in four categories;

Physical motivations: Eg. Consumers' desire to practice a sport.

Cultural motivations: Eg. Consumers' desire to visit a church or a museum

Interpersonal motivations: Eg. Consumers' desire to socialize and meet new people.

Prestige motivations; Eg. Consumers' desire to be appreciated.

Conscious motivations; Eg. Consumers' previous experience.

Perception effect on consumer purchase decision

Consumers purchase decision has a lot to do with his/her understanding of the product which is mostly affected by the situation that surrounds the moment at which the purchase took place. An example of this can be derive from the present situation that is caused by COVID-19, which has caused a very big effect on consumer purchase decision, not only in the tourism sector, but in all the business sectors. These situations can be; Financial situation, in which an example of it can be seen from the lockdown of many business that have reduce consumer income limits to zero level. Perception as the process by which two individual selects, organizes and interprets stimuli in a meaningful and different ways. Stimuli have a very big effect on the ; senses, whether auditory, visual, tactile, olfactory and/or taste of the consumer. (Schiffman et al. 2004, cited in Manoppo et al. 2014, 614.) As shown in figure 2, perception can be organized into meaning relationship, which is assumed of been influenced by social and personal factors such as ; consumer's perception of a tourism destination which is as a results his/her interaction of the stimulus that are specific to the destination. That includes shape and color, which is identify as a factors

that regard the tourist's personality. Moreover, different 'tourist might have different perception of same destination, which marks its complexity and never will an individual perceive reality completely and impartially. Axelsen (2010 cited in Scot et al. 2013, 14) added to this as they quoted " perceptions tends to analyze cognitive elements in their perceptual process as theory on perception is drawn into consumer behavior from cognitive psychology". In the author of this thesis understanding, perception improves depending on the consumers stimuli and on the capacity of keeping them in mind. For example, a tourist can rank the tourism destinations and choose the one that he/she considers optimal.

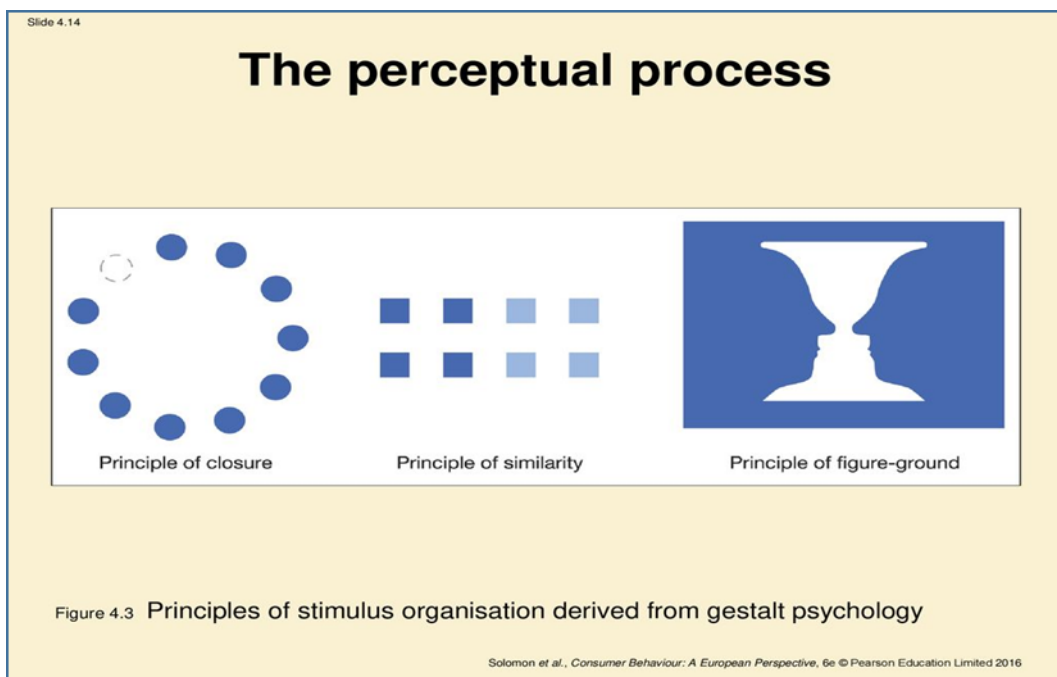


Figure 2. Solomon et al. (Slide player, 2016)

2.4 Social factors

Social factors, such as culture, family or social level have a great influence on consumer purchase decision, because they define the consumer based on their personal preferences.

2.4.1 Impact of cultural factor on consumer purchase decision

Consumer behavior in general largely depends on cultural factors such as ; mutually shared operating procedures, unstated assumptions, tools, norms, values, standards for perceiving, believing, evaluating, and communicating. Cultural factors vary by country but become increasingly complex when people for example migrate to foreign countries that have different cultural dimensions. In these situations, people are subjected to a wide variety of cultural reference groups that ultimately affect their purchase behavior. In addition, reference groups may consist of familial groups or external peer groups, with each group providing specific and often conflicting information that affects purchase and consumption behavior. Culture can be refer to factors such as ; traditions, taboos, values and basic attitudes of the whole society within which a specific consumer lives. It is a framework in which individuals and their lifestyles develop. Cultural norms can be defined as rules of behavior. culture satisfies needs and Culture has existence for the satisfaction of needs of a particular set of people within a society. It offers order, direction in all phases of human problem solving by providing 'tried and true' methods of satisfying physiological, personal, and social needs . Among all the determinants of consumer purchase decision , culture still stands as the basic cause that influences the decision of consumer on the purchase of goods and services . Example rules on when to eat, where to eat, what is appropriate to eat for breakfast, lunch, dinner etc (Guleria 2010, 22-26.)

Judging from the above mentioned, it is very clear to understand that culture plays a very big role in consumers perception which makes a direct effect on the purchase decision.

2.4.2 Effect of social class on consumer purchase decision

Social class is observed as a major influence on the purchasing habits of consumers, which have a very big effect on their purchase decision about the product or service to use, within tourism sector. Social class is considered as an external influence on consumer behavior because it is not a function of feelings or knowledge. Definition of social class is complex, because it differs just as individual differ in their respective personality. However, within social class system, individuals are usually grouped in classes based on their income, wealth, education, or type of occupation. Perhaps the simplest model to define social class is a three-tiered approach inclusively; the rich, the middle class, and the poor. (Fisher 1987 cited in Manoppo et al. 2014, 614.) The above classification simply shows that people in the same social class tend to have similar attitudes, live in similar neighbourhood, dress alike, and shop at the same type of stores. While people from different social class has no similarities.

Social class can have a profound effect on consumer spending habits. Perhaps the most obvious effect is the level of disposable income of each social class. Generally, the rich have the ability to purchase more consumer goods than the poor, and those goods are of higher quality. There is also a distinction in the type of goods purchased. For example, the upper class tend to be the primary buyers of luxury products. The lower class, in the other hand are much more concerned with simply getting by; they focus more on necessities. For example, consumers are identified within the business sector based on their social class, and the values of this class have very big influence on their buying behaviours. (Bitta1993 cited in Marya et al. 2011.)

In the leisure tourism , it has been observed that tourists who belong to a higher social class spend more time in traveling than those in the lower class. The tourist for example might own a mansion to the destination he/she is visiting, also there means of travel are usually luxurious (By first class cabbings , private jet, luxuries cars and yacht "). In the aspect of them using a hotel , their understanding is that the most expensive hotels has the best value that depicts their personalities. The lower class on the hand spend only small

part of their time in traveling, due to their income level or rather identify as their social stratification level. The reason for their traveling are usually based on a serious reason such as ; family problems , medical problem or something that they are going to benefit from financially. People in this class usually spend more time in looking for a methods that gives them cheaper options to travel with. Their mode of traveling is mostly by bus or train (cheapest option) and their choice of accommodation are usually based on the cheapest option that they can ever get.

Considering from the above description, it is very easy to see that social class has a very big effect on the purchasing decision of the consumer while choosing tourism product or services to use.

2.4.3 The impact of family life circle on consumer behaviour in tourism

Family life circle have been discovered of having a very big impact on . very big impact on consumer individual's desire and wants. (Wilkes 1995 cited in Yan, 2017 , 55) . The preferences, for example for sport or culture, for resting or movement, for risk or safety, all develop in the family. For example, a child might be influence by his /her perception of the world in general, which tends in lasting until his/her adulthood. Wells & Gubar (1966 cited

in Yan, 2017, 33) explained that each and every human being go through a systematic stages in life, I which each and every part of stages has its specific importance , financial situation and cost. Within the family circle, attitude and opinion are regarded in different forms. Figure 3 below indicates that the priority of a consumer who have been using a particular product for many years changes as soon as the consumer is married, because the consumers perceptions or priorities is always different from his /her wife or children. This then makes it clear that an individual's behaviour is influenced by the phases of the family life cycle. The figure below presents how the family life cycle reflect On consumer behaviour.

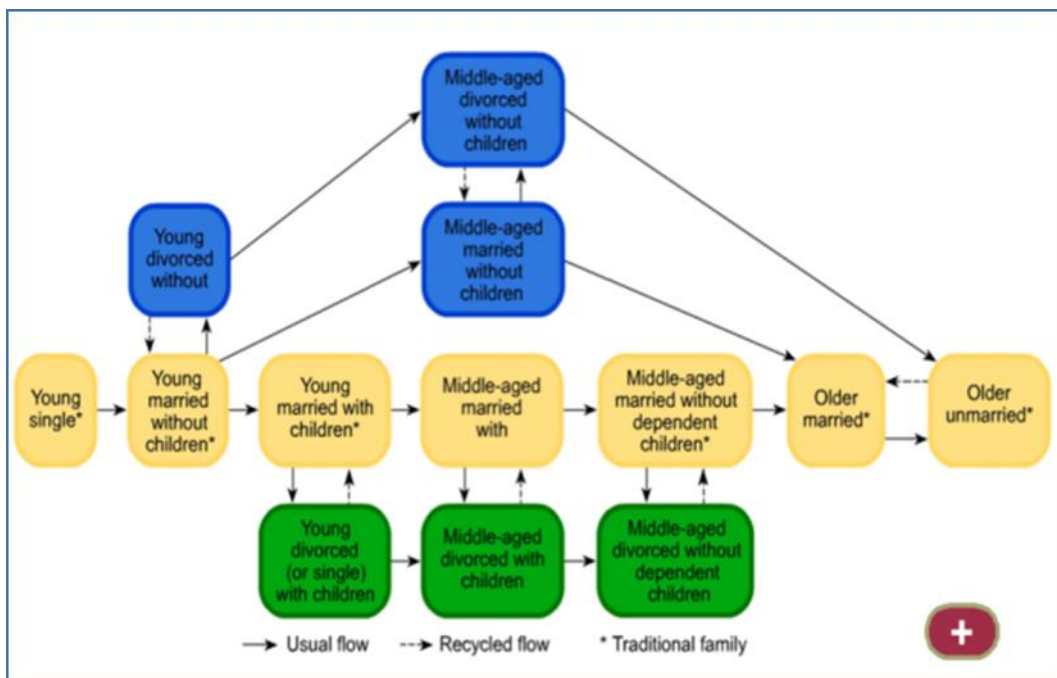


Figure 3. Kuimlykmar217 marketing website, 2016

The above figure simply proves that consumers' spending behavior varies across the stages of life cycle (Wells et al. 1966 cited in Yan, 2017, 45-47). "For example, for entertainment expenditure, consumers in the stage of bachelorhood typically score high in entertainment as they have no burden to live, whereas for consumers in the stage of parenthood, the presence of children in the family has interrupted their spending on entertainment".

There have been recently some opinions regarding family lifecycles and their effect to consumer purchase decision. It is increasing complexity is been giving full concentration,

which might also be as a result by the breakdown of the traditional family into single-parents' families, extended cohabitation before marriage or groups of young people sharing the same house before affording one of their own. Their reason for travelling is most often leisure or business and they generally travel alone or with their family, depending on the stage of the family circle that they belong to.

2.4.4 The impact of reference group on consumer purchase behaviour

Reference groups can be defined as groups of people in which individual or consumer is associated with some groups such; family members, friends or colleagues, which have very big influence on his or her attitude towards the purchase of "tourism" goods or services. For example, the decision of a particular individual who belongs to a group of family members that are jointly traveling, dynamically depends on the power system within the family members. Kozak (2010 cited in Scot et al. 2013, 22). Reference groups influence their members by the roles and norms expected from them and they may be seen as an important determinant of behaviour. An opinion leader is someone in the reference group from whom other members seek guidance; therefore, such persons can have great influence on purchase decisions. They influence the reference groups as a consequence of; their capacities of personifying the group, their rich experience and knowledge or their privileged position in the communicational system. Tourism firms are interested in attracting opinion leaders because of their abilities to influence groups and try to convince them regarding the quality of their services. (Scot et al. 2013, 45-50.)

2.4.5 Impact of situational factor on consumer purchase behaviour

Different professional in the tourism industry has proved and demonstrates situational factors as part of the main determining factors that has a very big effect on consumers purchase decision. Belk (1975 cited in Damir et al. 2006, 734-735) categorized situational factors into two forms; situational and non-situational factors. Non-situational factors according to Belk are those lasting characteristics of an individual or an object, for example, personality, intellect, gender and race of an individual, quality, size and function for an object that can be purchased. While Situational factors are seen as those factors particular to a time and place of observation that do not follow from a knowledge of personal and stimulus attributes which have a demonstrable and systematic effect on consumers cur-

rent behaviour” (Belk, 1975 cited in Damir et al. 2006, 735). These situational factors include; physical surroundings, social surroundings, temporal perspective, task definition and antecedent states. Physical surroundings on the other hand have inclusive; geographical and institutional location, sounds, aromas, lighting, weather and natural circumstances. Situational surroundings in this aspect have inclusive other people presences, their characteristics, apparent roles and interpersonal reactions. Temporal perspective is a dimension of situations that may be specified in units, ranging from time of day - to season of the year. Task definition refers to the features of situations, such as an intent or requirement of the consumer to select, shop for or obtain information about a general or specific purchase . Antecedent states are momentary moods or conditions of buying such as acute anxiety, pleasantness, hostility, cash on hand, fatigue and illness. (Damir et al. 2006, 732).

An example of situational factor can be seen in the ongoing COVID-19 which have affected tourism industry very deeply. For example the statistics that was presented in Visit Finland website, shows that foreign overnight stay has dropped by 36 percent from the previews year (2019).

2.5 Travel motives

Tourist motivation has been viewed by many writers as one of the key elements in understanding tourist decision-making behavior. The writer of this thesis, after reading through so many articles and publications on the motives of travel, have come to an understanding that travel motivation plays a critical role in predicting future travel pattern. Also, it has been understood that the big answer to the main question, “why do people travel?” has taking over tourist researchers mind for so many years. Various methods have been employed to uncover travel motives. The literature below presents various theories that can be used to acquire knowledge about why people travel (Travel Motives).

Cláudia seabra et. al. (2011, 2) understood tourist motivation as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience. This simply means that tourist motivation are the factors that make people wishing to go for a travel. Every tourists that travel, expects and believe that going on a vacation can be partly or fully based on different needs and wants .

According to Maslow (1997 in Cláudia seabra et. al. 2011,3), two types of identified motivation includes; tension-reducing motives; arousal-seeking motives. Also, Maslow stated five needs forming a hierarchy as progressing from the lower to the higher needs. In the bottom is the basic needs for food, water and air. Then, above the bottom is the need for safety, security, and protection. Maslow argued that if the lower needs are fulfilled the individual would be motivated by needs of the next level of the hierarchy. Meanwhile, many writers have criticized Maslow's theory saying that why and how Maslow selected the basic five needs remains very confusing, although some explained that they feel that it is relevant in understanding how human action is understandable and predictable, compared to research which argues that human behavior is essentially irrational and unpredictable. Even though there has been much criticism about Maslow's theory, tourism industry has borrowed a lot from Maslow, because he provides a convenient set of containers that can be relatively labeled and provide a useful framework for understanding psychological motivational factors in tourism.

March and Woodside (2005, 40) considered travel motivation to be one of the most important psychological influences of tourist behavior. This explains travel motivation to be inner state of a person, or certain needs and wants, which forces them to act or behave in a specific way and thus sustaining human behavior and energy levels of the human body (Decrop et al. 2006, 2-5.) Maslow's theory is one of the most frequent used to explain the premise of motivation. Maslow uses five sets of goals which are also referred to as basic needs: physiological needs, safety needs, social needs, self-esteem and self-actualization (Tikkanen, 2007, 721-734.) Tourists may need to escape, relax, to gain relief of physical and mental tension and for typical sun lust reasons. Crompton (1997 in Cláudia seabra et. al. 2011, 1-4) explained travel motives in two factors (push and pull factors). According to Crompton (1979 in Cláudia seabra et. al. 2011,1-4), push factors explain the desire for travel, while the pull motives have been used to explain the actual destination choice. Crompton (1979 in Saayman 2006, 34-40) reviewed nine travel motives and he identified and classified seven as a push motives and two as a pull motives. The seven push motives were, escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The pull motives were novelty and education.

Escape from a perceived mundane environment motive

This motive refers to the escape from boredom and routine, or from an urbanized environment. However, Crompton (1997 1979 in Saayman 2006, 34-40) explained that there has not been any suitable environment that ensures escape for the traveler. This implies that pleasure vacation context should be physically and socially different from the environment in which one normally lives, also it is understood that an escape which is maintained through pleasure travel can last longer than the actual trip.

Exploration and evaluation of self-motive

Exploration and evaluation of self-motive is the type of travel in a new environment, that involves' engagement in activities, which at the end can lead tpo discovering of one self or image. Crompton (1979 in Saayman 2006, 34-40), also reviewed that the understanding that tourists have about pleasure vacation , is that pleasure vacation is an opportunity for them to see the things about them that they have been ignorant of. This means that, environment has a very big role to play in achieving self-evaluation.

Relaxation motive

this motive mainly refers to mental relaxation. This type of motive differs a lot. For example, some tourists might feel home and comfortable while engaged in an intensive and exhausting sporting activities while on holiday, while other might feel relaxed while doing nothing on holiday. (Cia et al. 2010, 176)

Prestige motive

the motivation here is the attainment of status amongst peers by engaging in tourism, or by visiting certain destinations. Crompton in this type of motive argues that in the generat- ing regions with a high propensity to travel, the prestige motivation has diminished, be- cause participation in tourism is no longer limited to the elite; however the destination, ac- commodation type or class of travel can be a source of prestige. Tsephe et al. (2013, 3-4)

Regression motive

In this type of motive, some tourists can feel free from obligations on holiday, which on the other is an encouragement to some to behave in a more irrational and juvenile manner, such as indulging in heavy drinking or drug use, even though they do not do this at home. Also, is understood by a lot travelers that pleasure vacation provided an opportunity to do things which were inconceivable within the context of their usual lifestyles". Tsephe et al. (2013, 2).

Facilitation of social interaction motive

Facilitation of social interaction motives is the type of motive for traveling that pushes traveler in meeting new people in a different location, other than place of resident. This type of motive for traveling as explain by Crampton is based on people other than the place . (Reichenberger 2014 , 30-32)

Cultural motives

Cultural motives is the type of motives that is based on destination itself rather than the social psychological status of the residents . Stainton (2020, 1)explained cultural motives through his article as the type of travel motive that pushes people in visiting a specific destinations in order to experience and learn about a particular culture.

Novelty motive

Novelty has long been a cornerstone of tourism experience research and can be understood in different ways (curiosity, adventure , new and different). Athena H. N. Mak (2015)In his article explained that Novelty denotes the quality of being new and unusual, something that has not been experienced before. Also, Novelty is the type of traveling motive that pulls people in seeing the actual thing, other than knowing of it imaginably (Crampton, 1979 cited in Ondrej 2018, 7)

Educational motive

Educational travel motive is seen as the type of travel motive that pushes traveler in decided to travel for learning purposes. Acis (2015)which can be either tour travel, site visits or hands-on learning opportunities, that is built around clear learning objectives. Crompton also understood this motive as a means of developing a rounded individual (Acis, 2005, 2)

3 RESEARCH METHODOLOGY

This chapter of the thesis report covers the method and process at which realized result was achieved.

3.1 Research method

Research method in simple definition is seen as a systematic plan for conducting research. These guidelines (systematic method) acquaint researchers on what should be included and removed in their research as well as the way research should be carried out. Research involves collection, analyzing, and interpreting of data in order to get a thorough understanding of an event, happenings, fact, or situation (Leedy & Ormrod 2001, 1). Kothari (2004 2) describes research method as “a scientific and systematic search for pertinent information on a specific topic”. Fischler (nd) sees “research method as a process / steps used in collecting and analyzing information, in order to increase an understanding of a topic or issue”. This implies that research method is a method that is utilized to; investigate facts, reconfirm the results of previous experiments, provide solutions for existing or new issues, support theories, as well as propound new theories.

Based on the objective of this thesis research, which was based on how the ongoing COVID-19 has affected on the buying behavior of consumers of tourism products, the quantitative research method was adopted, in realization of the result needed.

3.1.1 Quantitative research

Quantitative research in its simplest understanding is any research that has that deals with numbers that also investigates situation in systematic way. Different authors have defined quantitative research according to their respective understanding towards the method of research. Leedy & Ormrod (2001, 13-14) understood quantitative research as a method of research that deals with quantifying and analysis variables in order to get results. Which means that it involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how. Gunderson (2002, 23-24), argued that quantitative research methods as a method of explaining an issue or situation by collecting data in numerical forma and analyzing them with the aid of numerical form. The above definitions then proves the fact that the first thing in a research process is explanation of the main issue or problem, weather it is qualitative or quantitative, because when a researcher embark on

research journey he/ she is always on the verge of explaining a situation, which could for example be How COVID-19 has affected in the purchase decision of tourism consumers to use tourism products or service.

The public view is understood using qualitative designed, which also is elaborated using their beliefs, values and understanding. For example, if quantitative research showed a strong agreement with the particular statement. In this manner, qualitative researchers can understand complex reasoning and dilemmas in much greater detail than only through results yielded by a survey.

Quantitative research is important research method, because it helps researchers to explore complicated topics in order to understand the meaning behind them and the meanings that participants ascribe to certain concepts (Creswell 2003, 35-37) An example of Creswell understanding of quantitative research can be seen in this thesis research survey question, as respondents were asked to share to view on how COVID-19 has affected their traveling life style. However, in this method, research explanation usually varies among participants, and different concepts might be associated with liberty, for example, when asking same above stated question to different participants (e.g Finnish participant and Nigeria participant). Such complex understandings are extremely helpful in integrating the values and ideas of publics into organizational strategy, as well as in crafting messages that resonate with those specific publics of different nationalities. (IHRQ 2013, 2). A good example of a quantitative research can also be seen in the appendix chapter of this thesis report, in which the questionnaire used in realizing result for this research was achieved.

Furthermore, Ormrod (2001, 14) State that in their book that “Quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment in order to support or refute alternative knowledge claims”. Supporting Leedy & Ormrod understanding of quantitative research, Williams (2011, 8-10) reviewed that quantitative research starts with a statement of a problem, generating of hypothesis or research question, reviewing related literature, and a quantitative analysis of data. Similarly, Creswell (2003, 14) states, quantitative research “employ strategies of inquiry such as experiments and surveys and collect data on predetermined instruments that yield statistical data”.

Finally, Sukamolson (2007, 33) listed types of quantitative research as follows; correlational research, experimental research, causal-comparative research and survey research.

3.1.2 Survey Research

Survey research is the use of scientific sampling method, using a questionnaire to measure a certain population's characteristics through the utilization of a method that is statistical. (Bhattacharjee 2020, 73)

Survey Research is defined as the process of conducting research using a questionnaire which are sent to survey respondents. The data collected from surveys is then statistically analyzed to draw meaningful research conclusions. Surveys involve collecting information, usually from fairly large groups of people, by means of questionnaires, but other techniques such as interviews or telephoning may also be used (Defranzo 2015 , 52-54)

In the traditional definition of survey research, it is defined as a quantitative method for collection of information from a pool of respondents by asking multiple survey questions. This research type includes recruitment of individuals, collection, and analysis of data. It's useful for researchers who aim at communicating new features or trends to their respondents. (Bhattacharjee , 2020, 73-76)

There are different medium survey can be conducted . Defranzo (2015, 50) through her article listed mediums survey can be conducted as follow ; email surveys, social media surveys, paper surveys, mobile surveys, telephone surveys, and face-to-face interview surveys. But this thesis survey questionnaire was prepared using webropol (A research system) and share in Facebook group (Vantaan puskaradio) on the 29th of June 2020. This measure was adopted in order to realize the expected big responses that the thesis research was aimed at.

This research method was adopted for this thesis research, because it is useful in describing the characteristics of a large population, which ensures a more accurate sample to gather results, in which conclusion will be drawn and important decision of the thesis research are made.

Finally, this research method was chosen because it is one of the most popular survey research methods in this present day and age (Considering the use of technology). Also, the cost involved in online survey research is extremely minimal and the responses gathered are highly accurate, but the only drawback of this survey research method is that the response rates are lower compared to the other mediums.

3.1.3 Reliability and Validity

A successful research can be evaluated through its reliability and validity values. Reliability in research is a measure that proves consistency / stability of a research subject, which means an ability to undertake a research in a repeatable form. Additionally, Reliability can be seen as a level to which a particular answer can be realized using same instruments more than once. In simple terms, if a research is associated with high levels of reliability, then other research needs to be able to generate the same results, using the same research methods under similar conditions. It is noted that “reliability problems crop up in many forms. Babbie (2010, 158) through his article explained that reliability is a concern every time a single observer is the source of data, because we have no certain guard against the impact of that observer’s subjectivity”. Also, Wilson (2010, 12-14) added that reliability issues are most of the time closely associated with subjectivity and once a researcher adopts a subjective approach towards the study, then the level of reliability of the work is going to be compromised. Reliability, on the other hand, is not at all concerned with intent, instead asking whether the test used to collect data produces accurate results. In this context, accuracy is defined by consistency (whether the results could be replicated).

Validity of research can be explained as an extent at which requirements of scientific research method have been followed during the process of generating research findings. Oliver (2010, 15) considers validity to be a compulsory requirement for all types of studies. There are different forms of research validity, but main ones are specified by Cohen et al (2007, 37) as; content validity, criterion-related validity, construct validity, internal validity, external validity, concurrent validity and face validity.

Also, there are different measures used in ensuring validity of a research and among these points includes;

- Appropriate time scale for the study to be selected

- Appropriate methodology has to be chosen, taking into account the characteristics of the study
- The most suitable sample method for the study has to be selected
- The respondents must not be pressured in any ways to select specific choices among the answer sets.

There are few factors that might affect in the reliability and Validity of this research. These factors are reviewed below. This research was distributed on a Facebook group known as Vantaa Puskaradio. Facebook is considered not to be very reliable platform in conducting scientific research, but because there is limited research resources in conducting bachelor thesis, it is accepted as a platform in collecting data. Of course, this can be done better if conducting again in the future. The second factor is that the main aim of this research was to realize equal number of result from both male and female gender. But the result realized presented poor number of the male gender, which the author believes will have a very big effect in the validity of this research. However, due to the big number of this female respondents, this research topic have been shifted to be concentrated in finding out the effected of COVID-19 on the consumer buying behavior of tourism within the female residents of Vantaa area.

4 RESEARCH RESULT AND KEY DISCUSSIONS

This chapter of this thesis report covers the realized result from the research conducted for the purposes of realizing the objective of the thesis.

In order to realized authentic result for this research subject, a survey questionnaire was created and share with respondents. The questionnaire was share among female resident withing Vantaa city. The questionnaire was share on the 29th of June in a Facebook group known as Vantaan Puskaradio. Vantaan Puskaradio is Facebook group that has all residents of Vantaa in its membership. Respondence were giving about 2 weeks to respond to the survey as from the time the questionnaire were shared. The survey research was aimed in realizing at least 150-200 responses, but at the end of the research, 161 responses were realized.

4.1 Respondents

Content in 6, shows that the gender distribution of the realized result is a profitable one. Of all the 161 responses collected from the survey, 88.27% of the total responses collected were women, while 9.88 % of the total responses collected were men, and 1.23 % of the total responses collected were others (either male or Female gender). Also, one of the respondent didn't want to give his or her gender .

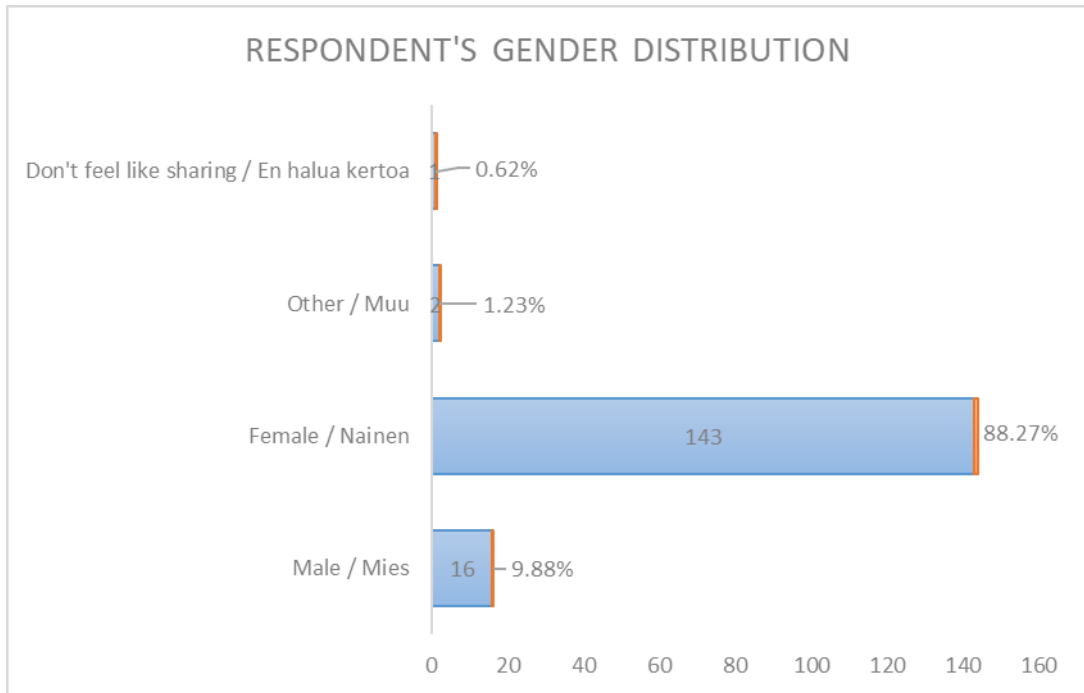


Figure 4. Gender distribution of respondents

Age distribution of the respondent in the survey was based on all age group starting from the age of 18. Reason was, because from below 18years age groups have some traveling restrictions that might restriction them from traveling alone. Below figure shows responses based on different age groups.

Age group 25-34years from the survey records the highest age group that responded in the survey question with the total number 29% of the total responses collected and 27% of the total responses realized was from 34-44years age group, while the number of 16% of the total responses was from 45-54years. 12% of the responses was realized from 18-24years age group, while 11% of the responses collected was from the 55-64 years age group. Finally, about 2% of the responses was realized from 65-74years age group and 2% of the responses were achieved from 75years and above.

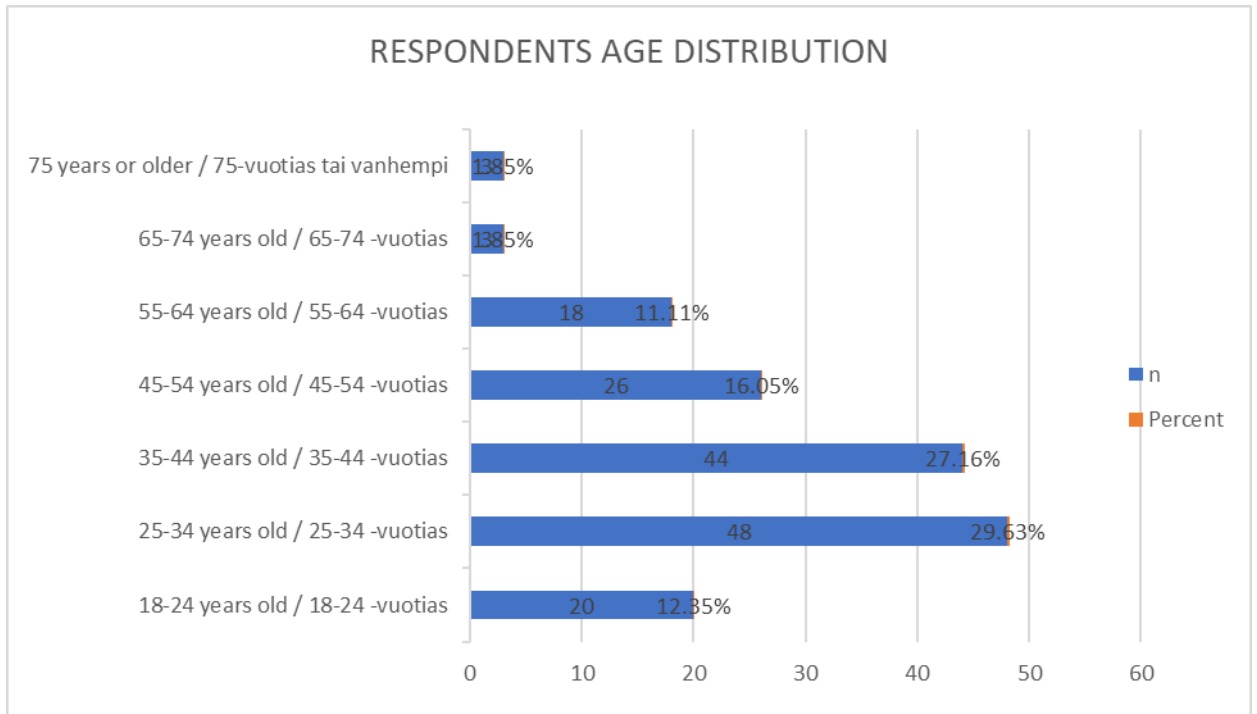


Figure 5. Age distribution of respondents

4.2 Respondent's Travel behaviour before covid-19 outbreak

In order to find out respondent's traveling lifestyle before COVID-19, respondents were asked how often they travel in a year before Covid-19 outbreak. This question was used in order to use the result to compare with respondent's future plan to travel, which will help in discovering if there is any effect in their traveling lifestyle. However, the realized result showed that before COVID-19 outbreak, about 77 % of the total response travels 1-3 times in a year, while 19% travels 1-4 and the remaining 4% travels more than 6times in year.

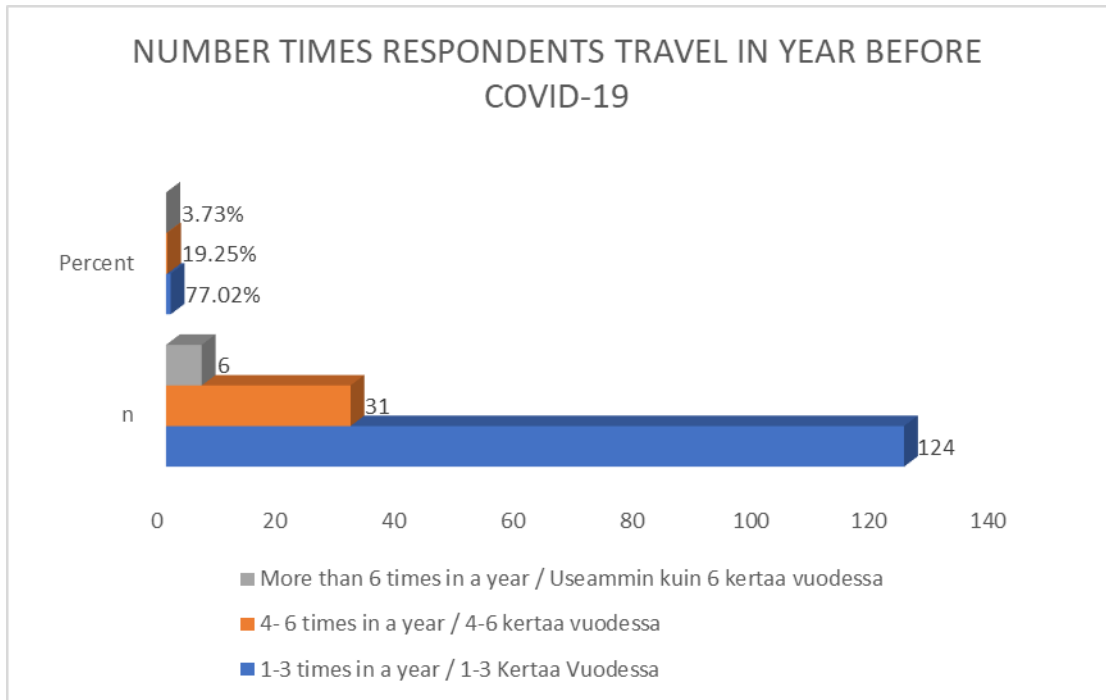


Figure 6. Number of times respondents travels' in one year, before COVID-19 outbreak

In order to understand respondent's choice of destination before COVID-19, which will help in finding out if COVID-19 has any effect on response perception, respondents were asked the kind of destination they were interested in, before COVID-19 outbreak. 27% respondents from the total responses realized reviewed that before COVID-19 they only had interest in traveling within Finland, while 12% had interest in traveling only within Baltic countries and 6% reviewed that their interest of country or region to visit before COVID-19 outbreak was countries around Nordic region. However, 47% respondents from the total responses realized, reviewed that before COVID-19 outbreak, they only traveling within European countries other than Baltic and Finland while 25% reviewed their interest on the choice of destination to use before COVID-19 as Non-European countries.

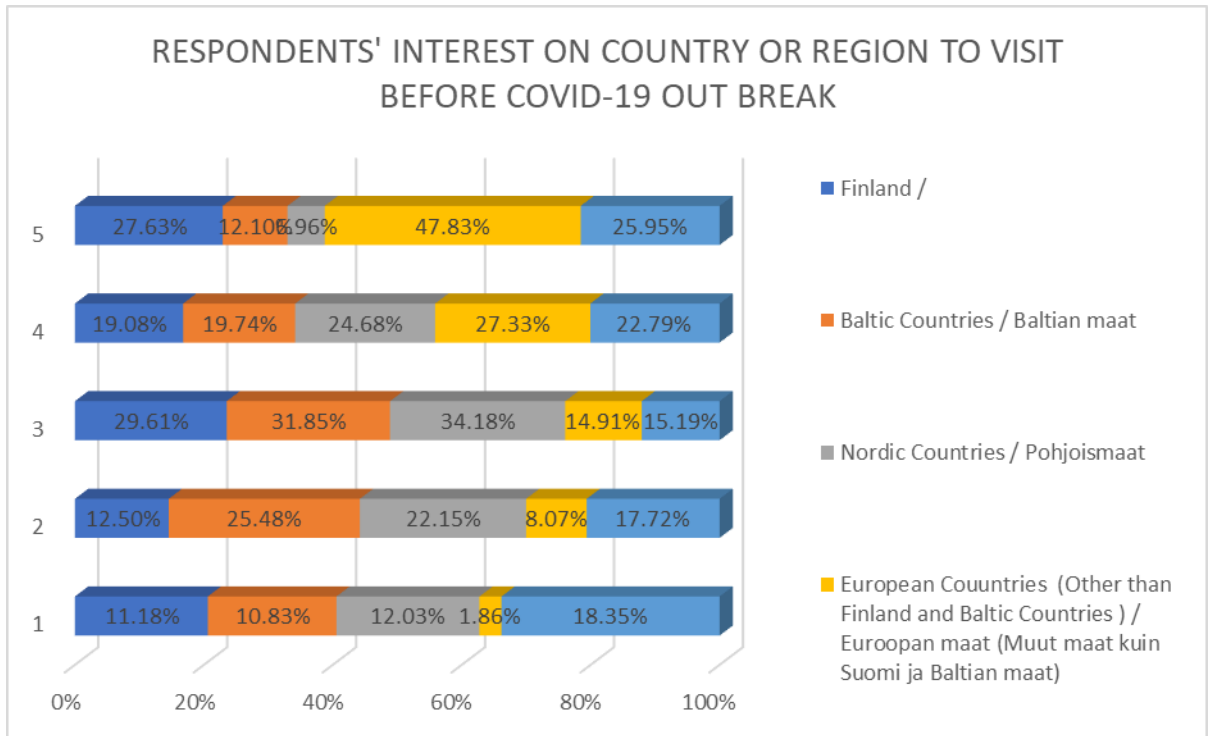


Figure 7. Respondents' interest of destination, before COVID-19

4.3 Travel behaviour after covid-19 outbreak

In order to compare respondent's choice of destination before COVID-19 outbreak which will help in finding out if respondent's choice of destination has been affected due to COVID-19, respondents were asked what country or region will interest them to visit now and after COVID-19 situation is finally over. In the result realized, 44% respondents from the total respondents that responded to the survey reviewed that they can only travel within Finland, while 14% of the total respondents reviewed their destination interests to be Baltic Countries and 8% of the total respondents showed their interest on the Nordic countries. 37% of the total respondents also reviewed their choice of destination to visit after COVID-19 to be the European countries other than Finland and Baltic countries while 23% of the total respondents responded their choice of destination to be non-European countries.

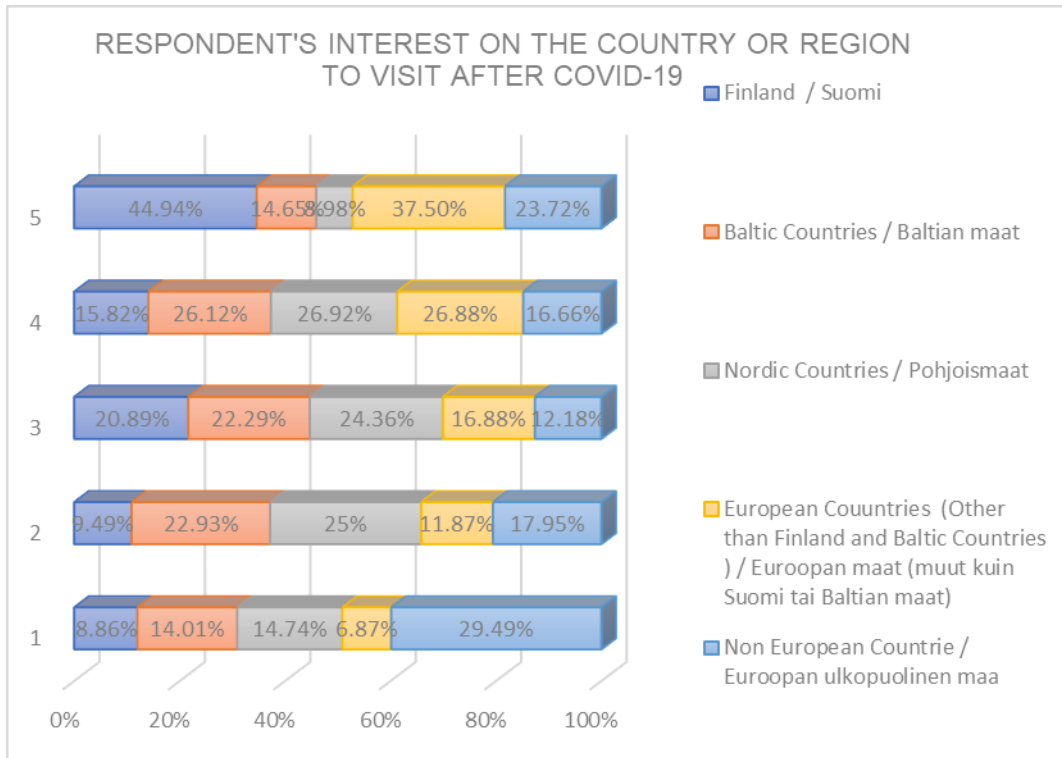


Figure 8. Respondents interest of destination after COVID-19

4.4 Respondent's desire to travel

In order to find out if there is an effect on respondents' urge to travel, respondents were asked what they predict their traveling lifestyle to be considering the situation that COVID-19 has created. 12% of the total respondents agreed that that they will travel more than they used to travel before COVID-19 outbreak and 33% of the total respondents agreed that they will travel same as they use to travel before COVID-19 outbreak, while 49% respondents from the total responses realized reviewed that they are going to travel less than they use to, before COVID-19 outbreak. Some of the respondents reviewed that how traveling life style will be is very hard to predict.

The realized result shows that the ongoing COVID-19 will affect respondents desire to travel even after the virus.

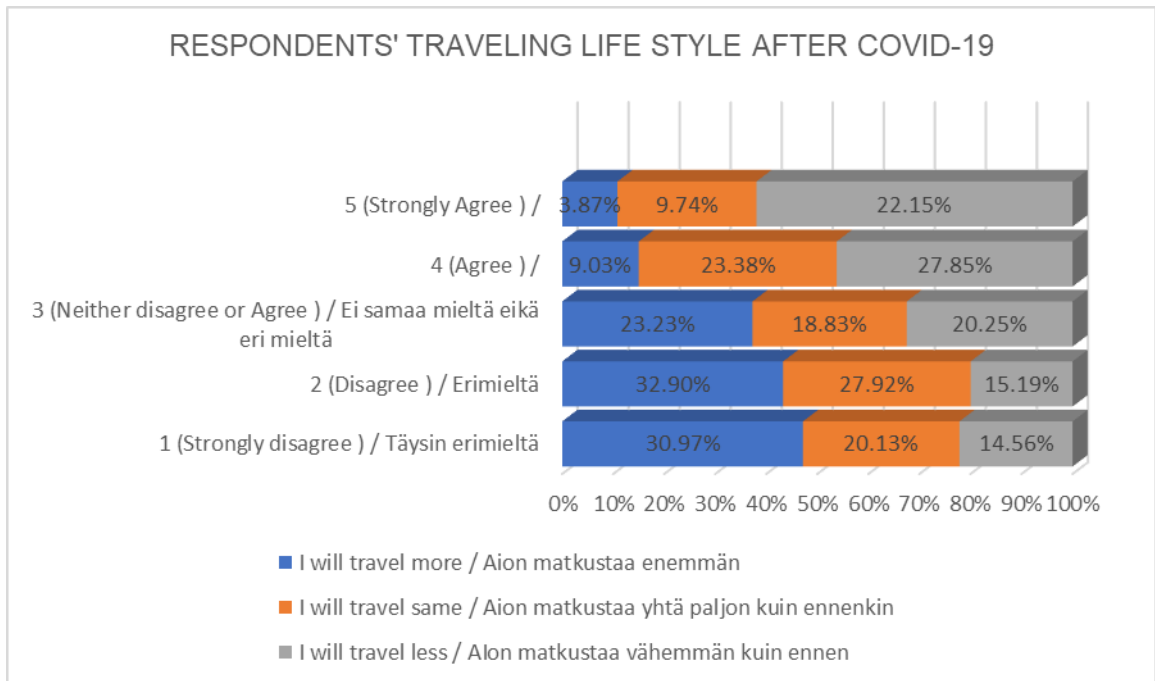


Figure 9. Respondent's traveling lifestyle before COVID-19

In order to find out if COVID-19 has affected respondents desire to travel , respondents were asked when they are able to start traveling again. In the result realized, 9% of the total respondents reviewed that they are able to travel again immediately, while 11% of the total respondents reviewed that they are only able to travel again in 2-4 weeks' time. Also, 17% of the total participants responded that they are able to travel again after 3 months and 38% of the total participants reviewed that they are only able to travel again after 6months.

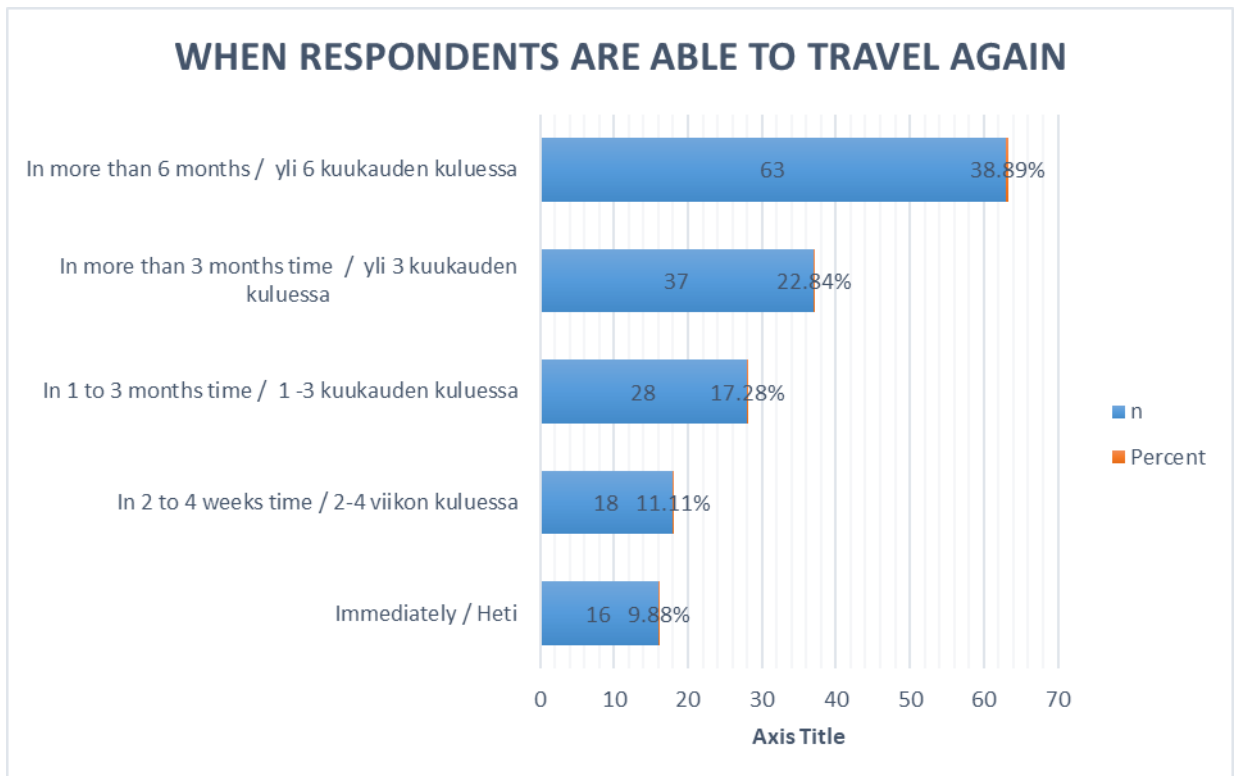


Figure 10. When respondents are able to travel again

4.5 Reasons that can make respondents to decide in traveling again

In order to find out the reason that could make respondents to travel again, respondents were presented with a list to choose what could be the reason that can make them to travel again. 45% respondents from the total number 161 respondents that responded to the survey agreed on relaxation/pleasure as what could motivate them in traveling again, while 23% respondents agreed agree on visiting friends and family to be what can motivate them to travel again, also 11% respondents responded with an agreement that cultural related matters can make them to travel again and 5% respondents from the total responses realized also agreed that a chance to try new life can motivate them to start traveling again. 9% respondents showed their agreements on food related matters to be what can make them to start traveling again, and 17% respondents responded with an agreement that an opportunity to escape from life problem can make them to start traveling again, while 8% respondents from the total responses realized agreed that the real or imagined glamour of the destination is what that can make them to start traveling again. 1% out of the total responses realized agreed that sports related matters can make them to travel again and 1% respondents from the total responses realized agreed that Educational related matters is a factor that can that make them to traveling again. 5% respond-

ents agreed on a chance to try a new life-style as what can motivate them to start traveling again, while less than one percent agreed on fashion related matters to be what that can motivate them to travel again.

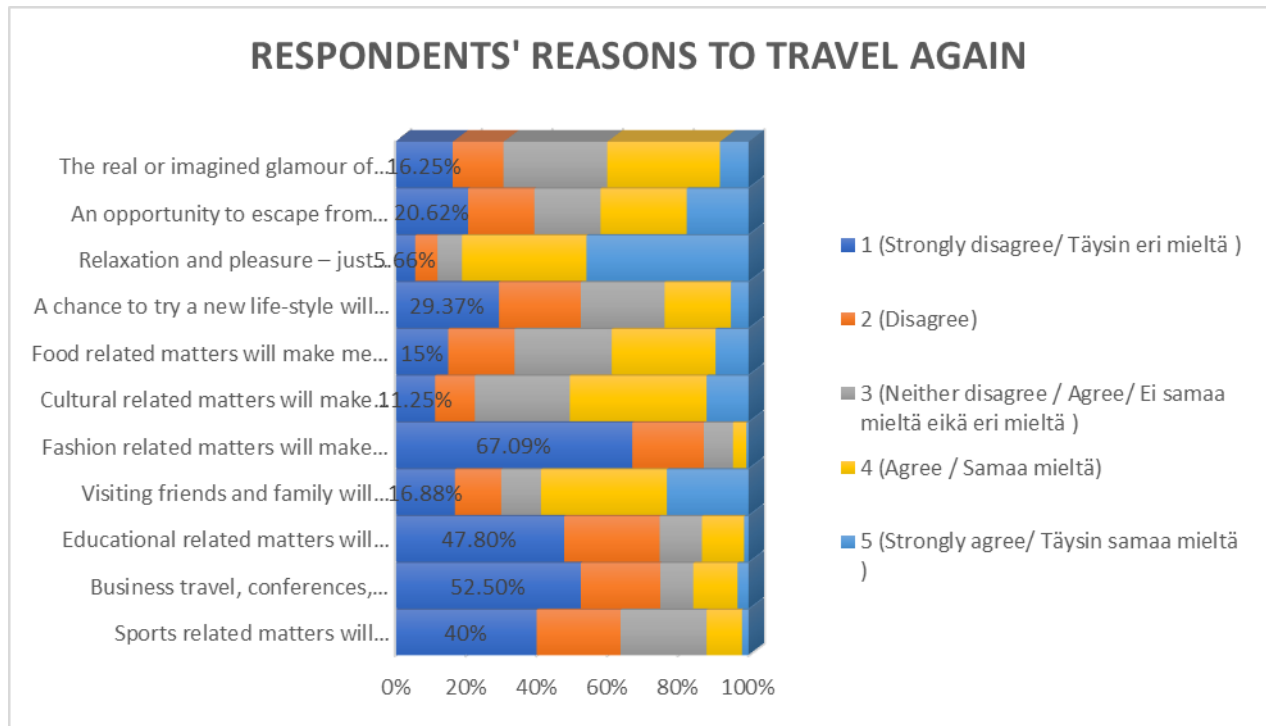


Figure 11. Reasons that can make respondents to travel again

Respondents were also asked what factor could weigh most in their decision to travel again. This was used in order to find out more about what could be the pull factors that can make respondents to decide in traveling again. 25% respondents from the total participants that responded to the survey reviewed that competitively price package will weigh most in their choice of tourism product to use, while 24% respondents from the total respondents that responded to survey reviewed destination's offering to be what that weigh most in their decision making process on the product to use. 13% respondents from the total respondents also explained that the quality system of destination weigh most to them when making decision on the tourism product to use and 39 % respondents from the total responses realized explained that safety and security of the destination to use weigh most when they are deciding on the product to use, while 25% respondents from the total realized responses reviewed that Government management of COVI-19 will weigh most in their decision of tourism to use.

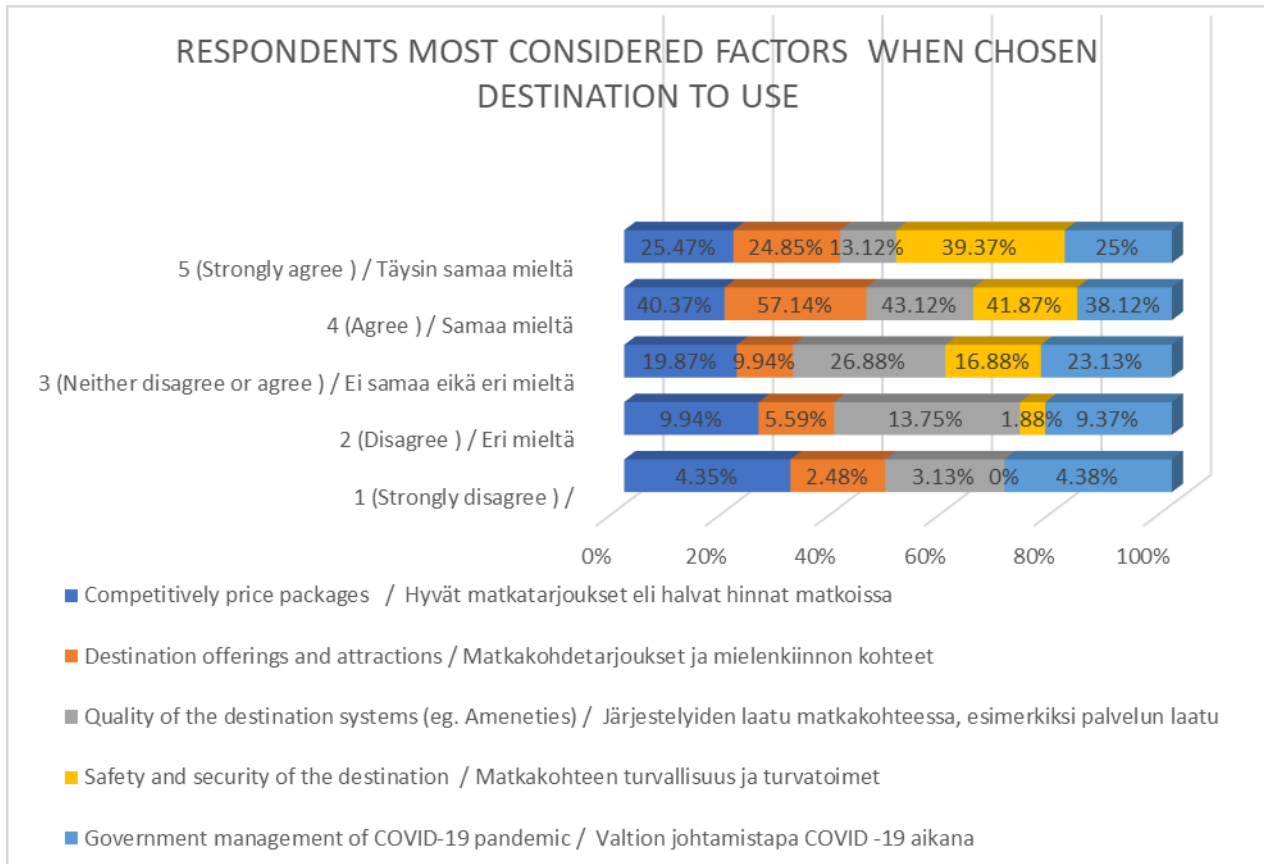


Figure12. Factors that could make respondents to travel again

The questionnaire was concluded with an open-ended question in order to give respondents an opportunity to share what ever that was included in the question. According to the result realized, Some respondents revealed that it will be difficult for them to explain fully how much this will affect them in long time period, while some explained that COVID-19 have forced them in canceling their usual trips that they have booked. Many respondents explained that because of COVID-19, Their desire to travel outside Finland has been negatively affected, and that they will do more of inbound travels (traveling only within Finland). Also, some of the respondents revealed that it might take up to one year, before their traveling lifestyle will get back to normal. Some respondents also revealed that due to the lockdown, they have been put to holidays without salary, and their finances has been affected (Negatively), which has cause them to look for only things that are cheaper to afford. Finally, some of the respondents explained that government direction of COVID-19 situation will part in making them to decide in taking a holiday again.

5 CONCLUSION

As explained in Introductory page of this thesis, the purpose of this thesis was to understand various ways that COVID-19 outbreak has affected in the desire of tourism consumers in their purchase of tourism product. The research questions used was based on how COVID-19 outbreak has affected tourism consumers, in their buying of tourism products.

The whole process of this thesis research, from the planning, discussion and analysing phase was not easy for the writer of this thesis, considering the ongoing COVID-19 lockdown that has created a lot of stress to the whole public in general. However, the current nature of the topic of the thesis created a more interest to the author, in researching more in-depth to the research subject. Also, Mrs. Eva Holmberg, who was supervisor of the thesis contributed tirelessly to the success of the thesis, which at the end showed the author of the thesis more ways in realizing authentic result.

Lockdown which was a measure that was adopted in order to contain the coronavirus (COVID-19) pandemic created a lot of significant impact in the world in general, in which tourism industry was most effected sector. Tourism consumer behaviours are considered to be settling into a new normal, as they (Tourism consumers) learn to live with the reality of COVID-19 and as destinations are re-opened. Although the pandemic's impact has varied across regions, the author of this thesis research has identified five themes that he thought have become evident among consumers across the globe:

- Shift to value and essentials
- Flight to digital and omnichannel
- Shock to loyalty
- Health and "caring" management
- Homebody management

The challenging part of the thesis was in the implementation plan. It was not easy for the author of this in deciding the method to use in collecting data, due to the present's situation (social distance) that COVID-19 have created. Also, another big challenge was that the author did not have enough previous experience in conducting an gathering such large data. It was the authors first time in using the research tools (Webropol) , which was used in conducting and analysing this research survey questionnaire. Finally, in the challenges the author experience was the language challenges. The author of the thesis has only been in Finland for two years during the time the research was conducted and

does not have good knowledge of Finnish language. But, with the help of the authors wife (who is Finnish), the survey questions were translated in Finnish language.

The strength the author gained was that the thesis has increased the interest of the author about the topic and has made the author to see how important it is as an aspiring entrepreneur, to conduct such qualitative and quantitative research, in order to understand the interest of aimed consumers of product or services . Also, the author has gained knowledge on how to use many research tools and different ways in analysing large data.

Finally, the realized result has proven the fact that COVID-19 outbreak has created a lot of effect on the consumers of tourism product. Responses realized from respondents has shown that tourism consumers traveling lifestyle has been affected deeply (from choice of destination, and what product is affordable), when compared to their traveling lifestyle before COVID-19 outbreak.

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7 APPENDIX

EFFECT OF COVID 19 ON CONSUMER BUYING BEHAVIOR IN TOURISM

WITHIN VANTAA RESIDENTS

**(The purpose of this thesis research is to find out how COVID-19 outbreak has affected travel behaviour among Vantaa residents. We promise that what ever information you give to us is safe with us) /
Tätä tietoa kerätään opinnäyetyötä varten tarkoituksena selvittää,
kuinka koronaviruksen (covid-19) tulo on vaikuttanut
turismin/matkailun kuluttajien ostokäyttäytymiseen.**

1. What is your age ? / Minkä ikäinen olet?

- 18-24 years old / 18-24 -vuotias
- 25-34 years old / 25-34 -vuotias
- 35-44 years old / 35-44 -vuotias
- 45-54 years old / 45-54 -vuotias
- 55-64 years old / 55-64 -vuotias
- 65-74 years old / 65-74 -vuotias
- 75 years or older / 75-vuotias tai

vanhempi

5. Before COVID-19 outbreak, which of the regions listed below were you interested in visiting during your holidays?

(1. is least interest, while is 5. most interest) / Mistä alla listatuista alueista/maista olit kiinnostunut vieraillemaan lomallasi, ennen koronaviruksen (COVID-19) aikaa maailmassa?)1 tarkoittaa vähiten kiinnostavaa ja 5 kiinnostavinta matkustuskohdetta)

	1	2	3	4	5
Finland /	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baltic Countries / Baltian maat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordic Countries / Pohjoismaat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European Countries (Other than Finland and Baltic Countries) / Euroopan maat (Muut maat kuin Suomi ja Baltian maat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non European Country /Euroopan ulkopuolinen maa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. Gender ? / Sukupuoli?

- Male / Mies
- Female / Nainen
- Other / Muu
- Don't feel like sharing / En halua kertoa

3.

What is your Nationality? / Mikä on kansallisuutesi?

- Finnish / Suomalainen
- Other than Finnish / Muu kuin suomalainen

4.

Before COVID-19 outbreak, how often do you travel in a year for holiday ? / Ennen kuin COVID-19 (koronavirus) sulki matkustusreitit, kuinka usein vuodessa lähdit lomamatkalle?

- 1-3 times in a year / 1-3 Kertaa Vuodessa
- 4- 6 times in a year / 4-6 kertaa vuodessa
- More than 6 times in a year / Useammin kuin 6 kertaa vuodessa

5. Before COVID-19 outbreak, which of the regions listed below were you interested in visiting during your holidays?

(1. is least interest, while is 5. most interest) / Mistä alla listatuista alueista/maista olit kiinnostunut vierailemaan lomallasi, ennen koronaviruksen (COVID-19) aikaa maailmassa?)1 tarkoittaa vähiten kiinnostavaa ja 5 kiinnostavinta matkustuskohdetta)

	1	2	3	4	5
Finland /	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baltic Countries / Baltian maat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordic Countries / Pohjoismaat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European Countries (Other than Finland and Baltic Countries) / Euroopan maat (Muut maat kuin Suomi ja Baltian maat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non European Country /Euroopan ulkopuolinen maa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. When the situations with COVID-19 outbreak is over , which of the region listed below, will you be interested in travel to for your holiday? / Kun koronavirustilanne (COVID-19) on ohi, mihin alla listatuista alueista/maista olet kiinnostunut vierailemaan lomallasi?

(1. is the least interest, while 5. is the most interest) / (1 tarkoittaa vähiten kiinnostavaa ja 5 kiinnostavinta matkakohdetta)

	1	2	3	4	5
Finland / Suomi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baltic Countries / Baltian maat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordic Countries / Pohjoismaat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European Countries (Other than Finland and Baltic Countries) / Euroopan maat (muut kuin Suomi tai Baltian maat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non European Country / Euroopan ulkopuolinen maa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.	1	2	3	4	5
aikana?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I will travel more / Aion matkustaa enemmän

I will travel same / Aion matkustaa yhtä paljon kuin ennenkin

I will travel less / Alon matkustaa vähemmän kuin ennen

	1 (Strongly disagree) / Täysin erimieltä	2 (Disagree) / Erimieltä	3 (Neither disagree or Agree) / Ei samaa mieltä eikä eri mieltä	4 (Agree) /	5 (Strongly Agree) /
8.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sports related matters will motivate me to travel again / Liikuntaan ja urheiluun liittyvät asiat motivoivat minua matkustamaan jälleen

	1 (Strongly disagree/ Täysin eri mieltä)	2 (Disagree)	3 (Neither disagree / Agree/ Ei samaa mieltä eikä eri mieltä)	4 (Agree / Samaa mieltä)	5 (Strongly agree/ Täysin samaa mieltä)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1 (Strongly
disagree/
Täysin eri
mieltä) 2
(Disagree)

Business travel, conferences, meetings and conventions will make me to travel again / Bisnesmatkustaminen, konferenssit, tapaamiset ja kokoukset ovat syy matkustaa jälleen	<input type="radio"/>	<input type="radio"/>
Educational related matters will make me to travel again / Koulutukseen ja opiskeluun liittyvät asiat saavat minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
Visiting friends and family will make me to travel again / Perheen ja ystävien näkeminen saavat minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
Fashion related matters will make me to travel again / Muotiin liittyvät asiat saavat minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
Cultural related matters will make me to travel again / Kulttuuriin liittyvät asiat saavat minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
Food related matters will make me to travel again / Ruokaan liittyvät asiat saavat minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
A chance to try a new life-style will make me to travel again / Mahdollisuus uuteen elämäntapaan saa minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
Relaxation and pleasure – just plain fun and enjoyment will make me to travel again / Rentoutuminen ja huvi, yksinkertaisesti hauskanpito ja nautinto saavat minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>
An opportunity to escape from life's problems will make me to travel again / Mahdollisuus ottaa etäisyyttä oman elämän ongelmiin saa minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>

	1 (Strongly disagree/ Täysin eri mieltä)	2 (Disagree)	3 (Neither disagree / Agree/ Ei samaa mieltä eikä eri mieltä)	4 (Agree / Samaa mieltä)	5 (Strongly agree/ Täysin samaa mieltä)
The real or imagined glamour of the destination will make me to travel again / Todellinen tai mielikuva matkakohteen täydellisyydestä saa minut matkustamaan jälleen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9.
jälleen?

- Immediately / Heti
- In 2 to 4 weeks time / 2-4 viikon kuluessa
- In 1 to 3 months time / 1 -3 kuukauden kuluessa
- In more than 3 months time / yli 3 kuukauden kuluessa
- In more than 6 months / yli 6 kuukauden kuluessa

10.

suunnittelet lomaasi

	1 (Strongly disagree) /	2 (Disagree) / Eri mieltä	3 (Neither disagree or agree) / Ei samaa eikä eri mieltä	4 (Agree) / Samaa mieltä	5 (Strongly agree) / Täysin samaa mieltä
Competitively price packages / Hyvät matkatarjoukset eli halvat hinnat matkoissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destination offerings and attractions / Matkakohdetarjoukset ja mielenkiinnon kohteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the destination systems (eg. Ameneties) / Järjestelyiden laatu matkakohteessa, esimerkiksi palvelun laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	(Strongly disagree) / /	(Disagree) / Eri mieltä	agree) / Ei samaa eikä eri mieltä) / Samaa mieltä	Täysin samaa mieltä
Safety and security of the destination / Matkakohteen turvallisuus ja turvatoimet					
Government management of COVID-19 pandemic / Valtion johtamistapa COVID -19 aikana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Do you have anything else you would like to share , considering the effect of COVID-19 in your use of tourism product? / Haluaisitko lisätä mitään muuta, liittyen koronaviruksen vaikutusta omaan turismikäyttämiseesi?
