UHASSELT

Faculty of Business Economics

Master of Management

Master's thesis

Impact of COVID-19 on consumer buying behavior in the tourism industry- A case of Greece

ANUSHA SHARMA

Thesis presented in fulfillment of the requirements for the degree of Master of Management, specialization International Marketing Strategy

SUPERVISOR :

Prof. dr. Allard VAN RIEL

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MASTER'S DISSERTATION 2020-2021

IMPACT OF COVID-19 ON CONSUMER BUYING BEHAVIOUR IN THE TOURISM INDUSTRY- A CASE OF GREECE

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Master of Management

International Marketing Strategy

Disclaimer

This master thesis was written during the COVID-19 crises in 2020-2021. This global health crisis might have had an impact on the (writing) process, the research activities, and the research results that are at the basis of this thesis.

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ABSTRACT

Tourism is the most important sector in Greece which is contributing to its economic growth. The sector is growing with each passing year and holds huge potential for the future. The total contribution of the tourism industry to the GDP of Greece is 18% (Hellenic Republic- Greece in USA, 2021).

The attack and spreading of COVID-19 on the world in the year 2020 has impacted all the sectors globally. Out of the most impacted sector, travel, tourism, and hospitality are the most badly hit sectors (Jones et al., 2021). Following the same scenario, tourism in Greece has been also impacted. Thus, it is imperative to study and assess such buying behaviors so that countries and tourist destinations can get real-time insight into the customer behavior which can then be used by them to attract tourists.

Problem Statement

In the present scenario wherein the entire world has not recovered from the COVID crisis, the tourists are still hesitant to go for vacations. Thus, the nation must understand the changed beliefs, peak moments, and habits of their target tourists and adjust their offerings, customer experiences, and marketing communications accordingly so that tourists are comfortable.

Though present research has taken Greece to be the case country, the findings of the present research can then be generalized to other tourist destinations of Europe.

Objective

The study aims to identify the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece. The objectives of the study are-

1. To identify the factors creating fear in tourists thereby stopping them to visit Greece

2. To identify the factors motivating tourists to visit Greece

3. To assess the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece- This will be done by analyzing the primary data collected from respondents. The impact will be tested using hypothesis testing using linear regression

Research Methodology

Based on the identified problem and the in-depth literature review conducted, the following are the research questions that the present research will answer-

1.   What are the factors which are responsible for creating fear in tourists thereby stopping them to visit Greece owing to the COVID-19 crisis?

2.   What are the factors that are motivating tourists to visit Greece?

3.   What is the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece?

In the present research, the deductive approach has been used since the present research has initiated from the general concepts of consumer buying behavior in the tourism industry and is focused on drawing a specific conclusion if COVID-19 has an impact on consumer buying behavior in the tourism industry in Greece. In the present research, the survey strategy of data collection was used, wherein a structured questionnaire was used to collect the data from the respondents. The survey strategy helped in the collection of quantitative responses, which could be analyzed statistically.

Conceptual Framework

The figure below presents the conceptual framework of the present research.
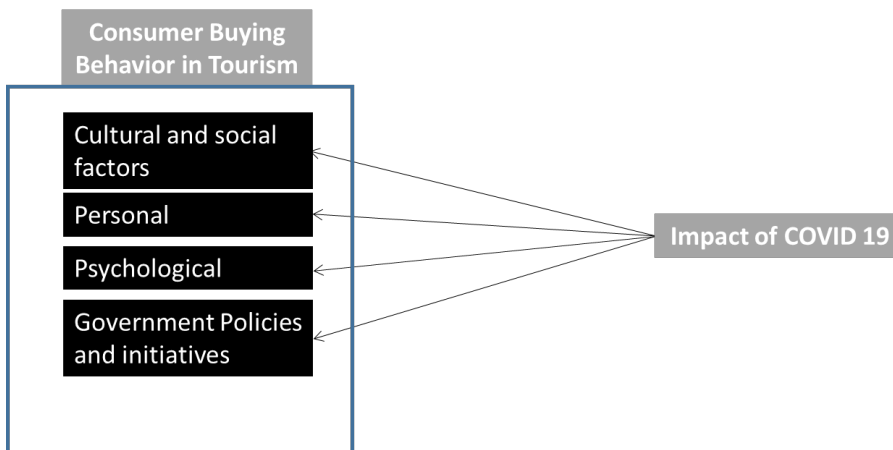
Variables of the study

The variables of the research are as follows-

Dependent	Independent
Cultural and social factors,	
Personal factors	COVID 19
Psychological factors	
Perceived effectiveness of government policies	

Table: Variable Summary

Findings

In order to find the factors which were creating fear in tourists thereby stopping them from traveling to Greece, after conducting the survey and analyzing the data it was clear that the biggest fear in tourists thereby stopping them to visit Greece is the possibility of contact with infected people, the fear of the tourists is that they and their family and friend might come in contact with an infected person owing to which they might become COVID positive.

Through this study find out what motivates tourists to visit Greece. The majority of the people strongly agreed that Greece is managing the risk of inspection during travel well, Greece is also providing complete COVID-19 information about the country before I go traveling and Greece is making sure that everything during the trip is protected from getting infected after travel restrictions. It can be inferred from the above discussion that the majority of the people agreed that Cautious is one of the prominent factors that motivate tourists to visit Greece. If the tourists are given correct and timely information, their perception of the place changes and becomes more positive. Another factor that motivated tourists to travel to Greece was Problem-focused coping. After conducting the survey and analyzing the data it can be inferred that Problem-focused coping was agreed upon by maximum respondents making it one of the prominent factors that motivate the tourists to visit Greece. The government of Greece can try to provide information to satisfy the tourists planning to visit Greece.

After the study, it showed that they on themselves and travel while taking all the precautions, Keeping a humorous side of the problems, always be able to adapt to change in travel rules and restrictions, and cope with stress in travel. Self-Resilience and Self-Efficiency were the factors that motivated them to travel. Self-protection, coping and resilience are the key factors that enhance tourist visits during and after COVID 19 pandemic.

The consumer buying behavior is taken to be based on four factors namely Cultural and social factors, Personal factors, Psychological factors of fear, and Perceived effectiveness of government policies. Thus, there are four dependent variables.

In order to assess the impact of COVID 19 on consumer buying behavior, multivariate regression analysis has been conducted. After testing the impact of COVID-19 on consumer buying behavior in the tourism industry it can be stated that there is a significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece

1.1 Background of the Study

1.1.1 Tourism Industry in Greece

The economy of Greece is in its 51st position in the world with a GDP of US $209853 in 2019 (The World Bank, 2019). The tourism industry in Greece is one of the most important sectors in the nation that contribute maximum towards their economy. The total contribution of the tourism industry to the GDP of Greece is 18% (Hellenic Republic- Greece in USA, 2021).

The tourism industry in Greece flourished post 1950 (Lytras et al., 2010). Its contribution to the economy can be assessed from the fact that the sector straight away employed 381800 people in 2018 which was approximately 10.0% of total employment in 2018 in the country. In 2018, the total number of establishments that were associated with the tourism industry in Greece was 62 973 (OECD, 2021).
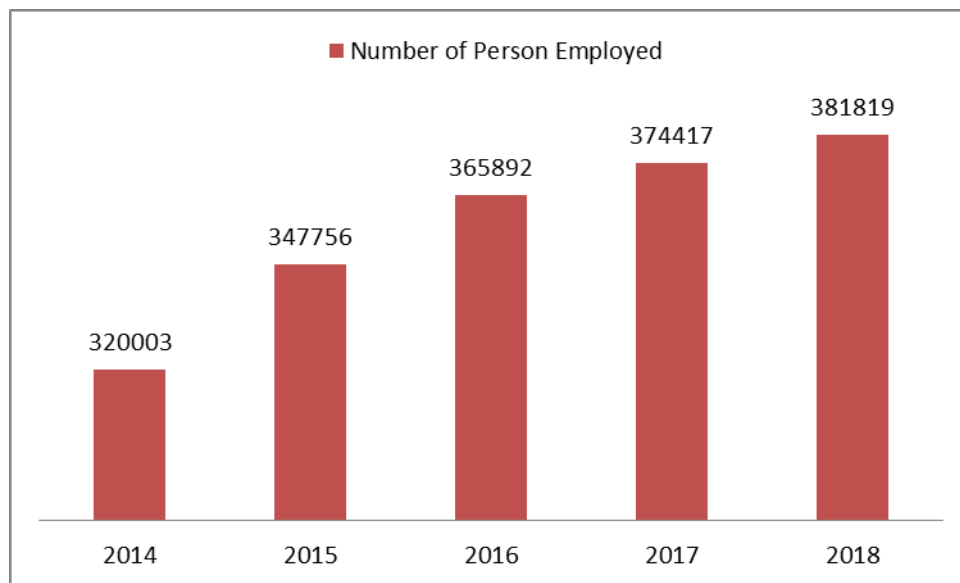
Figure 1-1: Number of Persons Involved in Tourism Industry

Source: The World Bank, (2021)

It can be observed from Figure 1.1 that the number of employees employed in the tourism industry is increasing linearly. In the year 2021, the number of people associated with the tourism industry in Greece, directly or indirectly, as a source of employment has increased to 900,000 which is approximately one-fifth of the total population of the country. Tourism also

contributes to exports in the Greek economy. Travel exports contributed to 43.3% of total service exports in 2018.

In 2018, Greece registered maximum inbound tourism that is a record of 33.1 million international tourist arrivals. This was a 9.7% increase when compared with 2017. A maximum tourist that is approximately two-thirds of total visits was registered to be from other EU countries which is an increase of 15.1% when compared to 2018. A significant increase of tourists was registered from Germany (total 4.4 million visits) and France (total 0.5 million visits). Further, a record increase in visits from the United States reached 1.1 million visits (OECD, 2021).

Figure 1.2 shows the trend of a growing number of visits of tourists in Greece from 2013-2019. A linear increase can be observed suggesting continuous growth of tourism in the country.
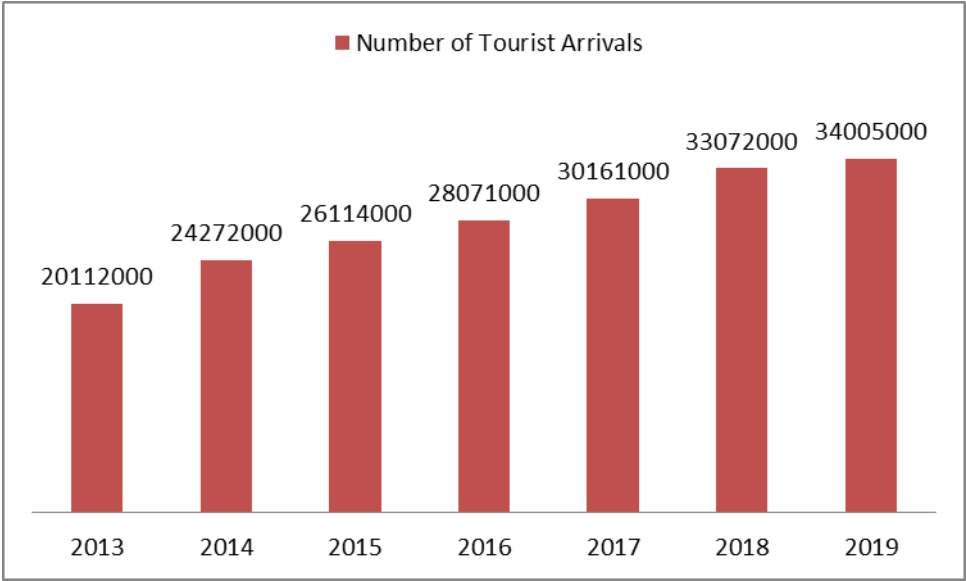
Figure 1-2: Number of Tourist Arrivals in Greece, 2013-19

Source: The World Bank, (2021)

Thus, it can be inferred from the above discussion that Tourism is the most important sector in Greece which is contributing to its economic growth. The sector is growing with each passing year and holds huge potential for the future. The depth of involvement of the tourism industry can be understood by the huge size of the Ministry of Tourism in Greece and the involvement of

a large number of departments. Figure 1.3 depicts the organizational chart of the Tourism Industry in Greece.
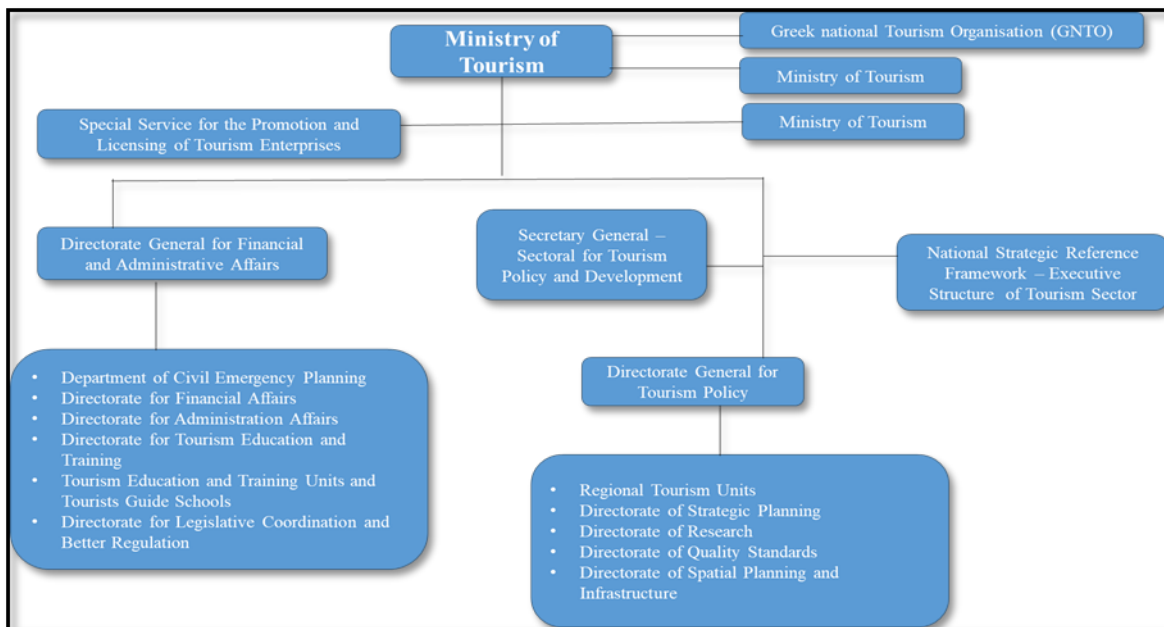
Figure 1-3: Organizational Chart of Tourism Industry in Greece

Source: (Ministry of Tourism Greece, 2021)

The attack and spreading of COVID0-19 on the world in the year 2020 has impacted all the sectors globally. Out of the most impacted sector, travel, tourism, and hospitality are the most badly hit sectors (Jones et al., 2021). Following the same scenario, tourism in Greece has been also impacted. The section below discusses the effect of COVID 19 on the tourism industry in Greece

1.1.2   Effect of COVID 19 on the tourism industry in Greece

Greece confirmed its first case of COVID-19 on 26 February 2020 (Pappas & Glyptou, 2021). After this; the country started imposing several restrictions to fight the COVID-19 outbreak. By March 25, 2020, the country imposed strict regulations on international arrivals, and finally confinement of movement and closure of non-essential shops. By 20 June 2020, the nation reported 3237 confirmed cases and 189 deaths from COVID-19. This approximated to 1.76 deaths per 100,000 citizens (Poorolajal, 2020), which is much less than in the competing countries like Spain, Turkey, and Italy. Still, the negative impact on the global economy and

restrictions have negatively impacted the tourism industry in Greece. According to the Bank of Greece, (2019), international travel receipts reached 18.2 billion euros in 2019 which accounted for almost 56% of the service exports and about 26% of the total exports. Owing to COVID-19 restrictions, the number of tourists visiting Greece has decreased leading to a decrease in all these parameters thereby harming the economy. In this direction, Mariolis et al., (2020) predicted a decrease of international travel receipts, thereby falling in the range of 3.5 to 10.5 billion euros, and then leading to a decrease in GDP of about 2.0% to 6.0%. This will then lead to a decrease in the levels of employment thereby falling in the range of 2.1% to 6.4% and an increase in the trade balance deficit of about 2.4 to 7.1 billion euros.

As reported by New York Times (McClanahan, 2021), in 2020, the total revenue collected from foreign tourism of Greece was reduced to a quarter of the nearly $22 billion that was registered in 2019. Thus, it can be stated that the economic losses to the country are huge as a result of COVID-19.

Owing to the heavy dependence of the nation on the tourism industry, putting into place certain rules for international tourists, Greece has decided to re-open the industry for limited countries. The country announced a soft opening from 19th April and a full opening from 14th April onwards (Government of Greece, 2021).   Though Greece is open for tourism with some limitations, it is important to assess if the customers (tourists) are willing to visit (buy) so that the actual situation of potential tourism can be understood by the country and associated stakeholders. In other words, it is important to assess consumer buying behavior in the tourism industry.

Thus, the next section discusses the general concepts of consumer buying behavior.

1.1.3   Buying Behaviour of Consumers and COVID-19

The COVID-19 situation has globally impacted how economies function. It has restricted and changed how people behave, react, perform day-to-day activities like managing the household, doing business, working to name a few. Since all the aspects have been impacted, the buying behavior of the consumers is no different. The COVID-19 crisis has forced consumers everywhere to change their buying behaviors.
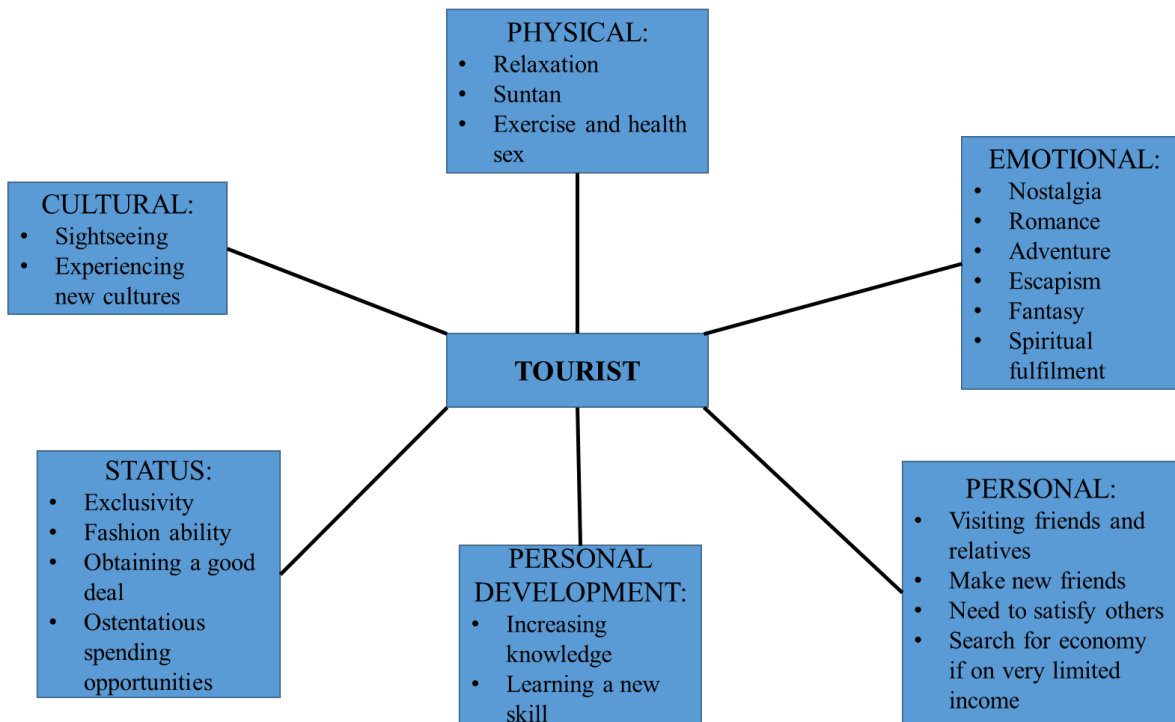
Figure 1-4: Motivators in tourism

Source: (Swarbrooke & Horner, 2007)

Figure 1.4 presents the general motivators that motivate the buyers to buy in the tourism industry. The impact of COVID-19 on customer buying behavior towards the tourism industry must have changed, altered, or impacted these motivators as well. Even in the recovery phase from COVID-19, such behaviors will change further (Charm et al., 2020).

Thus, it is imperative to study and assess such buying behaviors so that countries and tourist destinations can get real-time insight into the customer behavior which can then be used by them to attract tourists.

1.2 Problem Statement

Greece is a country that is mostly dependent on tourism for its growth and survival. Owing to the COVID crisis, like other countries, Greece also had to close its borders, implement lockdowns and other important restrictions. But this cannot be continued for a very long period. This is because; the entire economy is dependent on the tourism industry. Keeping into consideration, the present scenario wherein the entire world has not recovered from the COVID crisis, the tourists are still hesitant to go on vacations. Thus, the nation must understand the changed beliefs, peak moments, and habits of their target tourists and adjust their offerings, customer experiences, and marketing communications accordingly so that tourists are comfortable. This will facilitate the nation in understanding the potential growth or downfall and prepare itself accordingly. Thus, the country needs to understand the customer buying behavior towards its tourism industry and thus, the impact of COVID-19.

Though the present research has taken Greece to be the case country, the findings of the present research can hopefully be generalized to other tourist destinations of Europe.

1.3 Objectives of the Research

The research aims to identify the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece. The objectives of the study are-

4. To identify the factors creating fear in tourists thereby stopping them to visit Greece

5. To identify the factors motivating tourists to visit Greece

6. To assess the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece- This will be done by analyzing the primary data collected from respondents. The impact will be tested using hypothesis testing using linear regression

1.4 Chapterization Plan

The Chapterization plan of the present research is as follows (Figure 1.5)-

Chapter 1 **Introduction**	• This chapter presents the background of the study while giving an overview of tourism industry of Greece, impact of COVID-19 on the industry and consumer buying behavior in general. The chapter further presents the problem statement, aims and objectives and structure of the study
Chapter 2 **Review of Literature**	• This chapter provides an in depth discussion on the literature review available on topic of research
Chapter 3 **Research Methodology**	• This chapter presents a blueprint of the methods via which the research has been conducted. The chapter discusses the Research Paradigm, Research Design, Data Collection Procedure, and Data Analysis Procedure of the study
Chapter 4 **Data Analysis and Discussion**	• The collected data was analyzed using descriptive and inferential analysis
Chapter 5 **Conclusion**	• On the basis of the analysis of the quantitative findings, conclusion has been drawn and thus research questions have been answered. Finally, the limitations of study were discussed along with the future scope of the study

Figure 1-5: Chapterization plan of the research

Chapter No. 2.   Literature Review

2.1 Introduction to Chapter

The literature review chapter presents the discussion on studies already conducted concerning the present research topic. This chapter reviews the theoretical concepts related to value co-creation. Further, Consumer Buying Behaviour in the Tourism industry will be discussed. To understand the specific impact of COVID 19 on the travel industry, fear in tourists due to pandemic Covid-19, and factors motivating tourists to travel during/post-Covid-19 will be

reviewed and analyzed. Based on the literature reviewed, a conceptual framework of the present research is presented followed by hypothesis thus formulated to be tested.

2.2 Value Co-Creation

2.2.1 Value Co-Creation in Service Industry

The formation of economic and financial value has moved in a different direction from sole firms making individual contributions to the incorporation of knowledge and understanding of the customer in advancement and improvement of products to the co-creation of value in multifaceted service systems throughout the last decades (Skålén et al., 2015). Rendering to the service-dominant sense, value can be taken to be a "*dynamic, situational, meaning-laden and phenomenological construct that emerges when customers use, experience or customize marketers' value propositions in their own experience contexts*" (Rihova et al., 2015, p. 357). The different actors of the system of the service industry are continually improving it and turning the value creation process into a joint value co-creation process (Parker et al., 2017). As per Wieland et al., (2016), value co-creation can be considered to be the actions of numerous actors, who are many times oblivious of each other, that facilitate in creating wellbeing for each other.

Researchers believe and accept that consumers play a dynamic role in facilitating the firms and co-create value while working together with employees and other customers (Assiouras et al., 2019). This can be observed in the literature of service (Assiouras et al., 2019; Ferm & Thaichon, 2021; Ghatak, 2020; Zhang et al., 2018). The psychological capital of service provider is linked with value co-creation (Y.-H. Lee et al., 2017); and information and emotional involvement of customers in services are associated with the service provider's innovative behavior (M. Li & Hsu, 2018; Stamolampros et al., 2020) which if done right contributes to value-creation.

As suggested by Estiri et al., (2018), value-based approaches in service-based industries established the fact that generating value for customers is the foundation for the subsistence and expansion of the organization or industry. Value co-creation requires an important role to be played by customers along with service providers and the beneficiaries involved in the services

(Hamidi et al., 2020). Value co-creation in service industries is dependent on performance synchronized by the beneficiaries including multifaceted amalgamations of technologies, individuals, organizations, and shared information (Karimi & Salavatian, 2018; Lessard, 2015; Rajala et al., 2015).

2.2.2 Frameworks and Models of Value Co-Creation

Usually, the researches done on value co-creation are conceptual in nature (Hamidi et al., 2020). The existing literature on the process and method of value co-creation is based on domains like organization theory, strategic management, media, and communications, services marketing, and innovation (Buhalis & Foerste, 2015; Ebrahimi et al., 2020; Hughes et al., 2018; Khajeheian et al., 2018; Tóth et al., 2018; Vázquez-Casielles et al., 2017). The researches on value co-creation were found to be focused on Business to Customer (B2C) and Business to Business (B2B) formats (Emami & Khajeheian, 2018; Ge & Gretzel, 2018; Moro Visconti & Morea, 2019; Schwetschke & Durugbo, 2018). The basic involvement of customers in the process of value co-creation was found to be aspects revolving around product designing, transporting, maintaining, and assembling (Nemati & Khajeheian, 2018).

While analyzing the existing literature on value co-creation, some major aspects of value co-creation were observed including characteristics like uncertainty (Alves et al., 2016a; Kammerlander et al., 2015; Singaraju et al., 2016), being a dynamic process (Huhtelin & Nenonen, 2015; Martínez-Cañas et al., 2016; Meynhardt et al., 2016; Petit et al., 2016), a multilateral process (Alves et al., 2016b; Huhtelin & Nenonen, 2015; Martínez-Cañas et al., 2016) and a time-dependent process (Kammerlander et al., 2015). The chief aim of these frameworks and models is to present and enhance the characteristics of value co-creation to advance the overall process concerning customer interactions including contact points, comprehensiveness or incompleteness of value co-creation explanations, formation of inspiration for makers of value co-creation, and the use of information technology to take care of the implementation of value co-creation (Hamidi et al., 2020).

2.2.3   Value Co-Creation in Tourism Industry

The experiences of tourism and travel are not restricted to temporary stays or limited to feasting on a location but are known to often extend beyond (Mostafanezhad & Norum, 2018). An all-inclusive experience attitude with synchronization of the previous, during, and after travel stages is important. This comprises of customer-to-customer communication and other positive behavior, like use, occupy and enjoy the experience of travel among family, associates, and members of social networks, outsiders, or amongst themselves (Jansson, 2018). The worldwide growth and development of media tech-savvy travelers create a compulsion in the tourism industry to contend aggressively, not only limiting themselves in the direction of spending by tourists but also for features revolving around the concept of customer loyalty and citizenship behavior (Park & Nicolau, 2017). To reach and fulfill this goal, the tourism industry is progressively accepting the rationality of value co-creation (Neuhofer et al., 2015; Rihova et al., 2015, 2018).

Under the service-dominant reasoning, the tourism industry is a part of the service industry domain. Actors are resource integrators linked by mutual institutional measures and joint value creation via service give-and-take (Wieland et al., 2016). The empirical and experience-dependent nature of the tourism industry requires value co-creation (Chen, 2016; Tung et al., 2017) via in-depth partaking, involvement, and association of tourists with service providers as well as with other tourists (Rihova et al., 2015, 2018). The amount of co-creation is connected positively to assessments of services by customers (Xu et al., 2018) and has a positive association with readiness to financially compensate (Tu et al., 2018).

In the tourism industry, both theoretical comprehensions (Rihova et al., 2015, 2018) and empirical researches (Mathis et al., 2016; Prebensen & Xie, 2017) have approved the significance of value co-creation. The part played by value co-creation is considered both important and complex in the context of the tourism industry (Rihova et al., 2018). The examination of value co-creation at the destination level presents stimulating comprehensions, creating the intellect of ownership and enablement for the community. In a research conducted by Ross et al., (2017), the significance of the value co-creation viewpoint to produce outstanding creative tourism experiences by exploiting archaeological inheritance and traditions has been

highlighted. Other existing literature is based on the role of value co-creation on the genuineness of music festivals and cultural, heritage, and traditional sites (Bryce et al., 2017; Rihova et al., 2015; Szmigin et al., 2017).

2.3 **Consumer Buying Behaviour in the Tourism Industry**

The behavior of tourists is an amalgamation of connections between internal factors including motivation, outlooks, beliefs, and external factors including economic environment, security, socio-cultural environment (Andrades et al., 2015). According to Mair et al., (2016), the tourism industry has to come across and manage numerous challenges to pull through, including understanding the changed or altered consumer behavior in reaction to disastrous events. In the same direction, Yousaf et al., (2018) pointed out that destinations can only appeal to tourists towards themselves if they deliver a harmless and secure atmosphere in which tourists feel protected from fears and different environmental risks during their stay. The author further pointed out that when tourists decide to travel to a specific destination, they will take into consideration the risks related to the stay at that destination before traveling.

Even though the crave to travel is narrowly connected to the emotional state of an individual, tourism researchers normally do not take into consideration the feelings and emotions of potential tourists in the direction of their consumer behavior. Emotions can affect consumer behavior. Therefore, emotion can have an impact on how consumers decide their travel destinations and their behavior (Moyle et al., 2019).

2.4 **Covid 19 and Tourism**

2.4.1   Fear in tourists Due to Pandemic Covid-19

The tourism industry is one of the most negatively impacted and vulnerable industries owing to the situation of pandemics (Gössling et al., 2020; Yu et al., 2020). It is obvious that COVID-19 instigated a sense of fear and apprehension worldwide (Reznik et al., 2020). According to (Addo et al., 2020), fear of coronavirus has a noteworthy impact on consumer buying behavior. Fear of COVID-19 and apparent health risk has put destinations/cities on lockdown across the globe (Bae & Chang, 2021). It has been observed that fear of health-related risks/ has had a direct and negative effect on the tourism industry as travel has been recognized as the most prominent

reason that can play a vital role in increasing the outbreak of pandemics between destinations (Balsalobre-Lorente et al., 2021). Global tourism has condensed by more than 80% since the outburst of COVID-19 wherein it was observed in the first quarter of 2020 itself that the tourist arrivals reduced by more than 20% (UNWTO, 2020).

Ahorsu et al., (2020) found that when people are continuously exposed to the native and worldwide bulletin on mortalities and the contagion rate of COVID-19, the amount of fear and apprehension upsurges. Luo & Lam, (2020) also found that the terror of COVID-19, travel nervousness, and risk attitude negatively influences the travel plans of the tourists.

According to Zheng et al., (2021), COVID-19 has created a unique level of public fear, probably obstructing tourism industry retrieval after the pandemic is finished. The study found that hazard sternness and vulnerability can cause 'travel fear', which leads to safety motivation and protective travel actions post-pandemic outburst. The study also found that 'travel fear' can suggest diverse managing strategies, which upsurges psychological pliability and acceptance of careful travel actions and behaviors by people.

Over the past many years, anxiety, fear, and unpredictable human behavior have been caused by the outburst of diseases or pandemic (Moukaddam, 2019), wherein COVID-19 has emerged to be one such example. Pandemic is a considerable eruption of infectious diseases that has emotional, financial, and social effects on civilizations of the human race (Madhav et al., 2018). The penalties of each pandemic rest on its aggressiveness which then indicates that fear of individuals is suggestively stimulated by the reckless outburst of pandemics (Moukaddam, 2019). This could push humans to prompt adaptive or defensive behaviors to run away from the foundation of this fear or risk. Under conditions of such disasters, fear stimulation or petition is extensively used to inspire appropriate behaviors. A fear appeal can be stated as "a *persuasive communication that presents threatening information to arouse fear in order to promote safer behavior*" (Ruiter et al., 2003, p. 466). Grounded on the apparent level of fear or risk, human behavior slowly modifies, laterally with the activities taken to get rid of it (Addo et al., 2020).

In the tourism industry, Giusti & Raya, (2019) presented that the chief dangers for tourists comprise health issues in times of a pandemic which then creates a sense of fear in the tourists

and this sometimes withholds them from traveling. Moreover, Fennell, (2017) determined that features and stages related to the fear of travel include shock, risk, concern, panic, and nervousness. Regarding health apprehensions, some tourism studies expressed that risk awareness considerably affects the decision of tourists to travel to a destination (Giusti & Raya, 2019; F. Li et al., 2018)

When WHO acknowledged COVID-19 as a pandemic, many people globally comprehended the risk of this lethal pandemic on their wellbeing and health (Reznik et al., 2020). Consequently, fear stimulation has developed significantly and dispersed contagiously among people globally through expressing their state of mind of fear and observing the actions of others. According to Hassan & Soliman, (2021), fear stimulated by COVID-19 has altered the behavior of travelers, travel companies, and other stakeholders of the travel industry with respect to return to a travel destination in the future. In the same direction, Addo et al., (2020) pointed out that that fear created by COVID-19 has a noteworthy effect on the purchase behavior of customers towards different sectors while becoming loyal to one and ditching the other travel industry has slowed whereas the safety equipment industry like masks, PPE kit has enhanced.

The fear of outburst of a disease or a pandemic can remain to exist over a long period. Such a scenario activates fear-induced consumption and interactive actions throughout and after the pandemic outbreak (Bali et al., 2016). Since tourists have to face high risks during the pandemic outburst, their fear of contagion and death leads to a sense of vulnerability and long-term nervousness in the direction of travel.

2.4.2 Factors Motivating Tourists to Travel During/ Post Covid-19

In research conducted by Wachyuni & Wiweka, (2020) in Indonesia, the researcher found that people have a huge interest in traveling post-COVID-19 pandemic. The respondents stated that they already have planned their tourist destinations to which they will travel for a period (0-6) months after the Covid-19 pandemic ends. This is a negative reaction to nervousness related to fear of COVID 19.

According to Wachyuni & Kusumaningrum, (2020), there are two types of motivations for tourists to travel namely, intrinsic and extrinsic motivation. Intrinsic motivation is a motivation

that is prejudiced by the necessity or requirement to get relief from the stresses and circumstances of life of tourists in their home place or the place where they reside. The study further found that under the "new normal" conditions in the COVID 19 scenario, tourists lookout for specific attributes in the travel destinations namely safe, clean, and beautiful. Safe and clean is the requirement of tourists during and after the pandemic. The beauty feature represents the emotional requirements of tourists who want to escape apprehension and pressure during a pandemic.

In the same direction, Wen et al., (2020) found that tourists are concerned for their safety, from the health risks of the pandemic. This has been observed to have a negative impact on their perceptions of tourist destinations. These tourists have been found to be most probably search for tourist destinations that are prepared for the quantity and quality of arrangement that follows the required health etiquettes.

According to a global study report presented by The Jakarta Globe, (2020), 80% of travelers are enthusiastic to pay more for safer lodging, and 76 % of travelers stated that their favored travel destinations are nations that provide more travel experiences with constrained physical interaction.

Dwisaputra & Achnes, (2017) highlighted Physical or physiological motivation to travel. This motivation facilitates relaxation motivation, inspiring and learning experiences, partaking in leisure activities, enhancing individual values, and social involvements which then relaxes the travelers. Further, cultural motivation has also been presented by the author as a source of motivation to travel. The author finally presented fantasy motivation as a motivating factor that facilitates in getting rid of an uninteresting routine of daily life and is related to psychological satisfaction.

2.5 Conceptual Framework

Figure 2.1 presents the conceptual framework of the present research.
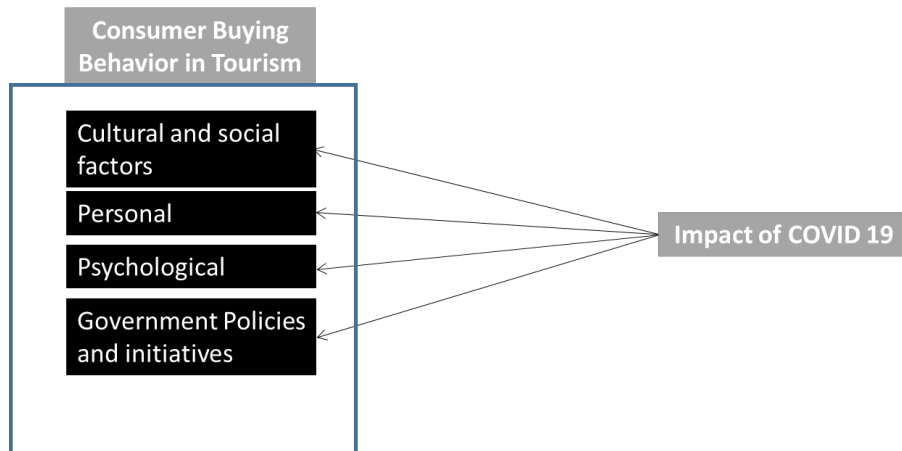
Figure 2-1: Conceptual Framework of the Study

Based on the literature review conducted and conceptual framework thus created, the hypothesis to be tested in the present research is as follows-

H_0: *There is no significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece*

H_A: *There is a significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece*

The sub hypotheses for this hypothesis are as follows-

$H_0 1$: *There is no significant impact of COVID-19 on cultural and social factors of consumer buying behavior in the tourism industry in Greece*

$H_A 1$: *There is no significant impact of COVID-19 on cultural and social factors of consumer buying behavior in the tourism industry in Greece*

$H_0 2$: *There is no significant impact of COVID-19 on personal factors of consumer buying behavior in the tourism industry in Greece*

H_A2: *There is no significant impact of COVID-19 on personal factors of consumer buying behavior in the tourism industry in Greece*

H_03: *There is no significant impact of COVID-19 on psychological factors of fear of consumer buying behavior in the tourism industry in Greece*

H_A3: *There is no significant impact of COVID-19 on psychological factors of fear of consumer buying behavior in the tourism industry in Greece*

H_04: *There is no significant impact of COVID-19 on the perceived effectiveness of government policies of consumer buying behavior in the tourism industry in Greece*

H_A4: *There is no significant impact of COVID-19 on the perceived effectiveness of government policies of consumer buying behavior in the tourism industry in Greece*

3.1 Introduction to the Chapter

The present chapter of research methodology will focus on designing and presenting the methodology adopted to conduct this research.

3.2 Research Questions

Based on the identified problem and the in-depth literature review conducted, the following are the research questions that the present research will answer-

1. What are the factors which are responsible for creating the fear in tourists thereby stopping them to visit Greece owing to the COVID-19 crisis?

2. What are the factors that are motivating tourists to visit Greece?

3. What is the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece?

3.3 Research Design

A research design is an outline of a research methodology that comprises the purpose of research, type of data to be collected, approach, and plan, thereby discussing the designing aspects of the study.

3.3.1 Research philosophy

According to Lee (2013, p.12) research philosophy is "*the development of knowledge and the nature of knowledge*". In the present study, the researcher has focused on an observable social reality impact of COVID-19 on consumer buying behavior in the tourism industry in Greece. This will then provide the researchers a single reality of if the impact exists or not. Assessing the reasons behind the existence or absence of impact does not lie in the scope of this research. Thus, positivism research philosophy has been used here since it revolves around the existence of a single reality without focusing on "WHY" or "HOW".

3.3.2 Research approach

The research approach is the method of approaching the research in which the researcher identifies the best course of action for embracing the theoretical viewpoint agreed upon for the study (Kothari, 2012). There are two approaches available in the field of research namely the

inductive approach and deductive approach. The inductive approach focuses on drawing general principles and conclusions from specific instances. On the other hand, the deductive approach (Figure 3.1) is focused on assessing the specific conclusions from general principles or concepts. In the present research, the deductive approach has been used since the present research has initiated from the general concepts of consumer buying behavior in the tourism industry and is focused on drawing a specific conclusion if COVID-19 has an impact on consumer buying behavior in the tourism industry in Greece.
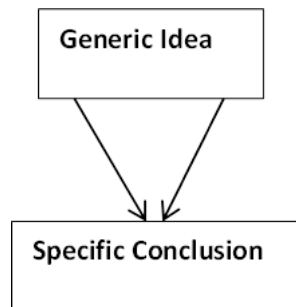
Figure 3-1: Diagrammatic Representation of Deductive Reasoning

Further, the research approach also encapsulates the approach adopted by the researcher to collect data for the study and the type of analysis process to be used for the same. For the present study, a quantitative approach which is a structured method of data collection was used. For data analysis hypothesis testing was done wherein the variables were structured. The type of data that has been collected is quantitative.

3.3.3   Research strategy

A research strategy is a strategy adopted by the research to assist him in methodically countering the questions of the research problem. In the present research, the survey strategy of data collection was used, wherein a structured questionnaire was used to collect the data from the respondents. The survey strategy helped in the collection of quantitative responses, which could be analyzed statistically to obtain a clear understanding of the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece.

3.4 Sampling Plan

3.4.1 Sample size

As of now, the countries which are allowed to visit Greece are EU & Schengen Area countries, USA, UK, Israel, Serbia, UAE, New Zealand, Australia, South Korea, Thailand, Rwanda, Singapore, and the Russian Federation (Government of Greece, 2021). Thus, the populations of students who are based in these countries have been chosen to be respondents of the present research. A total of 1500 questionnaires were mailed out of which 872 were filled and correct responses were received. The researcher also posted the questionnaire in 19 official student university groups. Thus, the total sample size of the research was 872.

3.4.2 Sampling Technique

The sampling technique used for the same is non-probabilistic sampling wherein a convenience sampling technique was used. Convenience sampling has facilitated the researcher in easily assessing the respondents as per ease and availability. This is because the population of the study is very huge and all the members of the population cannot be included in the research.

3.4.3 Measuring instrument

The measuring instrument used in the present research was a standardized questionnaire, for quantitative analysis. The questionnaire thus used is divided into 5 sections. Section A is the general background and understanding of the respondents. Section B involves the Likert scale questions to measure. It is focused on Barriers to visit Greece. Section C is based on Factors that are motivating tourists to visit Greece. Section D presents a Likert scale to measure the Impact of Covid 19 on tourism in Greece.

The questionnaire has been adopted from the scales used by Luo & Lam, (2020), D. Zheng, 'Luo, et al., (2021), and Kim et al., (2019)

3.4.4 Questionnaire administration

Since the respondents of the study are university students studying in the countries which are officially allowed to visit Greece, these students were approached for the collection of responses in form of quantitative data. These students were reached via their university administration

department. The researcher contacted the university administration departments and explained to them the requirement and scope of the study. The universities which allowed the researcher to collect the responses from their students provided the e-mail ids of the students or access to different official online social media groups wherein the researcher posted the questionnaire.

3.5 Data Analysis Procedures

3.5.1   Variables of the study

The variables of the research are as follows-

Dependent	Independent
Cultural and social factors,	
Personal factors	COVID 19
Psychological factors	
Perceived effectiveness of government policies	

Table 3-1: Variable Summary

3.5.2   Hypothesis to be tested

The hypothesis to be tested in the present research is as follows-

$H_0 1$- There is no significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece

$H_A 1$- There is significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece

3.5.3   Analysis Tests used

After the data from the primary sources were collected, they were subjected to analysis. The data were subjected to two types of analysis techniques namely descriptive and inferential analysis, using the SPSS 23.0 which have been described as below-

Descriptive Statistics: Descriptive statistics were used to describe the data. In the present study, the descriptive analysis involved performing the frequency analysis and cross-tabulation. Other descriptive tests like mean and standard deviation have also been used.

Inferential Statistics: Inferential statistics helped the researcher to draw useful inferences from the data obtained from the collected data. It is used for hypothesis testing. The various tests used are discussed below-

Reliability test: The reliability tests are aimed at testing the reliability of the measurement instrument. In the present study, the reliability of the measures was tested using Cronbach's alpha.

Multivariate Regression- It has been used since the present research has multiple dependent variables.

3.6 Reliability Test

To check the reliability of the research, the reliability of the data collected for hypothesis testing is tested. For reliability tests, Cronbach alpha Test has been used in the present research. The results are as follows (Table 3.2)-

Reliability Statistics	
Cronbach's Alpha	N of Items
.796	4

Table 3-2: Reliability Test

A scale with a Cronbach's Alpha value of 0.6 and above is considered to be reliable. It can be inferred from the Cronbach alpha Test that a value of .796 has been obtained which depicts reliability of scale.

3.7 Validity

It is important to test the validity of the study via testing the validity of the questionnaire. This will facilitate the collection of the most appropriate data takes place. In the present research, the content validity of the questionnaire has been conducted. Based on the changes suggested and feedback of the experts, changes were made in the questionnaire to establish validity in the questionnaire. In the present study, the experts were the departmental heads of the marketing department in different colleges in India.

3.8 Ethical Considerations

The researcher has made sure that the study is ethical and no foul means have been used to conduct the research. No living being was hurt for conducting the research in any manner. The research has avoided all kinds of plagiarism. The data collected in the research was solely used for this research only and has not been shared with any third party.

Chapter No. 4.   Data Analysis and Interpretation

4.1 Introduction to Chapter

The present chapter has covered the data analysis of the primary data collected in the present research. The output results have been analyzed and inferences have been made.

4.2 Demographic Profile

Table 4.1 below presents the demographic profile of respondents-

Demographic Factor		Frequency	Percent
Gender	Male	428	49.1
	Female	245	28.1
	Non-Binary/ Third Gender	108	12.4
	Prefer Not to Say	91	10.4
Occupation	Student	86	9.9
	House Wife	118	13.5
	Employed	319	36.6
	Self Employed	263	30.2
	Not Working	86	9.9
Marital Status	Single	393	45.1
	Engaged	71	8.1
	Married	138	15.8
	Separated	39	4.5

	Divorced	231	26.5
Age	**18-25 Years**	115	13.2
	26-35 Years	97	11.1
	36-45 Years	257	29.5
	46-55 Years	182	20.9
	56-65 Years	197	22.6
	65 Years and Above	24	2.8

Table 4-1: Demographic Profile of Respondents

4.3 General Background
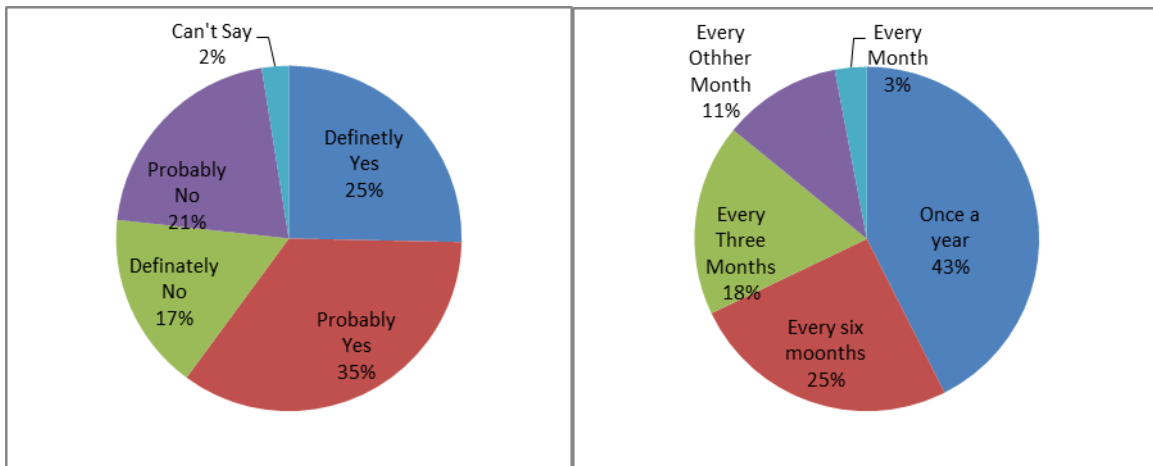
(a)   (b)

Figure 4-1: (a) Frequent traveler to foreign destinations before COVID 19 (b) Frequency of traveling to foreign destinations before COVID 19

(a)   (b)
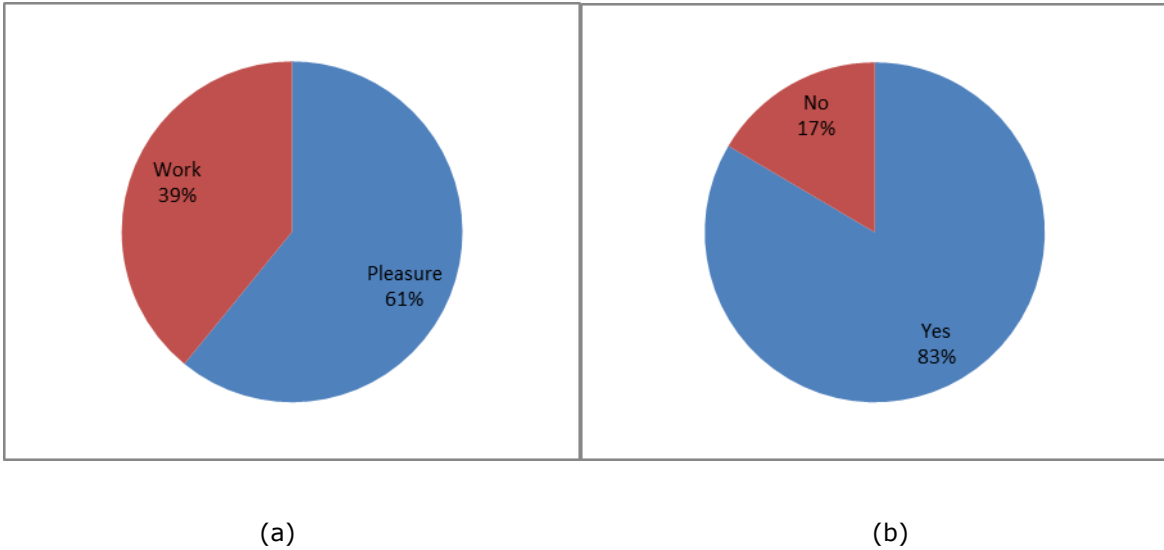
Figure 4-2: (a) Purpose of traveling to foreign locations before the spread of COVID 19 (b) Did you cancel your previous plans due to COVID-19?
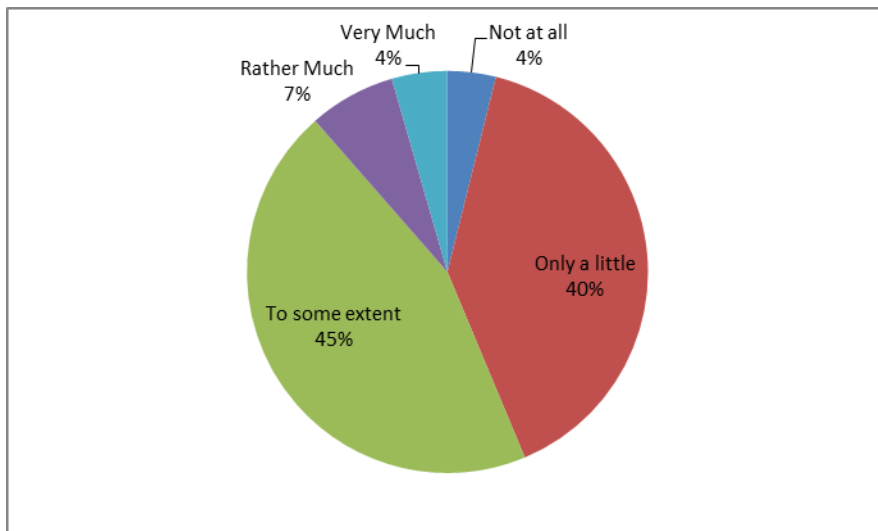
Figure 4-3: Would you like to travel to Greece for a holiday in the coming few months, keeping in mind the current circumstances of COVID 19?

4.4 Data Analysis

4.4.1   Objective 1

In order to find the factors creating fear in tourists thereby stopping them to visit Greece, descriptive analysis has been conducted. Herein Mean values and standard deviation have been used to analyze the primary data collected to find the factors creating fear in tourists. The results have been presented in Table 4.2 below-

	SA	A	N	D	SD	MV	SD
Fear of COVID 19-1	71	301	374	69	57	2.70	.961
Fear of COVID 19-2	422	270	109	51	20	1.83	1.010
Fear of COVID 19-3	397	241	133	64	37	1.97	1.133
Fear of COVID 19-4	401	253	115	59	44	1.96	1.147
Risk Attitude-1	271	396	104	77	24	2.07	1.014
Risk Attitude-2	275	289	196	79	33	2.20	1.097
Risk Attitude-3	411	298	97	41	25	1.82	.999
Threat Susceptibility-1	444	301	77	39	11	1.71	.897
Threat Susceptibility-2	489	311	36	27	9	1.57	.798
Threat Susceptibility-3	402	381	47	31	11	1.70	.826

[SA= strongly agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree, MV= mean value, SD= standard deviation]

Table 4-2: Descriptive Analysis

The mean value of Threat Susceptibility-2 which states "*Possibility of contact with infected tourists while traveling*" is closest to 1 which is 1.57 showing that this is the factor to which respondents agree on SA=1, A=2, N=3, D=4, and SD=5. Further, Threat Susceptibility-2 was found to have the smallest value of standard deviation stating that respondents gave similar responses to this factor. In other words, responses were not distributed across the five options SA, A, N, D, and SD.

The next factor with the mean value closest to 1 is Threat Susceptibility-3 which states "*Possibility of contact with infected people (non-tourists)*" with the mean value of 1.70 and standard deviation of 0.826. Thus, it can be stated that the reason which is the biggest fear in tourists thereby stopping them to visit Greece is the possibility of contact with infected people. In research conducted by Z. Li et al., (2020) it was found that the biggest fear of the tourists is that they and their family and friend might come in contact with an infected person owing to which they might become COVID positive. Thus the finding of this research is in sync with the findings of the present research thereby supporting the present research.

Objective 2-

To identify the factors motivating tourists to visit Greece, a cross-tabulation analysis has been conducted.

Cautious travel

It can be inferred from Table 4.3 that for the factor Cautious travel, maximum respondents that are 39.3% of all the respondents are in strong agreement with Cautious travel-1 that is "Greece is managing the risk of infection during travel well". Herein, maximum respondents of the third gender that is 43.5% strongly agree to it followed by females (40.4%), males (39.3%), and those who prefer not to disclose their gender (31.9%).

It can be inferred from Table 4.3 that for the factor Cautious travel-2, maximum respondents that are 48.3% of all the respondents are in strong agreement with Cautious travel-2 that is "Greece is providing complete COVID-19 information about the country before I go traveling". Herein, maximum respondents of both those who prefer not to disclose their gender and males (49.5%) strongly agreed to it followed females (46.5%) and then third gender (46.3%).

Further for the factor Cautious travel-3, maximum respondents that are 45.3% of all the respondents are in agreement to it that is "Greece is making sure that everything during the trip is protected from getting infected after travel restrictions". Herein, maximum respondents of the third gender (53.7%) agreed to it followed females (45.7%), those who prefer not to disclose their gender (45.1%), and then males (43.0%).

It can be inferred from the above discussion that Cautious travel-2 was agreed upon by maximum respondents making it one of the prominent factors that motivate the tourists to visit Greece. Y. Zheng et al., (2020) in their research found that if the tourists are given correct and timely information, their perception of the place changes and becomes more positive. Thus the finding of this research is in sync with the findings of present research thereby supporting the present research.

Problem-focused coping

It can be inferred from Table 4.4 that for the factor Problem-focused coping-1, maximum respondents that are 45.8% of all the respondents are in agreement with Problem-focused coping -1 that is "Greece is trying to come up with a strategy about what to do towards COVID-19". Herein, maximum females that are 50.2% strongly agree to it followed by those who prefer not to disclose their gender (47.3%), males (44.2%), and third gender (40.7%).

It can be inferred from Table 4.4 that for the factor Problem-focused coping -2, maximum respondents that are 44.3% of all the respondents are in agreement to it that is "Greece has very strict rules and steps to take to prevent COVID-19". Herein, maximum respondents of the third gender that is 45.4% are in strong agreement with it followed by males (45.3%), females (43.7%), and then those who prefer not to disclose their gender (39.6%).

Further for the factor Problem-focused coping -3, maximum respondents that are 32.9% of all the respondents are neutral towards it that is "Greece is following its action plan strictly to make the situation of COVID-19 better".

It can be inferred from the above discussion that Problem-focused coping-1 was agreed upon by maximum respondents making it one of the prominent factors that motivate the tourists to visit Greece. Perić et al., (2021) conducted research on Serbian tourists and found that the trust factor of tourists is more towards the countries which have developed some strategy to deal with COVID 19 and allow safe tourism at the same time. Thus the finding of this research is in sync with the findings of present research thereby supporting the present research.

It can be inferred from Table 4.5 that for the factor Self-Resilience-1, maximum respondents that are 46.9% of all the respondents are in strong agreement to Self-Resilience-1 that is "I will always be able to adapt to change in travel rules and restrictions". Herein, the maximum respondent of the third gender that is 50.9% strongly agrees to it followed by those who prefer not to disclose their gender (50.5%), males (47.7%), and females (42.4%).

It can be inferred from Table 4.5 that for the factor Self-Resilience -2, the maximum respondents that are 51.3% of all the respondents are in agreement with it that is "I always see the humorous side of problems in travel". Herein, maximum respondents of those who prefer not to disclose their gender (61.5%) are in agreement with it followed by females (53.1%), males that are 49.8%, and then third gender (44.4%).

Further for the Self-Resilience-3, maximum respondents that are 55.2% of all the respondents disagree with it that is "I will always cope with stress in travel, which can strengthen me".

Finally, for the Self-Resilience-4, the maximum respondents that are 53% of all the respondents are neutral towards it that is "I can always handle unpleasant feelings in travel".

It can be inferred from the above discussion that Self-Resilience-2 was agreed upon by maximum respondents making it one of the prominent factors that motivate the tourists to visit Greece. Roth-Cohen & Lahav, (2021) also found in their research that keeping a positive approach and looking for humor in all the COVID-related issues can positively impact the tourism industry. Thus the finding of this research is in sync with the findings of present research thereby supporting the present research.

It can be inferred from Table 4.6 that for the factor Self-efficacy -1, maximum respondents that are 39.1% of all the respondents are in strong disagreement agreement to Problem-focused coping -1 that is "Greece is trying to come up with a strategy about what to do towards COVID-19".

It can be inferred from Table 4.6 that for the factor Self-efficacy -2, maximum respondents that are 50.7% of all the respondents are in agreement to it that is "I have the necessary skills and equipment to always protect myself from being infected by COVID-19". Herein, the maximum respondents of those who prefer not to disclose their gender that is 53.8% are in agreement with it followed by males (51.2%), females (50.2%), and third gender (47.2%).

Further for the factor Self-efficacy-3, the maximum respondents that are 55.3% of all the respondents are in disagreement towards it that is "My skills and equipment required to stop being infected by COVID-19 are adequate".

Finally, for the factor Self-efficacy-4, the maximum respondents that are 53.1% of all the respondents are neutral towards it that is "I could easily learn to perform preventive measures to protect myself from being infected by COVID-19".

It can be inferred from the above discussion that Self-efficacy -2 was agreed upon by maximum respondents making it one of the prominent factors that motivate the tourists to visit Greece. In a research conducted by(D. Zheng, 'Luo, et al.,(2021), it was found that Self-protection, coping and resilience are the key factors that enhance tourist visits during and after COVID 19 pandemic. Thus the finding of this research is in sync with the findings of present research thereby supporting the present research.

Objective 3-

In order to test the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece, the following hypothesis has been developed.

H_0: *There is no significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece*

H_A: *There is a significant impact of fear of COVID-19 on consumer buying behavior in the tourism industry in Greece*

Herein, COVID-19 is an independent variable while consumer buying behavior is a dependent variable. The consumer buying behavior is taken to be based on four factors namely Cultural and

social factors, Personal factors, Psychological factors of fear, and Perceived effectiveness of government policies. Thus, there are four dependent variables.

In order to assess the impact of COVID 19 on consumer buying behavior, multivariate regression analysis has been conducted.

Multivariate Tests						
Effect		Value	F	Hypothesis df	Error df	Sig.
VAR00011	Pillai's Trace	1.047	61.507	20.000	3468.000	.000
	Wilks' Lambda	.034	254.413	20.000	2866.514	.000
	Hotelling's Trace	26.159	1128.112	20.000	3450.000	.000
	Roy's Largest Root	26.070	4520.491[b]	5.000	867.000	.000
a. Design: VAR00011						
b. The statistic is an upper bound on F that yields a lower bound on the significance level.						

Table 4-3: Multivariate Tests

It can be inferred from Table 4.7 that the significance value for all Multivariate Tests is significant (<0.05). Thus null hypothesis can be rejected and it can be stated that there is a significant impact of COVID-19 on consumer buying behavior in the tourism industry in Greece.

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	Cultural and Social Factors	8189.914[a]	5	1637.983	1983.185	.000
	Personal Factor	5293.570[b]	5	1058.714	1692.209	.000
	Psychological factors of fear	8332.716[c]	5	1666.543	3891.615	.000
	Perceived effectiveness of government policies	6712.018[d]	5	1342.404	2481.679	.000
COVID 19	Cultural and Social Factors	8189.914	5	1637.983	1983.185	.000
	Personal Factor	5293.570	5	1058.714	1692.209	.000
	Psychological factors of fear	8332.716	5	1666.543	3891.615	.000
	Perceived effectiveness of government policies	6712.018	5	1342.404	2481.679	.000
Error	Cultural and Social Factors	716.086	867	.826		

	Personal Factor	542.430	867	.626		
	Psychological factors of fear	371.284	867	.428		
	Perceived effectiveness of government policies	468.982	867	.541		
Total	Cultural and Social Factors	8906.000	872			
	Personal Factor	5836.000	872			
	Psychological factors of fear	8704.000	872			
	Perceived effectiveness of government policies	7181.000	872			
a. R Squared = .920 (Adjusted R Squared = .919)						
b. R Squared = .907 (Adjusted R Squared = .907)						
c. R Squared = .957 (Adjusted R Squared = .957)						
d. R Squared = .935 (Adjusted R Squared = .934)						

Table 4-4: Tests of Between-Subjects Effects

It can be observed in Table 4.8 that the R-Square value of Cultural and social factors is 0.92. This means that 92% of changes in Cultural and social factors of consumer buying behavior (dependent variable) are dependent on COVID 19 in the present research model. Similarly, the R-Square value of Personal factors is 0.907 which is 90.7% changes in Personal factors of consumer buying behavior (dependent variable) in the tourism industry in Greece are dependent on COVID 19 in the present research model.

Further, the R-Square value of Psychological factors is 0.957. This means that 95.7% of changes in Psychological factors of consumer buying behavior (dependent variable) in the tourism industry in Greece are dependent on COVID 19 in the present research model. Finally, the R-Square value of the perceived effectiveness of government policies is 0.935. This means that 93.5% of changes in perceived effectiveness of government policies factors of consumer buying behavior (dependent variable) in the tourism industry in Greece are dependent on COVID 19 in the present research model.

It can also be observed that all 4 dependent variables are significant in the regression model with a significance value of 0.000.

Chapter No. 5.   Conclusion

5.1 Conclusion

The present research has been focused on assessing the impact of covid-19 on consumer buying behavior in the tourism industry of Greece. It was found in the research that the most prominent reason which is the biggest fear in tourists thereby stopping them to visit Greece is the possibility of contact with infected people (tourists or non-tourists). On finding the factors that motivate the tourists to travel to Greece are "Greece is making sure that everything during the trip is protected from getting infected after travel restrictions", "Greece is trying to come up with a strategy about what to do towards COVID-19", "I always see the humorous side of problems in travel" and "I have the necessary skills and equipment to always protect myself from being infected by COVID-19" and "I have the necessary skills and equipment to always protect myself from being infected by COVID-19".

To assess the impact, the research conducted hypothesis testing to see if COVID 19 has a significant impact on consumer buying behavior in the tourism industry in Greece. To do this, four consumer buying behaviors including Cultural and social factors, Personal factors, Psychological factors, and perceived effectiveness of government policies were tested against COVID 19 impact on the tourism industry in Greece. The study found all four factors to be significantly impacted by COVID 19. Owing to this the study concluded that COVID 19 has significant impact on consumer buying behavior in the tourism industry in Greece. The study further stated that Cultural and social factors of consumer buying behavior are impacted maximum by COVID 19 in the tourism industry in Greece.

5.2 Managerial Implications

Based on the findings of the present research, the following implications have been suggested

1. **Strategizing**- The present research found that the tourists are more open and comfortable in traveling to foreign locations if the country which they are visiting has made proper strategy to avoid the spread of COVID 19 while promoting tourism. Thus, it

is suggested to strategies and plan in a manner that make the tourists comfortable and feel safe. This can include strict implementation of COVID appropriate behavior, vigorous testing, and fast vaccination of citizens to name a few.

2. **Transparency**- The study found the tourists to be more comfortable visiting Greece since it shares all the information and insights on COVID. Such behavior avoids fear and fake news thereby maintaining positivity in the area.

3. **Maintaining Travel Restrictions-** The study found that tourists are more comfortable if travel restrictions are maintained. Thus, the countries can maintain travel restrictions by allowing only fully vaccinated tourists, banning tourists from countries that have a high number of cases, banning tourists from countries that are developing newly mutated forms of the virus, quarantine restrictions to name a few.

4. **Positive Marketing**- The study found cultural and social factors of consumer buying behavior to be impacted by COVID 19. Cultural and social factors revolve around basically family, friends, and peers. Thus, if positive aspects about COVID and its management are marketed then tourists will be motivated to travel as their family and friends will also have the same exposer.

5.3 Limitations and Future Scope

The present research has been specifically focused on Greece. Owing to this it can only be generalized to similar countries like Spain, Portugal, and Turkey but not for all the countries famous for tourism thereby restricting the scope of the research for the future, the same study can be conducted on other tourist destinations in Europe so that the overall scenario of the impact of COVID 19 on consumer buying behavior in Europe can be understood.

Appendices

			Gender				Total
			Male	Female	Non-Binary/Third Gender	Prefer Not to Say	
Cautious travel-1	Strongly Agree	Count	168	99	47	29	343
		% within Gender	39.3%	40.4%	43.5%	31.9%	39.3%
	Agree	Count	167	93	38	37	335
		% within Gender	39.0%	38.0%	35.2%	40.7%	38.4%
	Neutral	Count	50	30	13	8	101
		% within Gender	11.7%	12.2%	12.0%	8.8%	11.6%
	Disagree	Count	29	16	7	14	66
		% within Gender	6.8%	6.5%	6.5%	15.4%	7.6%
	Strongly Disagree	Count	14	7	3	3	27
		% within Gender	3.3%	2.9%	2.8%	3.3%	3.1%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				Total
			Male	Female	Non-Binary/Third Gender	Prefer Not to Say	
Cautious travel-2	Strongly Agree	Count	212	114	50	45	421
		% within Gender	49.5%	46.5%	46.3%	49.5%	48.3%
	Agree	Count	128	84	35	24	271
		% within Gender	29.9%	34.3%	32.4%	26.4%	31.1%
	Neutral	Count	53	27	16	15	111
		% within Gender	12.4%	11.0%	14.8%	16.5%	12.7%
	Disagree	Count	22	14	6	6	48
		% within Gender	5.1%	5.7%	5.6%	6.6%	5.5%
	Strongly Disagree	Count	13	6	1	1	21
		% within Gender	3.0%	2.4%	.9%	1.1%	2.4%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%
			Gender				Total

			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	
Cautious travel-3	Strongly Agree	Count	129	61	24	23	237
		% within Gender	30.1%	24.9%	22.2%	25.3%	27.2%
	Agree	Count	184	112	58	41	395
		% within Gender	43.0%	45.7%	53.7%	45.1%	45.3%
	Neutral	Count	60	36	20	14	130
		% within Gender	14.0%	14.7%	18.5%	15.4%	14.9%
	Disagree	Count	34	21	3	12	70
		% within Gender	7.9%	8.6%	2.8%	13.2%	8.0%
	Strongly Disagree	Count	21	15	3	1	40
		% within Gender	4.9%	6.1%	2.8%	1.1%	4.6%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5-1: Cautious travel * Gender Crosstabulation

			Gender				Total
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	
Problem-focused coping-1	Strongly Agree	Count	136	62	31	23	252
		% within Gender	31.8%	25.3%	28.7%	25.3%	28.9%
	Agree	Count	189	123	44	43	399
		% within Gender	44.2%	50.2%	40.7%	47.3%	45.8%
	Neutral	Count	55	30	17	10	112
		% within Gender	12.9%	12.2%	15.7%	11.0%	12.8%
	Disagree	Count	26	17	9	6	58
		% within Gender	6.1%	6.9%	8.3%	6.6%	6.7%
	Strongly Disagree	Count	22	13	7	9	51
		% within Gender	5.1%	5.3%	6.5%	9.9%	5.8%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%
			Gender				Total

			Male	Female	Non-Binary/Third Gender	Prefer Not to Say	
Problem-focused coping-2	Strongly Agree	Count	136	73	29	27	265
		% within Gender	31.8%	29.8%	26.9%	29.7%	30.4%
	Agree	Count	194	107	49	36	386
		% within Gender	45.3%	43.7%	45.4%	39.6%	44.3%
	Neutral	Count	47	36	13	16	112
		% within Gender	11.0%	14.7%	12.0%	17.6%	12.8%
	Disagree	Count	35	18	17	6	76
		% within Gender	8.2%	7.3%	15.7%	6.6%	8.7%
	Strongly Disagree	Count	16	11	0	6	33
		% within Gender	3.7%	4.5%	0.0%	6.6%	3.8%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

| | | | Gender | | | | |
			Male	Female	Non-Binary/Third Gender	Prefer Not to Say	Total
Problem-focused coping-3	Strongly Agree	Count	104	50	23	22	199
		% within Gender	24.3%	20.4%	21.3%	24.2%	22.8%
	Agree	Count	128	81	33	32	274
		% within Gender	29.9%	33.1%	30.6%	35.2%	31.4%
	Neutral	Count	150	72	38	27	287
		% within Gender	35.0%	29.4%	35.2%	29.7%	32.9%
	Disagree	Count	36	28	10	7	81
		% within Gender	8.4%	11.4%	9.3%	7.7%	9.3%
	Strongly Disagree	Count	10	14	4	3	31
		% within Gender	2.3%	5.7%	3.7%	3.3%	3.6%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5-2: Problem-focused coping * Gender Crosstabulation

			Gender				Total
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	
Self-Resilience-1	Strongly Agree	Count	204	104	55	46	409
		% within Gender	47.7%	42.4%	50.9%	50.5%	46.9%
	Agree	Count	135	96	35	28	294
		% within Gender	31.5%	39.2%	32.4%	30.8%	33.7%
	Neutral	Count	52	25	9	10	96
		% within Gender	12.1%	10.2%	8.3%	11.0%	11.0%
	Disagree	Count	25	12	6	6	49
		% within Gender	5.8%	4.9%	5.6%	6.6%	5.6%
	Strongly Disagree	Count	12	8	3	1	24
		% within Gender	2.8%	3.3%	2.8%	1.1%	2.8%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				Total
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	
Self-Resilience-2	Strongly Agree	Count	148	87	41	23	299
		% within Gender	34.6%	35.5%	38.0%	25.3%	34.3%
	Agree	Count	213	130	48	56	447
		% within Gender	49.8%	53.1%	44.4%	61.5%	51.3%
	Neutral	Count	40	16	11	8	75
		% within Gender	9.3%	6.5%	10.2%	8.8%	8.6%
	Disagree	Count	22	10	7	3	42
		% within Gender	5.1%	4.1%	6.5%	3.3%	4.8%
	Strongly	Count	5	2	1	1	9

			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
	Disagree	% within Gender	1.2%	.8%	.9%	1.1%	1.0%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
Self-Resilience-3	Strongly Agree	Count	6	3	0	2	11
		% within Gender	1.4%	1.2%	0.0%	2.2%	1.3%
	Agree	Count	12	10	2	2	26
		% within Gender	2.8%	4.1%	1.9%	2.2%	3.0%
	Neutral	Count	23	9	3	0	35
		% within Gender	5.4%	3.7%	2.8%	0.0%	4.0%
	Disagree	Count	234	132	59	56	481
		% within Gender	54.7%	53.9%	54.6%	61.5%	55.2%
	Strongly Disagree	Count	153	91	44	31	319
		% within Gender	35.7%	37.1%	40.7%	34.1%	36.6%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
Self-Resilience-4	Strongly Agree	Count	43	17	9	6	75
		% within Gender	10.0%	6.9%	8.3%	6.6%	8.6%
	Agree	Count	59	29	13	16	117
		% within Gender	13.8%	11.8%	12.0%	17.6%	13.4%
	Neutral	Count	224	136	60	42	462
		% within Gender	52.3%	55.5%	55.6%	46.2%	53.0%

			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
	Disagree	Count	68	36	15	17	136
		% within Gender	15.9%	14.7%	13.9%	18.7%	15.6%
	Strongly Disagree	Count	34	27	11	10	82
		% within Gender	7.9%	11.0%	10.2%	11.0%	9.4%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5-3: Self-Resilience * Gender Crosstabulation

			Gender				
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
Self-efficacy-1	Strongly Agree	Count	12	10	1	2	25
		% within Gender	2.8%	4.1%	.9%	2.2%	2.9%
	Agree	Count	36	13	8	11	68
		% within Gender	8.4%	5.3%	7.4%	12.1%	7.8%
	Neutral	Count	48	28	16	10	102
		% within Gender	11.2%	11.4%	14.8%	11.0%	11.7%
	Disagree	Count	162	92	43	39	336
		% within Gender	37.9%	37.6%	39.8%	42.9%	38.5%
	Strongly Disagree	Count	170	102	40	29	341
		% within Gender	39.7%	41.6%	37.0%	31.9%	39.1%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				
			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
Self-efficacy-2	Strongly Agree	Count	144	88	40	30	302
		% within Gender	33.6%	35.9%	37.0%	33.0%	34.6%
	Agree	Count	219	123	51	49	442
		% within Gender	51.2%	50.2%	47.2%	53.8%	50.7%
	Neutral	Count	39	20	10	9	78
		% within Gender	9.1%	8.2%	9.3%	9.9%	8.9%

			Male	Female	Non-Binary/ Third Gender	Prefer Not to Say	Total
	Disagree	Count	20	11	5	3	39
		% within Gender	4.7%	4.5%	4.6%	3.3%	4.5%
	Strongly Disagree	Count	6	3	2	0	11
		% within Gender	1.4%	1.2%	1.9%	0.0%	1.3%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				
					Non-Binary/ Third Gender	Prefer Not to Say	
			Male	Female			Total
Self-efficacy-3	Strongly Agree	Count	2	4	3	1	10
		% within Gender	.5%	1.6%	2.8%	1.1%	1.1%
	Agree	Count	16	10	0	1	27
		% within Gender	3.7%	4.1%	0.0%	1.1%	3.1%
	Neutral	Count	17	7	3	5	32
		% within Gender	4.0%	2.9%	2.8%	5.5%	3.7%
	Disagree	Count	228	146	60	48	482
		% within Gender	53.3%	59.6%	55.6%	52.7%	55.3%
	Strongly Disagree	Count	165	78	42	36	321
		% within Gender	38.6%	31.8%	38.9%	39.6%	36.8%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

			Gender				
					Non-Binary/ Third Gender	Prefer Not to Say	
			Male	Female			Total
Self-efficacy-4	Strongly Agree	Count	36	20	15	6	77
		% within Gender	8.4%	8.2%	13.9%	6.6%	8.8%
	Agree	Count	58	30	17	11	116
		% within Gender	13.6%	12.2%	15.7%	12.1%	13.3%
	Neutral	Count	227	139	55	42	463
		% within Gender	53.0%	56.7%	50.9%	46.2%	53.1%
	Disagree	Count	69	31	15	20	135
		% within Gender	16.1%	12.7%	13.9%	22.0%	15.5%
	Strongly	Count	38	25	6	12	81

	Disagree	% within Gender	8.9%	10.2%	5.6%	13.2%	9.3%
Total		Count	428	245	108	91	872
		% within Gender	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5-4: Self-efficacy * Gender Crosstabulation

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