

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

## Introduction

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). In the present scenario of COVID-19 tourists are hesitant to travel abroad for vacations. It is important to 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

## Objectives of the study

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

To identify the factors motivating tourists to visit Greece

To assess the impact of COVID-19 on consumer buying behavior in the tourism industry in Greece.

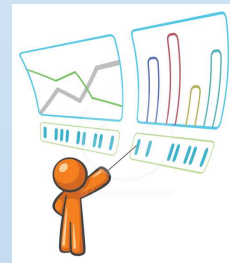
## Research



Survey Strategy



Online Survey Sharing



Quantitative Data

## Conceptual Framework

Consumer Buying Behaviours

Cultural and Social Factor

Personal

Psychological

Government Policies and Initiative

Impact of COVID-19

## Findings

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 a 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.