

# Integration Perceived Risk, Travel Constraints, and Social Influences in Theory of Planned Behavior

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## ABSTRAK

Salah satu bidang penelitian yang paling menarik adalah psikologi dan perilaku konsumen, yang dalam beberapa tahun terakhir semakin menarik perhatian para pakar pemasaran dan pariwisata serta para pakar di sektor ini dan manajer destinasi. Tulisan ini merupakan tinjauan literatur dari beberapa artikel mengenai penerapan persepsi risiko, kendala yang dihadapi dan pengaruh 811ariab dalam teori perilaku terencana. Tujuan dari makalah ini adalah untuk memastikan bahwa risiko yang dirasakan, kendala perjalanan dan pengaruh 811ariab dapat diintegrasikan dalam kerangka teori perilaku terencana (TPB), sebagai salah satu model sosio-psikologis yang paling banyak digunakan dalam literatur. Terutama berkaitan dengan kelayakan dalam rangka pengelolaan pariwisata. Berdasarkan tinjauan variabel TPB secara komprehensif dengan metode tinjauan literatur sistematis, pencarian menghasilkan 65 artikel dari 23 publikasi jurnal yang terindeks di Google Scholar. Hasil penelitian menyimpulkan bahwa persepsi risiko, hambatan perjalanan, dan pengaruh 811ariab dapat diterapkan dengan jelas dalam kerangka teori perilaku terencana (TPB). Dengan adanya variabel Covid 19, ditemukan semakin banyak artikel pariwisata yang menerapkan variabel persepsi risiko dan kendala-kendala yang dihadapi wisatawan dalam mengambil keputusan berkunjung ke suatu tempat wisata.

## ABSTRACT

One of the most intriguing research areas is consumer psychology and behavior, which has attracted increasing attention in recent years from marketing and tourism scholars as well as from experts in the sector and destination managers. This paper is a literature review of several articles regarding the application of perceived risk, constraints faced and social influences in the theory of planned behavior. The aim of this paper is to ensure that perceived risk, travel constraints and social influences can be integrated within the framework of the theory of planned behavior (TPB), as one of the most widely used socio-psychological models in the literature. Especially with regard to feasibility in the framework of tourism management. Based on a comprehensive TPB literature review using the systematic literature review method, the search yielded 65 articles from 23 indexed journal publications on Google Scholar. The study results conclude that perceived risk, travel barriers, and social influence can be clearly applied within the theoretical framework of planned behavior (TPB). With the Covid 19 pandemic, it was found that more and more tourism articles applied the perceived risk variable and the constraints faced by tourists in their decision to visit a tourist spot.

## 1. INTRODUCTION

One of the most intriguing research areas is consumer psychology and behavior, which has attracted increasing attention in recent years from marketing and tourism scholars as well as from experts in the sector and destination managers. This study is crucial for all tourism stakeholders because it enables the description, analysis, prediction, and control or influence of consumers, consumer systems, and the consumption environment (Schweiger et al., 2020; Ulker-Demirel & Ciftci, 2020). Understanding how consumers think, feel, and behave is the core of this growing interest. However, the breadth and thorough examination of human behavior and experience done within social psychology provide both a resource and a difficulty for tourism researchers. Therefore, it is crucial to both the methodological fit and

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applicability of particular social psychology theories (Pearce & Packer, 2013; Skavronskaya et al., 2017). In the literature, tourism researchers frequently apply a number of social psychology theories (Bilgihan et al., 2016; Harris et al., 2018; J. M. L. Wu et al., 2017). Because tourism is complicated by nature and involves marketing, economics, geography, sociology, social psychology, anthropology, business, and communications, many authors have suggested that it might be studied from a social perspective. The entire industry of tourism is really a social psychological phenomenon. Some psychological ideas are supported by the tourism industry (Nikjoo & Bakhshi, 2019; Skavronskaya et al., 2017). However, due to testing and validation challenges, the majority of these ideas cannot be transferred to different situations, demonstrating that there are still some uncharted research territories (Park & Santos, 2017; Scott, 2020; Sequeira et al., 2018). Because tourism is complicated by nature and involves marketing, economics, geography, sociology, social psychology, anthropology, business, and communications, many authors have suggested that it might be studied from a social perspective (Benckendorff & Zehrer, 2013; Cohen & Cohen, 2019; Nogués-Pedregal, 2019).

An expanded variant of the TRA is the TPB. This theory takes non-volitional control into account when attempting to explain a person's conduct in addition to volitional control. Individual intention, which offers the most precise prediction of specific behaviors, is a key component of the TRA and TPB (Jones et al., 2014; Sulat et al., 2018). An individual's readiness or willingness to engage in a specific conduct is indicated by their intention, which is considered in this theory as an immediate antecedent of behavior (Kautonen et al., 2013; Rezaei et al., 2018; Yadav & Pathak, 2017). Similar to the last study, this one uses the term "intention" to describe a customer's preparedness or willingness to buy a green hotel product again. Three conceptual factors that determine intention are postulated by the TPB. In particular, intention is dependent on elements like perception of behavioral control, subjective norm, and attitude toward the behavior. Previous research defined attitude toward the behavior as the degree to which an individual evaluates or appraises the performance of conduct (Cappelli & Conyon, 2018; Longenecker & Fink, 2017). This mindset is supported by prominent behavioral beliefs and result assessments. Behavioral beliefs are the perceived likelihood that a given conduct will result in the expected outcome, while outcome evaluations are the evaluation of the potential negative effects of a particular behavior (Ajzen, 2015; De Leeuw et al., 2015; Sniehotta et al., 2014). In order to evaluate attitude, each behavioral belief's strength is multiplied by the related appraisal of the result (La Barbera & Ajzen, 2021; Luttrell & Sawicki, 2020).

According to previous research, perceived risk is the uncertainty people have about the drawbacks of adopting a good or service (Chiu et al., 2014; Martins et al., 2014). Risk is a result—positive or negative—that users of a good or service will experience. The qualities inherent in services can also be used to quantify perceived risk, as seen from a number of earlier research (Casidy & Wymer, 2016; Li et al., 2020). Consumer perceived risk is supposedly a multifaceted concept, according to the majority of academics (Chew & Jahari, 2014; Liao & Hsieh, 2013). However, the risk construct has a wide range of dimensions. The use of perceived risk dimensions might change and be tailored to the study environment. The components of perceived risk may differ and be suitable for the good or service. Perceived risk is broken down into other categories, including financial risk, Security danger, social danger, Risks related to performance and time (Meditinos et al., 2013; Roy et al., 2017; Wachinger et al., 2013). According to previous research, there is a mechanism for the development of risk perceptions in the context of product buying, which can ultimately effect (Wang et al., 2020; Zhai et al., 2022). Perceived behavioral control is a non-volitional element that determines intention as the second factor. When a person has large resources and opportunities, their perceived behavioral control in TPB should be higher (Bala & Bhagwatwar, 2018; La Barbera & Ajzen, 2020). The role of control beliefs and perceived power is the foundation of perceived behavioral control. The perceived power of each control factor refers to an individual's assessment of the significance of the resources and opportunities in achieving behavioral outcomes (Bala & Bhagwatwar, 2018; La Barbera & Ajzen, 2020). Control beliefs are the perceived presence (or absence) of resources and opportunities that facilitate (or impede) performance of a particular behavior. The constraints approach, like the TPB, acknowledges that behaviors are not always within volitional control and that external circumstances also play crucial roles (Ajzen, 2020; Trifiletti et al., 2022). According to previous research, motivation affects how well perceived limits are negotiated (Reif & Brodbeck, 2017; Schuster et al., 2020). Intrinsic and extrinsic motives are enforced by social and psychological mediators, which in turn affect constraint negotiation (Kono & Ito, 2023; Shrestha & Burns, 2016). A comparable construct to the PBC called the personal control factor as a potential player in the negotiation of limits. Constrained bargaining may involve some use of the TPB predictors. Further research is needed to determine how restrictions and variables connected to attitudinal models of participation interact. A person's PBC is correlated with their perception of the availability of resources (such as time, money, skills, and other people's cooperation), the severity of constraints, and their perception of their capacity to deal with those

limitations. This backed up previous assertion that the perceived strength of internal and external restrictions influences the PBC's intensity (Qin & Song, 2022; C. S. Wu et al., 2016). The subjective norm, which is thought to be a social element by nature is the third predictor of intention. The social pressure to engage in a specific action is referred to as the subjective norm. The urge to comply and normative views are thought to influence the subjective norm. The motivation to comply is the desire to take into account the opinions of one's salient referents with regard to a behavior, and normative beliefs are the perceived behavioral expectations of one's significant referents (such as family, friends, neighbors, or coworkers). The motive to conform with each normative belief is weighted, and the results are added to produce the subjective norm. Although social influence as it is defined in the current study has not been addressed in the literature on hospitality, various studies have used the theory of planned behavior to forecast intents and behaviors in the hospitality industry. Subjective norm, which includes other people's perspectives on whether or not someone should engage in a behavior and that person's motivation to do so, is one element of the TPB. Social influence takes the shape of subjective norm. Research has demonstrated a relationship between subjective norm and travel aspirations to places including Hong Kong, South Korea, China, and Japan. Numerous analyses have been done based on the aforementioned theory in numerous research fields, including various aspects of tourism, such as intentions related to travel, choice of travel destination, type of tourism, choice of travel mode, environmentally responsible behaviors. This article offers a method for evaluating TPB usage in the area of intention to visit and identifies potential study subjects in the future. In light of TPB, this review aims to present an updated and thorough assessment of prior TPB investigations and provides recommendations for future studies. Additionally, this study uses TPB as its theoretical foundation. As subjective standards, behavioral restraints, and attitudes, construct relationships between perceived danger, travel restrictions, and social influence.

## 2. METHODS

The Systematic Literature Review (SLR) approach, which consists of five steps, was used to analyze this research. The first stage involved doing an inquiry from 2018 to 2023. The theory of planned behavior, title, and abstract were used in the search, along with the factors of perceived danger, travel restrictions, and social influences that have an impact on the theory of planned behavior. Finding pertinent studies is the second step. The relevance of each article is determined in the third stage. For example, even though there are few citations for the TPB, it can still be included because the goal of this research is to learn something new about TPB. The article's information is listed in stage 4 while the SLR's key findings are shown in stage 5. The results of the Systematic Literature Review (SLR) analysis were obtained based on the results of several reviews of several articles published in journals and recorded on Google Scholar. Based on the results of article reviews through the SLR, it can be seen that in the range of 2018 to 2022 there has been an increase in the number of applications of perceived risk, travel constraints and social influence into the TPB theory.

## 3. RESULTS AND DISCUSSIONS

### Results

Community The increase in the number of articles that apply Perceived risk to the TPB theory can be seen in [Table 1](#).

**Table 1. Articles Applying Perceived Risk in The Theory of Planned Behavior**

Year	Number of Articles	Topic
2018	2	Travel intention
2019	1	Travel intention
2020	1	Travel intention
2021	5	Travel intention
2022	5	Travel intention

Based on [Table 1](#), it is known that there has been an increase in the number of articles that apply perceived risk to the TPB theoretical framework in the 2018-2022 range. In the year the Covid-19 pandemic occurred, there was a significant increase from 1 article in 2020 to 5 articles in 2022. These results can also indicate that there are more and more articles using perceived risk so that new knowledge regarding the linkage of perceived risk as an attitude within the TPB theoretical framework. Furthermore,

Table 2 shows the results of the Systematic Literature Review (SLR) regarding the application of travel constraints into the TPB theoretical framework.

**Table 2. Articles that Apply Travel Constraints in Theory of Planned Behavior**

Year	Number of Articles	Topic
2018	1	Travel intention
2019	4	Travel intention
2020	4	Travel intention
2021	8	Travel intention
2022	9	Travel intention

Judging from Table 2, it is known that there are an increasing number of articles that apply travel constraints within the TPB theoretical framework from 2018 to 2022. In 2021 to 2022, there has been a significant increase from 4 articles to 9 articles in 2022. These results are of course indicating that more and more new knowledge is generated through the application of travel constraints as perceived behavioral control. The application of social influence into the TPB theoretical framework is shown in Table 3.

**Table 3. Articles that Apply Social Influence in Theory of Planned Behavior**

Year	Number of Articles	Topic
2018	3	Travel intention
2019	5	Travel intention
2020	5	Travel intention
2021	6	Travel intention
2022	9	Travel intention

Based on the results of the SLR analysis in Table 3, it is known that in the range of 2018 to 2022 there has been a significant increase in the application of social influence into the TPB theoretical framework. The number of articles using social influence as a subjective norm within the TPB framework in 2022 increased to 9 articles compared to 2020 which only had 5 articles. This increase is of course followed by the development of new knowledge regarding social influence as subjective norms in the TPB theoretical framework.

## Discussion

Judging from the results of the systematic literature review, it can be seen that perceived risk, travel constraints and social influences can be integrated and used within the framework of planned behavior theory (TPB). The Most Recent Information Regarding the Use of Perceived Risk In TPB Perceived risk is defined as an attitude. After analyzing an item, the consumer's attitude refers to their thoughts and feelings about it (both good and negative). More attitudes are created when more objects are assessed. Attitude serves a variety of purposes, including adjustment, ego defense, value expression, and knowledge. Behavioral ideals (ideals about the likelihood of different results) and assessments of how accurate or deplorable it might be if the consequences of the one occurred are used to determine attitude (Hur, 2020; Kim et al., 2021). When a person sincerely values an action, he will definitely carry it out. The first variable that affects behavior intention takes into account attitude that is closer to conduct. Subjective norms and perceived behavioral manipulation are both impacted by behavioral perception.

Travel limitations are defined as a perceived behavioral control in the most recent research on their use in TPB. A person's impression of his capacity to carry out particular acts is referred to as behavior control. In other words, behavioral control describes the degree to which a person believes that he or she has control over whether or not to engage in a particular action. The presence of several elements that facilitate the performance of the performed behavior influences how behavior is controlled.

Behavior refers to all human actions, whether they are clearly visible to others or not. According to previous research behavior is a person's response to or reaction to outside stimuli (Lanterman et al., 2021; Soares et al., 2022). A person's perceptions of how simple or difficult an action is to complete are measured by their perceived behavioral control (Fleming et al., 2014; Zolait, 2014). Behavioral control can also be understood as a comprehension of how simple or complex to do an action depending on prior experience and potential impediments (Pezzulo et al., 2014; Rusu & Pennartz, 2020). A person's support for perceived behavior control will rely on whether they have subjective attitudes and norms that favor particular behaviors. A key component of behavior regulation is the presence of supporting variables.

Conversely, a person finds it harder to grasp and adopt a behavior the less supportive variables there are for him. An individual with a favorable outlook, support from those around him, and fewer barriers to behavior will have a greater intention than an individual with a positive outlook, support from those around him, and numerous barriers. The current understanding of social influence's use in TPB defines it as a subjective standard. Subjective norm established by views about what one should do in accordance with the opinions of particular significant persons and the degree to which one is motivated to do so. It is a subjective sense that results from social pressure to engage in or refrain from particular activities, and it can be weighted, social pressure can also be recognized by exhibiting a particular behavior (Doanh & Bernat, 2019; Hoang et al., 2020; Tsai et al., 2016). Subjective norm is founded on belief, also known as normative belief, which is a belief to agree or disagree with the thinking or attitude of a person or group that influences a person's attitude toward particular behaviors. Some habits have strong social influences that are founded in family, a spouse, relatives, coworkers, and other references that are relevant to the behavior. Social power consists of praise or criticism that becomes a part of the individual standard that is communicated to others, one's liking or admiration of others, etc. Typically, if someone is anticipated to behave in a specific way, they tend to feel social pressure; conversely, if they are not expected to behave in a certain way, they tend not to feel social pressure. In addition, when the Covid-19 pandemic hit the world, the intensity of the use of perceived risk and travel constraints increased in the framework of the TPB theory on tourism demand. This condition is because more and more prospective tourists feel the risk of exposure to the virus and are constrained by travel rules when going to visit a tourist spot.

#### 4. CONCLUSION

Based on the results and discussion of several articles that use SDGs as a theoretical basis in explaining the emergence of one's intentions, it can be concluded that perceived risk, travel barriers and social influence can be applied within the SDGs theoretical framework. Perceived risk is a form of a person's attitude, travel constraint is a form of perceived behavioral control and social influence is a form of subjective norm. The use of the third factor from the TPB theory is now widely used, especially in research that discusses a person's intention to visit a tourist spot. The application of perceived risk variables and the constraints faced is also increasingly being applied to the theory of planned behavior (TPB) since the Covid 19 pandemic spread throughout the world, so that it can be ensured that the perceived risks, the constraints faced and social influences can be integrated into the theory of planned behavior. TPB).

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