

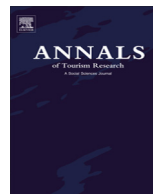


ELSEVIER

Contents lists available at ScienceDirect

Annals of Tourism Research

journal homepage: www.elsevier.com/locate/atoures



CrossMark

Spatial–temporal distances in travel intention–behavior

Junghye A. Kah^{a,1}, Choong-Ki Lee^{b,2}, Seong-Hoon Lee^{c,*}

^a Kyonggi University, Republic of Korea

^b Kyung Hee University, Republic of Korea

^c Cheongju University, 298 Deasung-Ro, Sangdang-Gu, Cheongju, Chungbuk 360-764, Republic of Korea

ARTICLE INFO

Article history:

Received 1 March 2015

Revised 3 December 2015

Accepted 18 December 2015

Coordinating Editor: James Petrick

Keywords:

Travel intention

Travel behavior

Non-traveler

Spatial distance

Temporal distance

ABSTRACT

This study investigates non-travelers' behavior, focusing on the influence of spatial and temporal distances on decisions not to travel and their effects on the gap between travel intention and actual behavior. The results show that intention formed at a greater temporal distance from an event reflects a stronger actualization but that spatial distance acts as impedance to traveling to distant destinations. The longer the time interval between intention formation and the action is, and the greater the spatial distance to a destination is, the higher the probability to change behaviors. The results indicate that in addition to understanding factors that facilitate travelers without an original travel intention, marketing efforts should target non-travelers to induce the intended travel.

© 2015 Elsevier Ltd. All rights reserved.

Introduction

Travelers' decision-making processes have been investigated in a substantial number of studies; however, the majority of these studies are limited to discussions of the reasons why people travel (e.g., George, 2004; Lam & Hsu, 2006; March & Woodside, 2005; Rittichainuwat, 2011, 2006; Venkatesh, 2006). As asserted by Sönmez and Graefe (1998), the reasons why travelers decide not

* Corresponding author. Tel.: +82 43 229 8179; fax: +82 43 229 8123.

E-mail addresses: angelakah@kyonggi.ac.kr (J.A. Kah), cklee@khu.ac.kr (C.-K. Lee), seonghoon@cju.ac.kr (S.-H. Lee).

¹ Tel.: +82 2 390 5293; fax: +82 2 390 5113.

² Tel.: +82 2 961 9430; fax: +82 2 964 2537.

to travel is as relevant to the study of travel decision-making as are the reasons why they choose to travel; however, many conventional models do not pay attention to the latter. [Chon, Pizam, and Mansfeld \(2012\)](#) proposed that non-travelers represent an important marketing opportunity and argued that it is therefore essential that marketers seek to discover why people do not travel. This need is especially critical, given the large number of non-travelers worldwide ([Smith, Fralinger, & Litvin, 2011](#)). [McKercher \(2009\)](#), for example, found that 1 in 4 adults in the developed world had not taken an overnight pleasure trip; furthermore, [Litvin, Smith, and Pitts \(2013\)](#) reported that 1 in 5 Americans had not taken a trip during the period from 2004 to 2005. Such evidence regarding the number of non-travelers shows that there is a need to more deeply understand non-travelers, which can, in turn, enable the conversion of non-travelers into travelers and increase the influx of “new money” into local/regional economies.

Evidence shows that previous research on travel decision-making has overwhelmingly focused on the reasons why people travel, but there is a marked dearth of scholarship investigating the reasons why people avoid traveling. Only a few empirical research studies on non-travelers have appeared in the tourism literature; generally, these studies have reported that situational factors such as physical condition, economic constraints, and lack of time influence non-travel decisions (e.g., [Haukeland, 1990](#); [Mansfield, 1992](#); [McKercher, 2009](#); [Nyaupane & Andereck, 2008](#); [Smith & Carmichael, 2005](#)). However, [Samdahl and Jekubovich \(1997\)](#) argued that the classic model of leisure constraints does not accurately capture all of the factors that influence people’s behaviors. Further, [Raymore \(2002\)](#) argued that a constraints approach is problematic because an absence of constraints does not compel people to participate in leisure activities. [Litvin et al. \(2013\)](#) also came to a similar conclusion in previous research, whereby a lack of money, lack of time, and family commitments are not the only reasons preventing people from engaging in leisure travel activities. By contrast, they contended that the explanations for non-travelers have been solely subsumed under the structural barriers of cost and work, or the interpersonal barrier of family commitments. As highlighted by [McKercher \(2009\)](#), the literature on non-travel used secondary analyses of government surveys, government reports, or studies of the seniors’ market as the basis for reporting on the propensity of populations to participate in recreational travel for pleasure, but only a few attempts have used specific research on the psychological perspectives of non-travelers. Marketers have become increasingly interested in understanding the role that consumer psychology plays in important consumer decision contexts. [Lynch and Zauberaman \(2007\)](#) suggested that consumers make decisions based on predictions regarding how they will feel at a different time and in a different place, both of which can be quite relevant. [Gilovich, Kerr, and Medvec \(1993\)](#) stated that people are likely to take greater risks and feel more confident about events that occur in the more distant future, while [Nussbaum, Trope, and Liberman \(2003\)](#) showed that temporal distance influences individuals’ confidence regarding future events. It is possible that an intention formed at a greater temporal distance reflects a stronger preference for a product and may therefore result in a greater effort to actualize it ([Chintagunta & Lee, 2012](#)). In retailing, however, [Friend, Alexander, Godwin, and Babies \(2006\)](#) suggested that consumers who stated an intention to acquire products in the next six months were less likely to implement this intention. Moreover, [Chintagunta and Lee \(2012\)](#) provided an alternative explanation to previous claims regarding the greater likelihood of actualization and temporal distance, whereby it may be more likely that those intentions formed at a later time are realized because of a “recency effect.”

Studies have also presented changes in mental representations over time. [Gilovich and Medvec \(1995\)](#) showed that people regretted actions more than inactions in the short term, but regretted inactions more than actions over a long term. [Zauberaman and Lynch \(2005\)](#) suggested that because people falsely believe that they will have more spare time in the future but not more spare money, the change in representation over temporal distance shifts more for events that are framed as time than for events that are framed as money. Additionally, [Lynch and Zauberaman \(2006\)](#) found that people gave more weight to benefits and less weight to costs, thus resulting in an increase in participation over the long term. Therefore, when policymakers seek to encourage people to take costly short-term actions that are beneficial on a long-term basis, they should induce people to frame this decision in the distant future.

In regard to spatial distance, there seems to be a consensus among previous research studies. Spatial barriers, such as travel distance, are understood as a constraint for people participating in leisure

Download English Version:

<https://daneshyari.com/en/article/7416611>

Download Persian Version:

<https://daneshyari.com/article/7416611>

[Daneshyari.com](https://daneshyari.com)