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THE PERSONAL NORM-EXPERIENCE INTENTION NEXUS: EXPLORING MODERATOR EFFECT OF RISK PERCEPTION IN VOLUNTOURISM

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Abstract. *This study develops a conceptual model for volunteer tourists by applying norm activation theory. Even though this theory has been employed in numerous studies to understand a wide range of intentions and behaviors in various fields, a little has investigated and extended the theory to explain tourists' intention to experience volunteer tourism and behavior, by including risk perception as a moderator. Data from a survey of 212 volunteer tourists in Indonesia, who at least participated once in a volunteer activity, was used to test the proposed model and hypotheses. The findings from the structural equation modeling showed that perceived risk moderates the relationship between personal norm and voluntourism behavior.*
Keywords: Risk perception, Personal norm, Intention, Volunteer tourism

1. **Introduction.** One of the forms of 'alternative' tourism that has been developing in recent years, volunteer tourism, combines a favorable combination of services to residents and simultaneously provides cultural, educational, and scientific benefits [1]. The topic of volunteer tourism has upsurged and motivated researchers to conduct studies exploring young tourist behavior and its contribution to local communities [2]. Previous research topics have related to, among others, motivation [3], experience [4], personal transformation [5], sporting events [6], and impacts [7] of volunteer tourism.

In parallel, the motivation and desire to travel is triggered by individual calculations of the risks to be faced, which affect the attractiveness of the destination [8]. The specific characteristics of a particular area that may have serious consequences will influence the calculation and perception of risk for potential tourists. Therefore, the risk perceptions may determine intention to experience volunteer tourism which would lead to voluntourism behavior.

The norm activation theory has been considered as a major theoretical framework used to explain the variables influencing sustainable behaviors in a range of tourism settings.

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For example, Han and Hyun [9] indicated that personal norm and attitude towards cultural conservation have independent effects on environmental responsible behavioral intention. In another study by Kiatkawsin et al. [10], the findings revealed that attitude, social norms, awareness of consequences, perceived behavioral control, and pro-environmental binning intention positively affected national park visitors' pro-environmental behavior. Consistent with the theory, Li and Wu [11] suggested that personal norm is regarded as an important factor affecting local visitors and tourists to visit natural parks. However, it has been observed in prior studies that personal norm, which is a key component of the norm activation theory, has not been explored even though it is also important to the understanding of tourist behavior, particularly from the perspective of volunteer tourism.

Past studies on sustainable tourism suggested that the effects of cues may vary across different moderating roles [4-44]. Extending this research stream, this study on voluntourism seeks to highlight the gap by exploring the role of risk perception as a moderator in the personal norm-intention and personal norm-behavior relationships. Besides the gap, the advantage of this study's findings would feed local authorities and tourism organizers with thoughtful insight for understanding the important role of perceived risks in discovering voluntourism behavior. The results of this study contribute to the refinement of the norm activation theory by providing a new moderating factor in risk perceptions.

The rest of the paper is organized as follows. Section 2 presents a summary of the literature which discusses the theory and research variables. Section 3 presents the methods and the correlations among the variables. Section 4 documents the effects of risk perceptions moderating the relationships between personal norm and voluntourism intention as well as personal norm and voluntourism behavior. Section 5 concludes the paper.

2. Literature Review.

2.1. **Personal norm.** Initially, norm activation theory was used to explain pro-social or altruistic behavior and was later extended to studies on pro-environmental behavior [12]. According to this theory, when an individual realizes the adverse consequences for others or the environment (awareness level of the consequences) and takes responsibility for any of the harmful consequences (conviction of the protecting what they highly value), the appropriate personal norm will be activated and then followed by pro-social behavior [13]. Therefore, those personal norms determine whether an individual should engage in a particular behavior to prevent damaging outcomes [14]. In other words, when altruistic values are considered to be the life's rule of thumb and responsible to minimize environmental change, his personal norms will increase [15].

Given that NAT has been developed to explain altruistic behavior, its application to environmentally relevant behavior is not self-evident. However, environmental behavior belongs more to the moral domain, meaning that it is determined not solely by cost-benefit calculations as described in the Theory of Planned Behavior (TPB) but by moral beliefs about what is right and wrong to do [16,17]. This argument makes NAT a valuable theory for analyzing such relationships. In contrast to TPB, NAT focuses heavily on the moral drivers of pro-environmental behavior, ignoring the non-moral motivations captured by TPB (see Figure 1).

2.2. **Risk perception.** Tourism risk often happens when expectation of tourists does not meet the service offered. Bauer [18] introduced travel risk perception which can be divided into three: subjective feelings of the negative consequences or impact, objective evaluation of the negative consequences or impact, and tourists' cognitive of exceeding the threshold portion of the negative consequences or impact. Since the 2000s, tourist risk has been widely defined by the scholars [19,20]. Chen and Zhang [19] defined tourism risk perception as the intuitive judgments and subjective feelings of various potential risks existing in different tourism projects for tourists. Reichel et al.'s [20] perceived risk

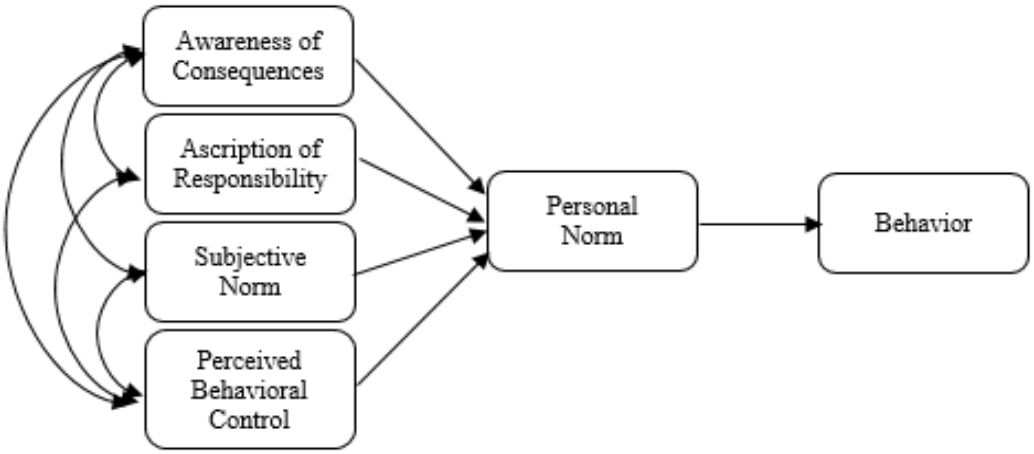

FIGURE 1. Norm activation theory

of tourism applied when consumers' negative impact perception on whether an event is beyond the acceptable level of tourism behavior.

It is also important to identify common risk dimensions in order to develop a theoretical basis based on tourist risk perceptions incorporating other antecedents of behavioral intention in experiencing volunteer tourism. However, because of the importance of understanding the concept of risk perception in the literature, quite a number of theoretical and empirical studies have been conducted (e.g., [21-23]) to explore the dimensions of risk associated with travel destinations and their impact on tourist behavioral intentions.

Risks in the environmental category include natural disasters (for example, tornadoes, hurricanes, floods, droughts, landslides, earthquakes, tsunamis, volcanoes, lahars, erosion, epidemics, and disease outbreaks) and man-made risks (industrial accidents, transportation accidents, crime, terrorism, political conflict, structural failure, structural fires, and contamination) [24,25].

2.3. **Hypothesis development.** As part of the norm activation model, the sense of self-ethical obligation that makes up personal norm prompts an individual to perform an action. In essence, personal norms are expectations placed upon an individual that can be realistic or unrealistic, and they signify the individual's awareness of obligations and sense of responsibility for implementing specific actions [26]. According to Doran et al. [27], towards opting for travel options that are eco-friendly, people would feel morally obliged. Personal norms were found to be a strong predictor of pro-environmental behaviors [17]. Individuals with a strong sense of obligation tend to engage in environmentally responsible behaviors [28]. This study uses personal norms to predict environmental behavior compared with other psychological variables, such as values and concerns, and other characteristics from the social demographic domain [27]. Personal norms may influence pro-environmental behavior among tourists come from a field experiment conducted by Brown et al. [29]. Niemiec et al. [30] suggested that personal norms are strong predictors of conservation behavior. Yet, since intention is not thoroughly related, this study's measurement of sustainable consumption behavior is to include actual behavior [31]. Based on the discussions, the following hypotheses are proposed.

Hypothesis 1. Personal norm is positively related to voluntourism experience intention

Hypothesis 2. Personal norm is positively related to voluntourism behavior

Perceived risk as a moderating variable can be described whether the moderator alters the strength and/or direction of the relationship between an antecedent (independent variable) and an outcome [32]. Conducted in the US, Noh and Vogt's [33] study found that lower perceived risks may generate a higher travel intention for prospective US tourists

to travel to China, Japan, and South Korea. Tavitiyaman and Qu [34] proposed the moderating effect of perceived risk on the relationship between overall satisfaction and behavioral intention. Their study hypothesized that at low perceived risk level, the positive influence of destination image on overall satisfaction is greater than at high perceived risk level. The following hypotheses were therefore formed.

Hypothesis 3. Perceived risk has a positive moderating effect on the association between personal norm and voluntourism experience intention

Hypothesis 4. Perceived risk has a positive moderating effect on the association between personal norm and voluntourism behavior

3. **Research Method.** In current research, the authors utilized quantitative method with primary data. This research was conducted in Indonesia from August 2020 until September 2020. The country has been chosen as the case study for this research, given its popularity and growth as one of the world's largest economic sectors that offers a variety of choices for local and international tourists [40]. The authors conducted the survey by utilizing an online questionnaire platform, comprising a set of survey items in Likert Scale measurement which was sent online to the respondents. The analysis technique in this research is Partial Least Square (PLS) method to estimate the relationships hypothesized in the current model. The sample frame included 212 local volunteers in Indonesia whose ages are all under 25. The participants are 68.9% female. The majority of them were high school graduates (56.6%), followed by 34.9% bachelor's degree holders, and 8.5% having a diploma.

Nearly fifty percent of the participants had participated in teaching activities (44.64%), followed by animal welfare (19.49%), sports, cultural, festival events (13.15%), agriculture (7.49%), research (3.77%), medical healthcare (3.14%), skills development and training (3.14%), building community facilities (2.83%), and childcare/orphanage (2.35%).

The respondents rated their personal norm by using the five-dimensional items adapted from Han and Hyun [9]. This study utilizes a five-point Likert Scale format, ranging between 1 (strongly disagree) and 5 (strongly agree). Statements included: 1) "When traveling, I was moved to stay in environmentally friendly accommodation"; 2) "When traveling, it is mandatory to buy eco-friendly products from local residents even though it is a little more expensive"; 3) "When traveling, we are obliged to use environmentally friendly means of transportation even though it takes a longer time"; 4) "When traveling, I was moved to use environmentally friendly vehicles even though the costs were more expensive"; 5) "I was moved to join a social tour package that aims to protect the environment even though the cost is higher".

We measured the respondents' risk perception level using five 5-point Likert scales from Siddique [35] and Hasan et al. [36]. The items included: 1) "I feel annoyed with trips that do not match the costs and energy incurred"; 2) I feel uncomfortable with the trip that I did just ended up in vain"; 3) "At a tourism location, I feel uncomfortable if the public facilities are inadequate"; 4) "It annoys me when my travels change how my friends think of me"; 5) "At a tourism location, I feel uncomfortable if the means of transportation are inadequate".

The intention level of the participants was measured with five survey items from Han et al. [37]. The questionnaire included: 1) "I want to participate in volunteer tourism activities in the near future"; 2) "I intend to recommend volunteer tourism activities to others"; 3) "I am willing to encourage others to participate in volunteer tourism activities"; 4) "I am willing to support volunteer tourism activities in the future"; 5) "I cannot wait to participate if there are volunteer tourism activities in the near future".

Voluntourism behavior was assessed with five items extracted from Maki and Snyder [38]. Statements included: 1) "I am willing to take part in social tourism activities voluntarily while protecting local natural resources and environment"; 2) "I am willing to

travel while providing voluntary assistance to the local community"; 3) "I am willing to do more to promote volunteer tourism while helping local communities voluntarily"; 4) "I am willing to share information about the benefits that generate from volunteer tourism activities"; 5) "I am willing to take the time to support volunteer tourism activities".

4. **Results and Discussion.** Initially, we ran a PLS (Partial Least Square) algorithm to perform both measurement validation and structural modeling. The latent variables in the current model all have reflective measurements – also known as the common factor model – which imposes restrictions on the variance-covariance matrix of indicators belonging to one latent variable [41]. The reliability result analysis showed that Cronbach's alpha and Composite Reliability (CR) values were above 0.70, indicating reliable measurement instrument for this study (Table 1). The latent constructs' Average Variance Extracted (AVE) values, implying how much of the indicators' variance can be explained by the latent variable, were above 0.50. Table 2 depicts the latent variable correlation coefficient, meaning that there was a strong correlation between the latent exogenous constructs and the latent endogenous construct.

Next, we performed a bootstrapping analysis, specifying 5,000 subsamples and a 95% significance level, to obtain each path coefficient's standard error and p value (see Table 3). From the hypotheses, they show that personal norm does not affect voluntourism experience intention ($\beta = 0.223$, $t = 0.774$) and it positively affects voluntourism behavior

Table 1. Assessment of the measurement model

Constructs	Items	Loadings	Alpha	CR	AVE
BEH	BEH1	0.830	0.927	0.945	0.774
	BEH2	0.878			
	BEH3	0.899			
	BEH4	0.909			
	BEH5	0.881			
INT	INT1	0.852	0.920	0.940	0.758
	INT2	0.896			
	INT3	0.864			
	INT4	0.868			
	INT5	0.874			
RIS	RIS1	0.815	0.814	0.869	0.572
	RIS2	0.813			
	RIS3	0.740			
	RIS4	0.620			
	RIS5	0.777			
PER	PER1	0.625	0.785	0.854	0.541
	PER2	0.722			
	PER3	0.794			
	PER4	0.784			
	PER5	0.740			

Table 2. Correlations among variables

Constructs	BEH	INT	PER	RIS
BEH	0.88	–	–	–
INT	0.859	0.871	–	–
PER	0.463	0.467	0.735	–
RIS	0.539	0.522	0.425	0.757

TABLE 3. Path estimates

	Path estimates	***t* statistics**	***p* values**
H1: PER → INT	0.223	0.774	0.439
H2: PER → BEH	0.624	2.052	0.041
H3: RIS∗PER → BEH	−0.253	1.925	0.055
H4: RIS∗PER → INT	−0.299	2.243	0.025

($\beta = 0.624$, $t = 2.052$). Therefore, hypothesis 1 is not supported, and hypothesis 2 is supported.

The structural equation model was further used to investigate the moderating effect of perceived risk on the relationship between personal norm and intention and personal norm and behavior. As advanced in hypotheses 3 and 4, perceived risk significantly moderated the effect of personal norm on both voluntourism experience intention ($\beta = -0.299$, $t = 2.243$) and voluntourism behavior ($\beta = -0.253$, $t = 1.925$). Specifically, the relationship between personal norm and voluntourism behavior was stronger. When the risk increases, the relationship between personal norm and behavior generally falls. Therefore, hypotheses 3 and 4 are supported.

5. **Conclusions.** Due to environmental concerns, we see an increased rate of past studies attempting to understand determinants of pro-environmental behavior. In related discipline such as voluntourism, scholars have attempted to pinpoint the most influential predictors that encourage voluntourists to behave pro-environmentally. The results of this study have reaffirmed the personal norm of the norm activation model in explaining behavioral intentions of volunteer tourists. Although the NAM is a well-rounded framework and has been applied in various settings, its predictive ability varies depending on the context and type of behavior.

A previous study tested the theory on different types of behaviors [39] and the results of the study show different degrees of effectiveness in predicting different types of behaviors, e.g., blood donation's total variance explained at 14%, while the intention to reduce car-use was 43%. The total variance explained produced by current study model is 41.6% (see R^2 of voluntourism behavior in Figure 2), which compares favorably to previous studies. Tourists are advised to collect accurate and sufficient information on safety and health

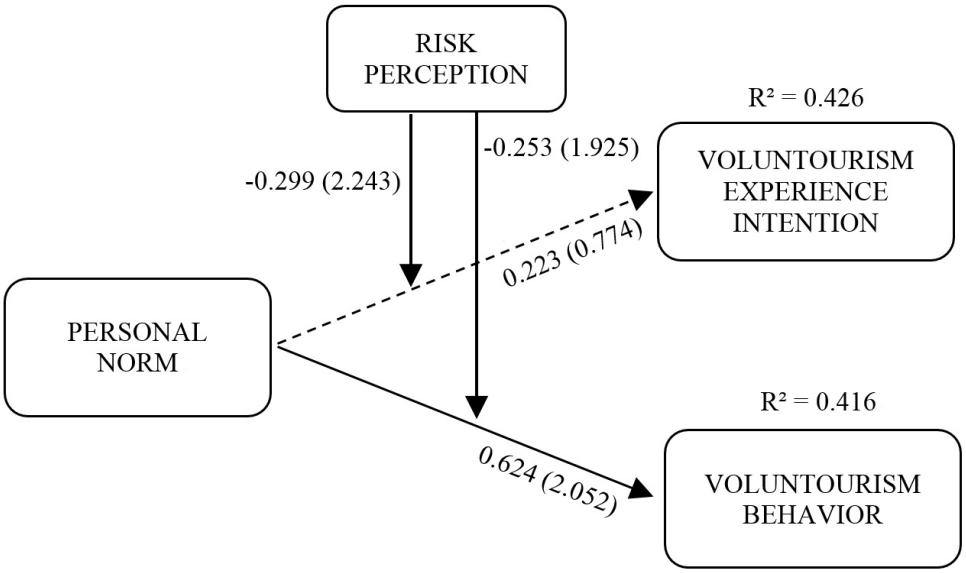

FIGURE 2. Research model

risk of traveling in Indonesia. Ample information can reduce the risks that travelers might have in making their travel decisions.

This research has implications on the academic literature as well as managerial decisions and brings to light new and interesting issues related to the impact of risk perception serving as a moderating factor on the relationship between personal norm and voluntourism experience intention and behavior. From the academic point of view, our study has contributed to the academic literature by confirming personal norm and risk perception as distinct factors in determining voluntourism behavior.

Although consistent with findings in other behavioral domains, in regard to the study samples, the results may lack the ability to be applied to a broader spectrum of society. The study has only managed to sample generation Z of the population. Future studies may benefit from expanding the samples to include other generations of the volunteer tourism communities.

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