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FACTORS INFLUENCING THE GEN ZER'S BEHAVIOR TOWARDS DESTINATION EXPERIENCE CHOICE

Mary Joy A. Mendoza (a), Mae Erika A. Mercado (b), Mary-Ann Loraine L. Pinca (c),
Ryan A. Gamoso (d), July Aze V. Barcenas (e)*
*Corresponding author

(a) College of International Tourism and Hospitality Management, Lyceum of the Philippines University-
Laguna, Philippines, mjamendoza@lpulaguna.edu.ph
(b) College of International Tourism and Hospitality Management, Lyceum of the Philippines University-
Laguna, Philippines, meamercado@lpulaguna.edu.ph
(c) College of International Tourism and Hospitality Management, Lyceum of the Philippines University-
Laguna, Philippines, maryannlorainepinca@lpulaguna.edu.ph
(d) College of International Tourism and Hospitality Management, Lyceum of the Philippines University-
Laguna, Philippines, ryan.gamoso@lpulaguna.edu.ph
(e) College of International Tourism and Hospitality Management, Lyceum of the Philippines University-
Laguna, Philippines, julyaze.barcenas@lpulaguna.edu.ph

Abstract

This study aims to determine the behavior and what are the factors that influence GenZers as consumers when traveling and the level of experience when it comes to a destination choice to visit. The paper utilized the figures of factors influencing consumer behavior as well as the four (4) realms of experience for its theoretical framework to support and distinguish what significantly affects the behavior and to determine the level of experience of the respondents. Meanwhile, the conceptual framework was illustrated based on the study's objectives as well as the existing theoretical frameworks which represent the cycle and connection between the variables to further analyze the determinants of the study. The study is quantitative research that utilized a survey questionnaire form to gather the data from its respondents. The results and findings regarding this study will be mainly relevant to the GenZers to analyze what influences their behavior in choosing a destination through the factors and level of experiences with the support of established theories, studies, and data in connection with the variables formulated from this study. Therefore, the main purpose of this study's outcome, along with the researcher's intention, will further aid and support the tourism and hospitality industry to become much more aware of the influences and buying behavior of GenZers to further contribute in providing and addressing what needs to be maintained and to come up with strategies to improve what is lacking in order to become more accessible and meet every traveling need of each tourist.

Keywords: Destination choice, experience, GenZers, influencing behavior

1. Introduction

Several factors, particularities, traits, and beliefs could influence an individual's identity, decision-making process, and purchasing behaviour. Wherein a culture, economy class, family members, psychological issues, and the society itself has a significant impact on an individual's behaviour in terms of any decision to be made in which every aspect of these factors are the result of the purchase decision of the individual. Some individuals have difficulty when it comes to selecting a destination or a place to go to and being influenced by others can affect a person's perspective. Generation Z seems to be more interested in selecting destinations that are least visited as they are known for dominating the utilization of digital devices and technological advancements, unlike previous generations. Parker and Igielnik (2020), stated that members of this generation are projected to be the most educated generation, yet, as well as the most diverse one than of any other generation before them. Sometimes their behavior and experiences are affected due to most of their group of individuals, like families and friends, influencing them on how they are selecting and choosing a specific destination they wanted to.

According to the study of Ramya and Ali (2016), firstly, the guest tries to figure out what commodities would want to consume and selects only the goods which is more beneficiary. Following the selection of commodities and goods, the guest calculates the available amount of money which might be spent. Finally, is to estimate the current pricing of commodities and make a judgment on which commodities to consume. In addition, there are various processes and considerations involved when a guest selects what commodities they would spend their money on. However, as the world evolves, it is a requirement that people must have the capability to recognize this change, yet it is also necessary that they adapt effectively to this change.

Now, the world is currently stabilizing from the disastrous impacts of COVID-19 on the different sectors as a part of the change that evolves around the globe, however, the current state of the tourism industry is adapting and anticipating groups of travelers to presumably start traveling again wherein as stated in the recent research of Kelly (2020), numerous analysts claim that Generation Z will play a significant role in rebuilding the pace of the tourism industry. Moreover, the TELUS International (2021), article writes that the present scenario of the industry is still in the process of decoding the needs of the travelers, thus Generation Z is clearly starting to shift the direction of the tourism industry in a new direction and offering opportunities. In relation to that, Dimock (2019) studied that the members of Generation Z were born after the year 1996 which puts the oldest members as the new beginning force in the tourism industry while the younger members still have an extreme effect on a way of the travel arrangements and plans of their parents. However, Generation Z yearns for individualism anticipating being self-directed as well as independent learning in which they have the power to choose what and how they learn at their own pace in addition, they also want to "learn by doing" and want to spend most of their time participating in engaging activities (Stillman & Stillman, 2017).

The article of TELUS International (2021), states identically that GenZers plays the role in the tourism industry of being socially and environmentally conscious when traveling, as the generation that dominates the modern era, Generation Z tends to have a mobile-first approach and desires to encounter authentic local experiences during the trip as they prioritize authentic and unique experiences over the material things that they could purchase. In the reported article of Globetrender (2020), GenZ seeks to

contribute to the travel industry by traveling in a greener and eco-friendly way as they vision the great importance of nature and the world itself as visiting destinations and experiencing local cultures have never been easily accessible as of today. In addition, TELUS International (2021), also mentioned in the article that GenZ has its own preferences and habits while traveling which makes an impact through their experience needs in terms of traveling.

According to the study by Gregurec et al. (2021) GenZer's would rather travel to a different place around the world for a longer amount of time wherein they tend to be socially adapted and frequently interact more with the locals. Additionally, the more activities and experiences that consumers might have in a particular destination; they are likely to be delighted with the trip. Moreover, it is proven that Generation Z is living within a life that is virtually connected and breathes in a modernized society. From the study of Robinson and Schänzel (2019), generational change is one of such instances that may affect choosing a tourist destination that would render both an opportunity and a challenge in the tourism industry. Shifting to the global reality and concerns such as the society's influence, technological development, and advancements, Generation Z enters the world of adulthood which tends them to become independent and make their own decisions and choices as young adults.

The variety of variables which include social, cultural, and economic factors affect how an individual acquires a product or a service, both psychologically and personally (Ramya & Ali, 2016). The members of Generation Z are explorers and able to adapt to trends and change as they are also innovators when it comes to their choices of consuming selection. Generation Z's characteristics in choice selection may vary from one another but due to the influence and the impact of the mentioned factors, they keep on having a limited selection of choices. In addition, their attributes are creating a huge influence on their travel choice and behavior making their tourism destination and experience selection appear more specific. Within those factors, the decision-making process of a Generation Z member is set and controlled wherein it describes their traits which connectively interact with the characteristic of their choices. Furthermore, it promotes both positive and negative variables that measure the influenced destination choice that they made, (Parker & Igielnik, 2020).

The result and findings regarding this study will be mainly relevant to the GenZers in order to analyze the several difficulties they face in choosing their desired experience in a destination as well as determining what influences their behavior and habits in selecting a destination through the factors and level of experiences with the support of established theories, studies, and data in connection with the variables formulated from this study. Moreover, this paper will as well be relevant to the Tourism and Hospitality Industry since the sector sets as the bridge that links every traveler to visit domestic and international tourist spots and destinations through traveling and experiencing local cultures and recreational activities as those experiences and further feedbacks affects the whole industry itself which will address as an advantage and disadvantage to the tourism and hospitality industry since travelers have different responses, either positive or negative feedback experience with regards to a destination will assist the industry to address what needs to be maintained and also in order to come up with strategies to improve what is lacking.

The purpose of this study is to deeply determine the behavior and what influences the Gen-Z consumers in selecting their own experiences in a destination. For instance, GenZers encounter adversity

when it comes to selecting and deciding a destination to visit because the factors and levels that affect the behavior that they possess are due to the influences from the encountered reference groups. In addition, the importance of this study is to gain more understanding and to widen the knowledge of the Gen-Z consumers on how they will exactly examine the destination they want to go to and experience as well as to aid on decision-making in order to create a reliable selection in terms of choosing a destination to visit, without feeling unsatisfied and disappointed (Haarhoff, 2018). Therefore, part of the main assumption of this study's outcome, along with the researcher's intention of conducting this study will further aid and support the tourism and hospitality industry to become much more aware of the influences and buying behavior of GenZers as well as to further contribute to providing awareness to the industry on how to improve facilities and necessities to become more accessible and meet every traveling needs of every tourist.

Furthermore, part of the main assumption of this study's outcome, along with the researcher's intention of conducting this study will further aid and support the tourism and hospitality industry to become much more aware of the influences and buying behavior of GenZers as well as to further contribute to providing awareness to the industry on how to improve facilities and necessities to become more accessible and meet every traveling needs of every tourist. Therefore, the aim of this study is to provide Tourism and Hospitality Industry with a strategic plan when it comes to marketing their destinations to tourists which will be of help to catch the GenZer's attention if a destination suits with their standard. Since, the researchers already determined the behaviors of the Genzer's regarding what influences them by choosing a destination, the industry will benefit from the study to improve their establishments and services offered by adding exciting activities as well as entertaining places and events that GenZer's could experience. Wherein, for a place to be the destination experience choice of a GenZer, that certain destination must have the things that they will surely enjoy and would excite them more to which they would possibly return.

This study aims to explore the effects of Airline Chatbots as a Communication Tool towards Consumer Satisfaction on Pre-Flight Assistance Services. Moreover, it sought to determine the demographics of the respondents in terms of age, sex, and employment status. To determine the effects of airline chatbots as a communication tool in terms of automatability, personalization, limited understanding, lack of emotion and null decision making. It also sought to determine how the airline chatbots affects the consumer satisfaction on pre-flight assistance services in terms of credibility, availability, relevancy of information, convenience, and accessibility. To determine if there is a significant difference between the effects of airline chatbots as communication tool and consumer satisfaction on pre-flight assistance services when grouped according to demographics. To determine if there is a significant relationship between the effects of airline chatbot as communication tool and consumer satisfaction on pre-flight assistance services. Lastly, to propose an output/improvement plan which is aligned with the results and findings of the study and could be the basis for the enhancement of the services provided by chatbots.

2.   Research Methods

The research design of this study is made up of two approaches of quantitative design enumerated as the descriptive research design and correlational research design which results to the method as the descriptive correlational research design. The respondents of the study, as included in the title are Generation Z which is also known as "GenZers". The members of this generation have been raised and grew up in a developed society in which technological advancement is already present. Moreover, GenZer's are quick to adjust and adapt to a situation, they also tend to care about society's trends and have a rapid speed to search and gather information.

Moreover, based on the test that the statistician took to examine and based on the distributed objective of the study, the number of respondents of this study resulted with a total of 134 respondents which the assessment indicated the type of power analysis as a priori wherein computing the required sample size consisted of given alpha error (α), power, and the effect size. The data gathered from the respondents came from the province of Laguna mainly from the City of Calamba, which will only be participated by GenZers that is composed with the age range of 18 as the youngest respondent until 25 being the oldest respondent. Since Laguna has numerous numbers of Genzers living there, the Researchers choose the province of Laguna as gathering data.

Furthermore, the assessment resulted that this study used G*Power software 3.1.9.2. and utilized a convenient sampling method. The raw data acquired by researchers was methodically organized utilizing relevant statistical treatment for the study. Furthermore, the study utilized the Kolmogorov-Smirnov Test as well as the Shapiro-Wilk Test to test the normality of the variables presented in this research. Moreover, based on the test run that the statistician took for this study's indicated variables, it was revealed that the presented variables are not normally distributed. The gathered data was counted and accurately calculated in a way that the analyzed data was recorded and summarized in a table representation. Weighted mean and correlation Spearman Rho were used to analyze the data.

3.   Results and Discussion

The presented data in Table 1 shows that most respondents agree with the indicator of psychographic profile in terms of beliefs (3.40). Wherein, they acquire their own beliefs through the experiences and learnings from the community to which they belong and often hang out with. Moreover, it also depicts a respondent's point of view which could likely influence others.

From the same table, the respondents revealed that they strongly agree with the belief of sharing of own opinions with peers and family members regarding selecting a trip (3.57) which ranked first among all indicators presented. In addition, it displays that the respondents pattern their choices of choosing a destination and activities to experience towards their beliefs wherein analyzing it provides a primary impact for deciding future trips. The resulted data connects with the study of Xu et al. (2020) wherein it articulates that communicating through word of mouth when sharing opinions has become a powerful mechanism in terms of providing information when selecting a tourist destination to visit. Along with this, the notion of word of mouth has a primary impact concerning the decision-making process of respondents as GenZers in choosing a destination or attraction to visit and planning a trip. In reference to

that, Arica et al. (2022), revealed from their study that with the help of technological advancements, posting opinions or feedback on social media particularly in selecting a trip, has become a major information production tool in displaying thoughts and reviews regarding a visited destination with the use of photos, videos, or stories they could share publicly.

Table 1. Psychographic Profile of Respondents in terms of Benefits

Beliefs	Weighted Mean	Interpretation
I like to share my opinion with my peers and family regarding selecting a trip.	3.57	Strongly Agree
I always listen to the feedback of others about their trip.	3.41	Agree
Most of my family members enjoy the interactive trip.	3.32	Agree
I always check online sites and social media for planning a DIY trip.	3.29	Agree
Composite Mean	3.40	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

From table 2, most of the respondents agree with the indicator of psychographic profile in terms of Interests (3.33). It is basically important to know how the respondent's behavior can really help the industry to know them more. It's much greater to help the tourism and hospitality industries to improve and manage their facilities of destinations by knowing and analyzing the behavior of the respondents. And when it comes to Interest, the respondents are aware of choosing the best destination they will go, to attain that, they will undergo more research from the social media platforms, websites, and video vlogs from the influencers. Trendy and popular feeds or news from the social media platforms and other websites such as video vlogs and blogs can really take the attention of the respondents, and hearing from their peers' experiences from the past destination they attended can really caught their interests. Crouch et al., (2016).

Table 2. Psychographic Profile of Respondents in terms of Interests

Interests	Weighted Mean	Interpretation
I like to plan my vacation ahead of time.	3.54	Strongly Agree
I usually go on unexpected trips with my peers.	3.21	Agree
I often visualize my vacation or trip.	3.34	Agree
I am curious about the cultures and food of the locals before I travel.	3.40	Agree
I am excited to meet new people along the way.	3.31	Agree
I usually create an itinerary for my vacation.	3.18	Agree
Composite Mean	3.33	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 3 shows that most respondents agree with the indicator of psychographic profile of respondents in terms of Lifestyle (3.28). Moreover, the respondents assessed the data from the table that every respondent has their own individual attributes and specific preferences which portray an entity that they feel most passionate about. Furthermore, as the respondents revealed on the data, lifestyle is

considered as an important profile to provide valuable information about the respondent's consumer behaviour (Wijaya et al., 2020).

Table 3. Psychographic Profile of Respondents in terms of Lifestyle

Lifestyle	Weighted Mean	Interpretation
I always try something new and unique.	3.51	Strongly Agree
It does not hurt to be trendy if I feel like it.	3.17	Agree
I am often influenced by advertisements for new products.	3.07	Agree
I am often influenced by beautiful places I see on social media.	3.37	Agree
I am always up to adventure, like a You-Only-Live-Once traveler.	3.30	Agree
Composite Mean	3.28	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

4. Factors Influencing the GenZer's Behavior

The data of Table 4 presents that the respondents agree with the factor's influencing Grenzer's consumer behavior in terms of psychological (3.38). In terms of psychological factors, it holds a huge role in accordance with influencing behavior and preferences in a specific product, service and even in selecting a tourist destination to travel and visit which is acquired through motivation affecting beliefs as well as attitude. In relation to those key points, it is aiming to achieve a certain level to fulfill the satisfaction of the respondents in accordance with psychological factors which affect the individual behavior.

Table 4. Psychological Factors Influencing the GenZer's Behavior

Psychological	Weighted Mean	Interpretation
I am considering a trip as a reward and inspiration for myself.	3.67	Strongly Agree
When I like a certain destination, I will purchase the travel package without deliberation.	3.04	Agree
I have a strong desire to come up with a successful trip.	3.40	Agree
I do some research before my trip.	3.41	Agree
Composite Mean	3.38	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 5 represents the data that the respondents agree with the factors influencing the Genzers' behavior in terms of social. (3.22) Nowadays, social has a great impact on us, especially to this generation who will help society to bring peace and improvement of our industry, they are called Genzers'. It can affect their behavior regarding who they will associate with. Just like talking with their families, friends, classmates, co-workers, and strangers. These people have a different approach from the respondents. But the most important thing is, Genzer's are easy adapt and they are independent generation in this time, they can easily adjust for what's really are the trend in the social media platforms, they can search for what are

the most people want to go on a perfect vacation they really want to go, and they can share knowledge and ideas to their peers regarding on their experience to their vacation and the destination they went to.

Table 5. Social Factors Influencing the GenZer's Behavior

Social	Weighted Mean	Interpretation
My peers often consult me when they cannot make up their minds.	3.31	Agree
I am easily influenced and convinced by other people in terms of decision-making.	3.10	Agree
I am easily influenced by social media friends that I follow.	2.99	Agree
I could cope and adapt to changes and trends.	3.31	Agree
Generational differences have an impact on my perspective.	3.39	Agree
Composite Mean	3.22	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

The respondents agree with the factors influencing the Genzer's behavior in terms of Cultural (CM=3.46). Moreover, in terms of traveling, the culture significantly identifies a respondents behavior associated with their own values in which they learned and originated from a distinct culture that greatly influenced their attitudes and habits. Additionally, the respondents' habits as well as their behavior is effectively influenced by these exchanges of cultural and traditional customs as they see and learn about the many perspectives and traits of a certain community.

Table 6. Cultural Factors Influencing the GenZer's Behavior

Cultural	Weighted Mean	Interpretation
My family's traditional practices greatly affect my decisions.	3.36	Agree
I can learn and adapt to a diverse culture.	3.46	Agree
I greatly desire to experience local and other countries' cultures and traditions.	3.57	Strongly Agree
Composite Mean	3.46	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 6 shows that the respondents agree with the indicator of factors influencing the Genzer's behavior in terms of personal (3.18). Wherein, analyzing the personal factors are one of the important sub-variables that analyze the unique and individual form of each consumer and have a significant impact and at the same time influence their decisions and behavior as a consumer and traveler.

The respondents agree with the factors influencing the GenZer's behavior in terms of economic (CM=3.43). Tourism and hospitality are also aiming to contribute to our economic recovery since it really impacted from the rapid disaster caused by Covid-19. Economic status of the Philippines has been really decreased its contribution due to the unexpected circumstances of the Pandemic. It has been decided that the tourism and hospitality industry must limit the tourists' visits from other countries and local destinations for the safety of everyone. Many establishments like hotels and restaurants closed, and most of the Airline companies decreased the numbers of their employees for safety, due to the pandemic. But

after 2 years of analyzing and fighting against the virus, the tourism and hospitality industry are back for the new normal situation of the services they can provide to their Tourists and Guests. The economic status of the Philippines can little by little increase, because of the proper discipline and obeying the rules regarding of the Covid-19 that advised from the WHO. And especially GenZer's must be disciplined and knowledgeable about how they will spend their own money when it comes to choosing a destination, they must tell themselves if it is worth buying the tickets to go to another place? Are they really experiencing something good when traveling to this place? Is it influenced by their peers to go this kind of activity? If they purchased tickets or booked a destination, can they contribute to industry and its economic status of the country?

Table 7. Personal Factors Influencing the GenZer's Behavior

Personal	Weighted Mean	Interpretation
I prefer to be more accustomed to making travel arrangements.	3.39	Agree
I usually suggest inquiries ahead of time to avoid misconceptions.	3.34	Agree
I want to attain a high level of attentiveness to service.	3.44	Agree
I usually base my travel planning on the vlog or blog that I watched or read.	3.15	Agree
I also share my experiences with others and that is fulfilling.	3.33	Agree
I cannot travel on my own.	2.42	Agree
Composite Mean	3.18	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 7 presents the data that the respondents agree with the indicator of factors influencing the Genzer's behavior in terms of personal (3.18). Wherein, analyzing the personal factors are one of the important sub-variables that analyze the unique and individual form of each consumer and have a significant impact and at the same time influence their decisions and behavior as a consumer and traveler. According to Abad and Borbon (2021), a destination is accepted as an interactive environment and not just an experience in tourism, which it is a term that is subjectively understood and depends on a broad variety of factors executed by respondents. The decisions of respondents when it comes to traveling are not only based on one single choice but rather consist of a complicated process to attain a decision with many alternatives around. Therefore, it's essential for the operation and success of the tourism industry, both as a way to meet the increasing demand of respondents and as a driving mechanism as a means of achieving job opportunities, particularly among the locals.

Table 8. Economic Factors Influencing the GenZer's Behavior

Economic	Weighted Mean	Interpretation
I am concerned about the destination's safety and security.	3.69	Strongly Agree
I decided to wisely spend my income for the greater improvement of a destination.	3.37	Agree
I always wait for seat sale before I book a ticket.	3.08	Agree

I decide wisely before I spend my money on travel.	3.46	Agree
I want to gain the services equivalent to the money I spent.	3.57	Strongly Agree
Composite Mean	3.43	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 8 shows that the respondents agree with the Factors Influencing the Grenzer's Behavior in terms of Economic. (3.43) tourism and hospitality are also aiming to contribute to our economic recovery since it really impacted from the rapid disaster caused by Covid-19. Economic status of the Philippines has been really decreased its contribution due to the unexpected circumstances of the Pandemic. It has been decided that the tourism and hospitality industry must limit the tourists' visits from other countries and local destinations for the safety of everyone. Many establishments like hotels and restaurants closed, and most of the Airline companies decreased the numbers of their employees for safety, due to the pandemic. But after 2 years of analyzing and fighting against the virus, the tourism and hospitality industry are back for the new normal situation of the services they can provide to their Tourists and Guests. The economic status of the Philippines can little by little increase, because of the proper discipline and obeying the rules regarding of the Covid-19 that advised from the WHO. According to Sahabuddin (2016), claims that a marketer's key responsibility is to comprehend the behavior of target market consumers. In that, Tourism and Hospitality Industry must ensure to know the different kinds of Generational that we have. Especially the purchasing behavior of Genzers.

4.1. Respondents' Level of Experience

Table 9 presents the data that the respondents agree with the level of experience in terms of education (3.41). An educational experience in a destination is one of the common reasons why tourists enjoy their stay and journey on a certain trip. In addition, Tomasi et al. (2020), through an active engagement in education and learning experiences, the traveler's primary or secondary objective is learning and it enhances the skills and knowledge of a traveler regarding a certain attraction or destination that they visit.

Table 9. Respondents' Level of Experience in terms of Education

Education	Weighted Mean	Interpretation
It was a real learning experience to meet new people and listen to their experiences and tips when it comes to travelling.	3.51	Strongly Agree
I learned a lot from local traditions and cultures.	3.37	Agree
It stimulated my curiosity to learn new things.	3.34	Agree
I learned a lot in life through travelling.	3.44	Agree
Composite Mean	3.41	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

It is shown in Table 10 that the respondents agree with the level of experience in terms of Esthetic (3.23). The setting of a destination's ambiance and atmosphere has a noticeable impact on a destination or

attraction's overall appearance and physical design since it directs the arrangements and actions that the respondents will do regarding the travel planning of their trip.

Table 10. Respondents' Level of Experience in terms of Esthetic

Esthetic	Weighted Mean	Interpretation
I have a real sense of harmony through this experience.	3.37	Agree
Just being here was very pleasant.	3.32	Agree
The setting was very attractive.	3.33	Agree
I feel calm when I'm here.	3.33	Agree
The setting was pretty bland.	2.80	Agree
Composite Mean	3.23	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 11 shows that most of the respondents Agree with the indicator of Level of experience in terms of Escapism. (3.24) since there are different kinds of experiences when it comes to going to a destination. Some of the respondents feel that they have escaped into reality when encountering a wonderful experience in a destination they visit. One of the main objectives of tourism and the hospitality industry is to make the tourists escape from the stress and tiredness of their daily lives. Offering a relaxing destination can really help them to relieve stress and problems. Somehow, Escapism has a lot of things to do with it, just like having your own birthday parties in a something more exciting and much different from the traditional styles of birthdays.

Table 11. Respondents' Level of Experience in terms of Escapism

Escapism	Weighted Mean	Interpretation
I felt I played a different character here.	3.26	Agree
The experience here let me imagine being someone else.	3.09	Agree
I felt like I was living in a different time or place.	3.18	Agree
I completely escaped from reality.	3.32	Agree
I don't think of any problems when I'm here.	3.34	Agree
Composite Mean	3.24	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

Table 12 shows that respondents revealed to have agree on the level of experience in terms of entertainment (3.28). Moreover, how a destination is chosen, and a trip is planned should be important since the respondents want it to be an entertaining, positive, and fun experience. In addition, it is claimed from the results that planning a trip is essential for an entertainment and stress-free trip.

Table 12. Respondents' Level of Experience in terms of Entertainment

Entertainment	Weighted Mean	Interpretation
Activities of others were enjoyable to watch.	3.45	Agree
Watching others perform was charming.	3.22	Agree
I enjoyed watching what others were doing.	3.13	Agree
Watching others document their trips helped me a	3.25	Agree

lot with planning my next trip.

I am usually convinced to try the famous activity in the places I travel.	3.36	Agree
Composite Mean	3.28	Agree

Legend: 3.50-4.00 Strongly Agree; 2.50-3.49 Agree; 1.50-2.49 Disagree; 1.00-1.49 Strongly Disagree

4.2. Relationship of the Factors influencing the GenZer's behavior and their Psychographic Profile

Table 13 shows the significant relationship between the factors influencing the Genzer's behavior and psychographic profile in terms of beliefs when selecting a destination. Wherein, it also means that psychological, social, cultural, and personal factors influence the behavior of the respondents in terms of their beliefs when it comes to choosing a destination they desire to visit. Moreover, Minhaz (n.d.) affirms, theorists regarding the concept of learning and beliefs noted that most of the human behavior is observed and learned in a way that it occurs through the adaptability of drives, cues, responses, stimuli, and reinforcement.

Table 13. Relationship between the Factors Influencing the Genzer's Behavior and Psychographic Profile in terms of Beliefs

Beliefs vs.	Rho-value	P-value	Interpretation
Psychological	.315	.000	Significant
Social	.226	.009	Significant
Cultural	.276	.001	Significant
Personal	.262	.002	Significant
Economic	.142	.103	Not Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

The presented data in the table shows the variables of psychological versus beliefs (.000), has a significant relationship due to the p-value result which is less than .05 alpha level as well as moderate direct relationship (.315) rho-value in between variables. The psychological factor plays a huge role in determining the GenZer's behavior in terms of their preferences as consumers for a particular product, service or choosing a place to travel. As respondents obtain their preferences and beliefs in a way of learning what can sustain them and the process to achieve their level of satisfaction. Wherein, it also applies to how their behavior is moderately affected by their own beliefs and mindset when thinking about the options regarding the experience and destination of their choice.

Moreover, social versus beliefs (.009) variables revealed a significant relationship as well between them since the resulted p-value was less than alpha level .05 and displayed a (.226) rho-value of weak direct relationship within the presented variables. Subsequently, the relevance of social factors influences the behavior and decision-making pattern that might have adopted from a certain group of people since humans as consumers are social beings, surrounded by many other people that are also consumers by nature in a society they belong to or not.

From the same table, the variables of cultural versus beliefs (.001) have a significant relationship because the p-value was resulted with less than .05 alpha level and show also a weak direct relationship of (.276) rho-value between the mentioned variables. Based on the study of TOPOSOPHY Ltd. (2020), they designated that the youth including the GenZers, disclosed that due to improved globalization, technological advancement and cultural exchanges, their movement in traveling has grown at a rapid pace in recent decades that significantly affected their culture, beliefs, and behaviors.

Moreover, the personal versus beliefs (.002) variables have a significant relationship with one another due to the results of the p-value, which is less than the alpha level of .05, and revealed the rho-value with weak direct relationship (.262) within the variables. However, the personal factor along with the belief of the respondent mainly contributes to analyze their individuality and distinctive attribute which affects their behavior and judgement as a traveler and consumer. Moreover, TOPOSOPHY Ltd. (2020) mentioned in their research about the Study on Generation Z Travellers that this generation's way of thinking and behavior depends a lot on their personal preferences.

On the other hand, the variable of economic versus beliefs (.103) presents on the table a not significant relationship between them since it has resulted with greater than .05 alpha level as well as (.142) rho-value of negligible direct relationship interpretation between the variables mentioned. Additionally, it implies that the economic factor does not highly influence on the respondent's behavior in terms of beliefs which is also not exactly significant on a destination selection as addressed by the respondents. However, this belief is a representation of a statement or a point of view that a person holds onto something which is a primary profile influencing today's GenZer's consumer behavior (Minhaz, n.d.).

As TOPOSOPHY Ltd. (2020), specified from their study the context of the rapid growth of economy that is merged with the gathered pace of globalization, as Generation Z are born as the youngest generation, they embody the trends and patterns of the innovative world. In proportion to that statement, GenZers being raised in a major economic crisis has influenced on many different levels and include their decision-making process as consumers and the attributes they consider when selecting a travel destination as tourists.

Table 14 shows the significant relationship between the factors influencing Genzer's behavior and psychographic profile in terms of Interests when selecting a destination. The data presented in the table above shows the variables of psychological versus interests (.000) which has a significant relationship as the p-value resulted less than the alpha level .05 and interprets with a rho-value (.463) of strong direct relationship between presented variables. Moreover, the way that most respondents process their psychological behavior influences their viewpoint or perception of travel experience and destination selection. Therefore, as a result, those different circumstances have an impact on their interest and selection as travelers since utilizing through those circumstances such images are created wherein the most common source for travel inspiration are visually appealing images that captures their interest.

Table 14. Relationship between the Factors Influencing the Genzer's Behavior and Psychographic Profile in terms of Interest

Interest vs.	Rho-value	P-value	Interpretation
Psychological	.463	.000	Significant
Social	.313	.000	Significant
Cultural	.407	.000	Significant
Personal	.388	.000	Significant
Economic	.261	.002	Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

In addition, the social versus interests (.000) variables as shown from the table which have a significant relationship within one another since the p-value was less than .05 alpha level and has a moderate direct relationship (.313) interpretation on its rho-value. Moreover, the respondents as GenZer's importantly notes that they do have a strong presence and expressing their ideas on different platforms where they spend most of their time to test, review and show their interest to others. Furthermore, as the respondents grew up in a more globalized era, the social contents from influencers or celebrities which they see on different media platforms has addressed moderately to have a spark to their interest in choosing a certain destination to travel as they could easily gather information regarding the destination and experience which get a hold to their interest.

Alongside, the variables of cultural versus interests (.000) revealed with a significant relationship in between since the p-value was less than the alpha level of .05 and interpreted as (.407) strong direct relationship based on the rho-value of the mentioned variables. The relation of culture and respondents interest develop the growth of the tourism sector wherein a traveler's interest regarding the trip which include the exciting activities or the accessibility of the destination links with the desire to obtain a special experience of local culture at first hand. Moreover, it reveals that the respondents are interested in the opportunity of learning new experiences as well as to explore and witness different cultures along their trip.

Moreover, the personal versus interests (.000) of variables displayed a significant relationship within them as the p-value revealed less than .05 alpha level and has an interpretation of (.388) moderate direct relationship between the variables presented rho-value. In connection, Tomić et al. (2019), also stated from their study that there is a statistically important difference and similarities between the psonal interests of respondents as GenZers and other generations from the societal structure regarding their buying behavior and selecting a travel destination wherein it affirms that as consumers and traveler, most respondents also depend to multiple activity interests, preferences and visualizing a tourist destination prior to planning a trip and choosing a destination to visit.

Furthermore, the variables of economic versus interests (.002) have a significant relationship with one another due to result of the p-value which is less than the alpha level of .05 as well as interpreted with weak direct relationship of (.261) rho-value between the variables present. However, the respondents' habit and behavior in purchasing services and choosing a destination clearly signifies their interests in the formulated trends in the present. In addition, since GenZers incorporate the trends and patterns in terms of

consuming and traveling nowadays, they mainly relate to innovations and developments being influencers as this generation progressed in a period of significant growth of the economy wherein Gen Zers have assessed as being generally steady and more careful about their spending behavior and positive frame in selecting a tourist destination, TOPOSOPHY Ltd. (2020). The interest of the GenZers regarding the selection of their chosen destination could be based on the perspective and interest of the organization or societal structure they witnessed as stated in the article by Tomić et al. (2019).

Table 15 shows the significant relationship between the factors influencing the Genzer's behavior and psychographic profile in terms of lifestyle. In relation to this, the context of lifestyle is considered as an important profile to provide valuable information about the GenZer's consumer behavior, Wijaya et al. (2020). The concept of lifestyle profiles a GenZer's entire scheme of acting and interacting in the world, rather than capturing just their social class or personality. The paradigm of lifestyle is utilized to determine and understand GenZer's shifting consumer values and influence buying behavior (Minhaz, n.d.).

Table 15. Relationship between the Factors Influencing the Genzer's Behavior and Psychographic Profile in terms of Lifestyle

Lifestyle vs.	Rho-value	P-value	Interpretation
Psychological	.297	.000	Significant
Social	.394	.000	Significant
Cultural	.466	.000	Significant
Personal	.236	.000	Significant
Economic	.334	.000	Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

In addition, the data revealed that the variables of psychological versus lifestyle (.000) show a significant relationship between them as the p-value resulted less than .05 alpha level as well as an interpretation of weak direct relationship (.297) in between the presented variables based on its rho-value. In relation to this, traveling is a great method to set an individual's mind free from preoccupied thoughts and to boost psychological behavior when planning for a trip. Moreover, the usual living pattern of a respondent links with their mental thinking and traveling options which drives the exchange technique that benefits both variables as well as a new pattern to include in their lifestyle in order to establish one's independence and expand the travel experiences of a respondent as a tourist.

Moreover, the social versus lifestyle (.000) variables present also a significant relationship with one another due to the p-value of less than .05 alpha level and interpreted with a moderate direct relationship (.394) of rh0-value between the presented variables. It is part of the respondent's everyday living to socialize and communicate with other people as it is also a source to obtain information to apply to their corresponding lifestyle pattern. Moreover, when a respondent travels, they consume the transporting process until arriving at the location of the destination and eventually interact with the locals of the place as well as to explore and experience their daily living.

From the same table, the variables of cultural versus lifestyle (.000) have displayed a significant relationship as well because the result of p-value was less than the alpha level of .05 and interpreted as a strong direct relationship (.466) based on the rho-value of the variables. Moreover, the own culture and lifestyle of a respondent may differ from others grown up culture and how they live on a daily basis, however, it is considered that in the form of traveling travelers get to discover and experience the diversity of cultures and learn the boundaries it holds in order to avoid misjudgments within one another as well as understand the pattern of the lifestyle of an individual. In addition, it gives the respondents the exposure of the culture and lifestyle of a certain place which aligns on the line waiting to be explored and experienced by travelers while maintaining its peace.

Furthermore, the variables of personal versus lifestyle (.000) also showed a significant relationship between them since the p-value revealed the result less than the alpha level of .05 and interpreted as (.236) weak direct relationship on the rho-value of the presented variables. However, the variables of personal factors on a respondent's behavior together with the way of their living provide an understanding of the decision-making and planning that occurs when they are traveling. Moreover, it links that the association of a respondent's personal identity and their lifestyle collide with the travel intentions they have. In addition, traveling could provide a new method to perceive life as it affects the personality and daily living of a respondent while exploring new things and adventures.

Lastly, the economic versus lifestyle (.000) variables presented a significant relationship within one another due to the resulted p-value which is less than the .05 alpha level as well as with the interpretation of (.334) moderate direct relationship on the presented variables rho-value result. In connection with this, the factor of economy which influences the behavior of the respondents, moderately affects their lifestyle and vice versa of the variables presented wherein the relation in between them enhances the method on how a respondent selects a destination to visit and an adventure to experience. Wherein, it may also affect not only the respondents everyday living but also their economic or income status and vacation lifestyle during a trip.

In relation, it means that the five factors of psychological, social, cultural, personal, and economic depict an important role influencing the behavior of the respondents in terms of lifestyle in selecting a destination. Along with the factors that influence the behavior of the respondent as GenZer's and consumer, the process of paying for a service or choosing a destination is significantly influenced favorably by lifestyle pattern of the respondent. The study of Anitha (2016), states that the previous generations have seen changes in terms of lifestyle, which is increasingly recognized as a particular factor that affects how respondents behave and make purchases when it comes to choosing a particular destination. Furthermore, the same author mentioned that fundamental notion for comprehending the factors that greatly affect the behavior of the respondents when it comes to their lifestyle, which shows traits and attributes that are based on characteristics and preferences.

4.3. Relationship of the Factors influencing the GenZer's behavior and their Level of Destination Experience

Table 16 illustrates the significant relationship between the factors influencing Genzer's behavior and level of experience towards the destination in terms of education as revealed by the respondents. In

addition, it assesses that for the respondents those psychological, social, cultural, and personal factors influence their behavior in a destination trip choice in terms of education as the level of experience. Moreover, traveling is an essential part of education, it is also in fact a way to learn new things and educate oneself about the present society and environment when traveling.

Table 16. Relationship between the Factors Influencing the Genzer's Behavior and their Level of Destination Experience in terms of Education

Education vs.	Rho-value	P-value	Interpretation
Psychological	.419	.000	Significant
Social	.326	.000	Significant
Cultural	.313	.000	Significant
Personal	.306	.000	Significant
Economic	.128	.140	Not Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

It is shown that the data of the above table reveals the variables of psychological versus education (.000) presents a significant relationship between since the p-value resulted was less than the alpha level of .05 and has a strong direct relationship of the variables based on the rho-value (.419) within each other. Moreover, the psychological factor links with the variable of education in a way that it displays a process of modifying the purchasing behavior of the respondents as travelers and consumers in terms of destination selection to visit and experience. Wherein, traveling helps an individual take off one's mind over stressful situations and promote relaxation with the means of learning differences as well as building relation which will benefit with one another.

Moreover, the variables of social versus education (.000) also resulted with a significant relationship with one another with the result of p-value less than .05 alpha level as well as a moderate direct relationship between the variables with (.326) rho-value result assessed by respondents. The connection between these variables refers to the influence that each of them has to one another as educating the individuals within the society results in the betterment of their social lives. In addition, as people socialize with each other, the real-life lessons they encounter which also affect their behavior and attitude focus on educating themselves and society for smooth interactions.

Additionally, the table as well shows that the variables cultural versus education (.000) resulted with a significant relationship with the p-value of less than .05 alpha level and has a strong direct relationship of rho-value (.313) between the presented variables. As every place of origin has its own way of diverse culture, when people are traveling, they are commonly driven by the desire of experiencing the culture and tradition of a certain place. In addition, travel is the embodiment of education in an experimental way leading to discover and experience several cultures the global market could offer which generates a method why traveling is one of the best ways to gain learning and make long-lasting memories.

Furthermore, the respondents also addressed on the table the variables personal versus education (.000) present a significant relationship between them since the resulted p-value was less than the alpha

level of .05 and has a strong direct relationship of rho-value (.306) within one another. In relation, the personal factor influences the respondent's destination selection and level of experience based on their buying behavior as a consumer. Wherein, it appears to be very difficult to predict since they play a crucial role as these individuals purchase products and services. Multiple factors affect the respondent's behavior and while the respondent's preferences change and differ from one another over a period, it also affects their choices as well as decision-making patterns, Pratap (2017).

Meanwhile, the variables of economic versus education (.140) showed in the table a not significant relationship within each other due to the p-value which resulted in a greater than 05 alpha level with the result of weak direct relationship (.128) of rho-value between variables. Moreover, it was addressed by the respondents that the economic factor does not have an influence on their behavior in terms of education as their level of experience towards a destination choice. In addition, the consumers' and travelers' buying decision, habit, and behavior in consuming commodities and selecting tourist destinations significantly depends on and influences the economic factors of a particular country or region based on the formulated trends and interest.

According to the study of Kahawandala and Peter (2020) from IEOM Society International, the economic factor and its model focuses on the notion that a consumer's habit and behavior are regulated by the idea of getting the most benefits from consuming and experiencing multiple activities in a destination with accordance to their travel while minimizing costs. Moreover, the table also assessed that the impact of economic variable on the respondent's behavior as consumer is thoroughly examined in terms of their methods and choice of it, including the consumer's purchasing power, competing commodity price ranges, as well as the selection process of destinations to visit.

Table 17 shows the significant relationship between the factors influencing the Genzer's behavior and level of experience towards the destination in terms of esthetic when selecting a destination. In terms of the tourism and hospitality industry, the esthetic experience considers the feeling of the respondent as a traveler about being at a certain destination if it appears pleasing or an experience such as museum exhibits, poem readings, or listening to music. Additionally, it contributes to the behavior of the respondent when choosing a destination and with their concerns of perception and appreciation of a particular destination.

Table 17. Relationship between the Factors Influencing the Genzer's Behavior and their Level of Destination Experience in terms of Esthetic

Esthetic vs.	Rho-value	P-value	Interpretation
Psychological	.160	.065	Not Significant
Social	.294	.001	Significant
Cultural	.380	.000	Significant
Personal	.207	.016	Significant
Economic	.275	.001	Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

The data presented in the table shows the variables of psychological versus esthetic (.065) has a not significant relationship which resulted with p-value greater than the alpha level of 05 and interpreted as a weak direct relationship (.160) rho-value between one another. Correspondingly, the linkage between the psychological behavior and the esthetic experience of the respondent process with their own imagination and perspective regarding the destination and experience they desire to acquire. Moreover, it features the respondent's experimental ability about a vacation thinking about the satisfaction and enjoyment of the activities present while traveling which includes admiring the scenery and obtaining psychological satisfaction from the appeal of the destination's ambiance.

Moreover, the variables of social versus esthetic (.001) present a significant relationship with each other resulting with the p-value less than .05 alpha level and shows a moderate direct relationship (.294) in between them. In connection to this, with the moderate relationship between the social factor and the esthetic experience of the respondent, these variables can both be considered as included in the force mechanism which motivates the respondents to choose a particular destination where to travel. Moreover, between the social factors which has an impact on a respondent's behavior while coordinating with the others which completes a destination and the esthetic as the experience level which they possess, ties up that both of it contributes to the overall satisfaction of a tourist during a vacation.

In addition, the table also revealed the variables cultural versus esthetic (.000), with a significant relationship resulting with a .05 p-value alpha level as well as a moderate direct relationship (.380) within those variables. Moreover, with the relation of culture and the esthetic experience, it emerges the essential part of what the tourism and hospitality industry offer with its services along with the destination's atmosphere, accessibility, as well as the characteristic of a certain place's culture wherein it holds a crucial form of the sector. In addition, as the esthetic experience focuses on the ambiance and appearance of a destination as well as exploring the underlying ties of different cultures across the globe, it both directs that a respondent's desires to acquire an authentic experience throughout the journey.

Subsequently, the personal versus esthetic (.016) variables showed a significant relationship due to the less than .05 p-value of the alpha level as well as a weak direct relationship (.207) between them as assessed by the respondents. Moreover, the respondent's personal factors, although affecting their behavior, present an inadequate connection with the esthetic as the level of the experience towards selecting a certain destination. In addition, the physical setting and appearance of the destination reflects with the pleasure that the respondent experienced during the trip which merely influences the identity of the respondent.

Lastly, the variables economic versus esthetic (.001) have a significant relationship with one another due to result of the p-value which is less than the alpha level of .05 and has a weak direct relationship (.275) with one another based on the resulted rho-value. Moreover, the inadequate relation of the economic factor of a respondent's behavior and the level of experience in esthetic does not highly influence the process of decision making in selecting a destination. In addition, the esthetic of the level of experience of the respondents regarding the destination which they visited affects the income rate of the tourism businesses as well as the growth of the industries economy since the destination appearance has a significant impact in terms of choosing a place to travel.

Furthermore, it implies that the respondents assess the psychological, social, cultural, personal, and economic factors that influence their behavior in selecting a destination in terms of entertainment in level of experience. Therefore, the certain places that the Genzer's rather choose should be much aware of the improvement they will apply. The destination itself is much needed to focus on what really establishes new and entertaining sights they will offer inside.

Table 18 presents the significant relationship between the factors influencing the GenZer's behavior and level of experience towards the destination in terms of escapism. For most respondents, the psychographic profiles like psychological, social, cultural, personal, and economic factors could influence the behavior of the GenZer's in terms of their interests in choosing a destination they really want to visit. Everyone agrees that going on a trip is not just for fun, however, it can also be a method to get away from one's normal surroundings and engage in enjoyable activities to suppress negative thoughts and stress of bombarded tasks. Additionally, relaxation is the most common method for relieving stress and recharging oneself to resume unaccomplished tasks.

Table 18. Relationship between the Factors Influencing the Genzer's Behavior and their Level of Destination Experience in terms of Escapism

Escapism vs.	Rho-value	P-value	Interpretation
Psychological	.257	.003	Significant
Social	.437	.000	Significant
Cultural	.340	.000	Significant
Personal	.282	.001	Significant
Economic	.258	.003	Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

The table revealed the variables of psychological versus escapism (.003), show a significant relationship with one another since the p-value result was less than the .05 alpha level which the data also showed that the variables have a weak direct relationship between the indicated variables pertaining to the rho-value (.257) from the table. Moreover, it also addresses that traveling is seen as a method of taking a break or a vacation that enables an individual to either escape the hardships or troubles of daily life wherein it links that the respondent's mental state will also take a rest from all the stress and being preoccupied with overwhelming tasks. Over this, more emphasis is placed on the respondent's ability to keep their mind on the activity and interactive experiences while traveling, particularly while they are away from home.

Subsequently, from the same table, it presents that the variables of social versus escapism (.000) shows a significant relationship as well between them due to the result of less than .05, p-value alpha level and the data also addressed that the variables have strong direct relationship with the rho-value (.437) result from the table. With regards to socializing with other people when traveling it really excites a traveler in which it ignites their spirit to interact with others. In addition, it also implies that the respondents want to break free from the toxicity of those people that surround them which gives a negative aura that affects oneself. When it is thought closely, it serves a good impact to the respondents

not only for being able to shake off problems but also to meet new peers which might eventually accord once in a lifetime experience with numerous memories to carry on through the years.

Moreover, the variables of cultural versus escapism (.000), showed also on the table a significant relationship within each other since the resulted p-value was less than alpha level .05 and revealed with the rho-value (.340) which shows a moderate direct relationship between the variables presented. Exploring cultural differences is one strategy to enjoy the journey of traveling wherein it also signals to discover other locations or destinations and traditions to run off or distract one's attention from negative thoughts and concerns. On the other hand, the urge exploration of cultural diversity wherein the respondents as Genzers desire to experience the unique culture and visit their chosen destination for the purpose of escaping the stressful workloads and loud noises of the city, it promotes an opportunity most specifically to the locals which provide an interaction between the respondents, the local culture and destination.

In addition, the table presents the variables of personal versus escapism (.001) displays a significant relationship in between as the p-value result was less than the .05 alpha level and the data have also revealed that the variables show a weak direct relationship of (.282) rho-value result within one another. Wherein it addresses that the respondent's personal factor affects the travel motive which they intended to do with regards to planning a trip, destination selection up until when traveling. In addition, a respondent's personality as a consumer reflects their own preferences when purchasing a product or service which also positively influence their identity as a traveler and how they handle fix and choose a destination and activities they would want to experience for a break and relaxation as they desire to seek internal connection with their personal thoughts and own self during traveling.

Lastly, the variables of economic versus escapism (.003), as revealed on the data show a significant relationship with one another since the p-value result is less than .05 of the alpha level and presents a weak direct relationship (.258), resulting in its rho-value between one another as assessed by the respondents. The tourism sector offers a huge possibility in terms of economic potential for a destination either domestically or internationally that desires to be developed in exchange to boost the tourism industry. In addition, the tourist's demands when traveling will certainly bring an impact to their financial matters which regards as their income as it includes the cost of travel as well the personal interests. However, although traveling is a technique to take off from negative situations and concerns, the respondent as a traveler won't feel interested in stopping at a location or destination that has nothing to offer.

Furthermore, it implies that the respondents assess the five factors of psychological, social, cultural, personal, and economic factors which makes an influence with their behavior in selecting a destination in terms of entertainment in level of experience. Additionally, it entails on providing the respondents as the visitors of the destination, not just with an experience which they have the urge to escape but also with a real experience in a natural setting while also ensuring the protection and sustainability of the ecosystem and nature given that there various living things that are present there and numerous animal species wherein that certain destination serves as their habitat. Moreover, the author Costa et al., (2021), disclosed that the purpose of escapism as the level of experience is to escape the

repeated routine of everyday life by immersing oneself in nature's beauty and participating in recreational activities.

As illustrated from Table 19, it presents the significant relationship between the factors influencing the Genzer's behavior and level of experience towards the destination in terms of entertainment. Moreover, recreational activities, relaxation, and entertainment are included in the most vital parts that the respondents consider in a destination experience. In addition, once a traveler or tourist arrived at their destination, entertainment is what often greets them, even though it is not exactly the main purpose f their travel. Furthermore, the respondents as GenZer's and being travelers, they are very observant, quick to analyze and tend to exhibit in coping with the major trends present in society such as technological advancements and virtual reality in terms of tour guiding as well as their experiences in utilizing entertainment commodities and activities as a tourist.

Table 19. Relationship between the Factors Influencing the Genzer's Behavior and their Level of Destination Experience in terms of Entertainment

Entertainment vs.	Rho-value	P-value	Interpretation
Psychological	.248	.004	Significant
Social	.320	.000	Significant
Cultural	.392	.000	Significant
Personal	.181	.036	Significant
Economic	.395	.000	Significant

Legend: (Interpretation of correlation coefficient, r) +(-) 1.00 = Perfect direct (inverse) relationship; +(-) .70 to .99 = Very strong direct (inverse) relationship; +(-) .40 to +.69 = Strong direct (inverse) relationship; +(-) .30 to +.39 = Moderate direct (inverse) relationship; +(-).20 to +.29 = weak direct (inverse) relationship; +(-) .01 to +.19 = Negligible direct (inverse) relationship; 0 = No relationship [zero order correlation] ; If the p-value is <.05, Significant. If the p-value is >05, Not Significant.

The table revealed that the variables of psychological versus entertainment (.004) show a significant relationship between them due to the resulted p-value which is less than .05 alpha level as well as a weak direct relationship within the variables presented because (.248) rho-value was revealed on the data. In terms of the notion of entertainment, it connects with the psychological factor of the respondent's behavior and influences vice versa, wherein when it comes to traveling both variables promote enjoyment and aid the respondents mind to take off from stressful thoughts. In addition, the respondent's motivation to experience entertaining activities during their travel affects their psychological behavior as a traveler and which turns to influence their travel intentions whether traveling alone or with peers.

Moreover, the variables of social versus entertainment (.000) presented a significant relationship with one another in the resulted data since the p-value was less than the alpha level of .05 and showed a (.320) rho-value of moderate direct relationship between variables. Socializing with others is acknowledged as one of the main sources to gather information that primarily affects a respondent's decisions and choices in terms of traveling. Moreover, it also shows that being able to interact with others has a sense of entertainment moderately collecting feedback from others documentation, watching performances of the locals, or telling stories of a destination or an experience to other travelers could bring excitement and curiosity which eventually catches their interest.

On the other hand, the variables of cultural versus entertainment (.000), showed a significant relationship with the resulted p-value of less than .05 alpha level and displayed a moderate direct

relationship (.392) rho-value within the presented variables. In relation to this, it presents that the relationship between culture and entertainment as well as when combined becomes both major elements and drivers in the tourism sector. Moreover, in terms of planning and decision-making with regards to traveling, the image of entertainment with culture has a mutual benefit in between, wherein it strengthens the attractiveness as well as the competitiveness of a certain destination or experience which creates distinctiveness in the market of tourism industry.

From the same table, personal versus entertainment variables (.036) displayed a significant relationship based on the resulted data since the alpha level has a p-value less than .05 as well as it showed a negligible direct relationship (.181) of rho-value between the variables. However, the entertainment activities constitute an impact on the respondent's tourist experience and are a vital component which influences the personal behavior of the respondents. In addition, these variables also allow the tourism and hospitality industry to acquire insights and gain a better understanding regarding the experience and satisfaction that a tourist desires to achieve to market accordingly a certain destination or activity.

Lastly, the variables of economic versus entertainment (.000) showed a significant relationship with one another since the p-value result is less than .05 of the alpha level and revealed a (.395) moderate direct relationship on its rho-value within the presented variables. Moreover, the tourism industry is one of the sectors that greatly contributes to economic growth either on local or international agenda. In relation, it is obvious that the expenditures included during a trip either traveling by oneself or with a group, cover the expenses of transportation, food, accommodation, safety, and other purchases such as souvenirs as well as entertainment since no traveler wants a trip that is uninteresting and has nothing to offer. Wherein most respondents while traveling were revealed to spend an expense in terms of entertainment to add more spark and excitement to their trip in which this approach is efficient to build consumer loyalty and operate a sense of exchange between the travelers and the industry with a good outcome.

Moreover, as the respondents addressed, they consider every factor ahead of time when they are choosing a destination and traveling when it comes to entertainment as a part of the level of experience which they desire to achieve. Subsequently, it is assessed that several travel destinations embodied the notion of entertainment as a huge part of the tourist's experience when traveling, which entails observing and viewing the activities included in their trip.

5. Conclusion

The majority of respondents revealed that they always do consider terms of profile in beliefs, interests, and lifestyle which primarily affect the factors influencing the behavior in terms of choosing and deciding a destination to visit. Moreover, the study also assessed that respondents have their individual attributes and specific preferences which portray what they are most passionate about. In addition, it displays that the respondents pattern their choices to experience a destination towards their beliefs, interests, and lifestyle which is merged with their opinions and attitudes on choosing a destination experience that they desire and how do they vision themselves. Furthermore, it was revealed that the

psychographic profile in terms of beliefs, interests, ang lifestyle have a huge impact on how the respondents behave during the destination selection process.

The results of the data addressed that the factors influencing the GenZer's behavior in terms of psychological, social, cultural, personal, and economic have a primary impact towards the destination experience choice that they tend to select. In relation, it aims to achieve a certain level of satisfaction to fulfill in accordance with those mentioned factors which greatly affect the individual behavior of the respondents. Moreover, their behavior can be affected by those people who they associate with, and they are more interested to share their knowledge and ideas to a destination or experience with these peers rather than interacting with them on different online platforms. Living in a globalized time, the respondents could easily learn and adapt in a diverse culture since diversity is one of the depth attributes of society's pattern trends and societal norms. In addition, the unique and individual form of each respondent has a significant influence on their decisions and behavior as a traveler. Furthermore, while enjoying the destination, the industry must also ensure the safety and security of the destination while providing quality services, the industry must aim to satisfy the respondents to have a remarkable experience.

The respondent's level of experience towards a destination choice which was utilized in this study are composed of education, esthetic, escapism, and entertainment wherein the results addressed that an active engagement with learning and education while traveling, the destination's atmosphere and overall appearance, as well as the tourist's active involvement at a certain destination or experience that it offers and embodied the notion of entertainment during the trip plays a huge part in the tourist's experience which entails observing the activities included in their trip that also directs the arrangements and actions that the respondents will do regarding the travel planning of their trip.

Moreover, it was addressed from the results that psychological, social, cultural, and personal factors influence the respondent's behavior together with their beliefs when it comes to choosing a destination and experience that they desire to acquire. Additionally, the beliefs of a respondent as part of the psychographic profile, revealed with a significant association with the behavior they possess. In relation to this, it was assessed that factors influencing the respondent's behavior and beliefs is both included with the process to achieve the travel destination a respondent desires to experience as follows with the impact of communicating with others, cultural exchanges, and distinctive individuality. However, it was also revealed that the respondents do not commonly consider the economic factor along with their beliefs which can be further analyzed that economy does not entirely affect the perception beliefs of respondents traveling. In addition, the study presented the results of the data on which respondents' behavior in terms of beliefs towards traveling does not fully influence on the economic factor. However, it was also revealed that they do not commonly take into account the economic factor with beliefs which can be further analyzed that economy does not entirely affect the perception of respondents traveling. In addition, the study presented the results of the data on which respondents' behavior towards traveling does not fully influence on the economic factor.

Furthermore, the study's resulted data has revealed that in the direction of choosing a travel destination and experience, the factors influencing the respondent's behavior which are consists of psychological, social, cultural, personal and economic addressed a significant relation with their level of

experiences enumerated as education, esthetic, escapism and entertainment. Wherein, the respondents addressed that they desire to surface with a successful trip with enjoyment and take their minds off from stressful thoughts whenever they travel either domestically or internationally. In accordance, interacting with others is a great source of gathering information which primarily affects the decision process of a respondent while having the opportunity to interact and meet new peers and eventually accord with an exciting experience together. Nonetheless, the results have revealed that the respondents do not take into consideration the economic factor that influences their behavior when it comes to the level of experience in terms of education towards choosing a destination as it was interpreted with a negligible direct relationship among the variables correlated. Moreover, the data also showed that there is no significance when it comes to the psychological factor of the respondent which influences their behavior in terms of the level of experience of esthetic since it was revealed with the interpretation of negligible direct relationship between the presented variables.

As the psychographic profiles of the respondents including their beliefs, interests and lifestyle significantly have a huge impact in connection with choosing the destination experience, the researchers recommend this paper to the GenZer's, Tourism and Hospitality Industry and Businesses to keep an eye on the opinion and feedbacks of the tourists and what catches their curiosity and interest as well as their travel patterns of a tourist experience or destination regarding the trends, advertisements and impacts either with a calm or adventurous lifestyle changes.

Moreover, this study is recommended to the Tourism and Hospitality Industry since the sector serves as the connecting point of every traveler to visit a destination, either domestically or internationally. In accordance, through traveling, they acquire time of relaxation to break free from negative thoughts, socializing together with other people, exploring different diversity of cultures specifically with the locals as well as the reflection of their own preferences and wise spending of travel income in terms of selecting a travel experience and destination as those factors influencing the respondent's behavior as well as further comments regarding the experience level and travel destination affect the whole industry.

This study also recommends to the Tourism and Hospitality Industry to continuously observe and analyze the possible improvements of the experience level of the GenZer's regarding the options that they consider when choosing a travel destination and activities to experience. Moreover, through this process, it will be very beneficial for the GenZer's to appreciate and enjoy a destination more as well as the exciting activities and the entertaining sights that place has and the experiences which a destination they will visit could offer while maintaining safety and security.

In accordance, the researchers recommend this study to the industry for the improvement and deliberation of tourist experiences and destinations which will be converted into becoming the choices of the GenZer's in terms of decision-making and purchasing when they are traveling. Moreover, this study is also recommended to the GenZer's which will help them to understand the impacts of their beliefs, interests and lifestyle and the variables of psychological, social, cultural, personal specifically in terms of economic factors that influence their behavior to consider to most of the destinations to improve the facilities and services they can offer to GenZers.

Furthermore, this study is applicable and recommended to the industry with regards to the improvement and development of the destination itself as well as the safety and security of the tourists and the sustaining of the destination based on the resulted data of the survey questionnaire test conducted as revealed by the respondents. As the results have revealed, it is addressed that a destination setting still has a lot of room for improvement wherein the factors which influences the GenZer's behavior sets as the key in boosting the destination or attraction for increasing the tourist arrival and to address in meeting the anticipations of the tourists in choosing to visit a certain travel destination. In addition, it is also recommended to the tourism sector that the level of experience of the respondents pertaining to education, esthetic, escapism, and entertainment experiences serves as a point of strategy to the industry to create and plan more recreational activities that strikes their curiosity and learning with a calm and pleasant setting, enjoyable, adventurous and entertaining for the GenZer's to experience in a certain travel destination.

Lastly, for future researchers, it is recommended that this paper can also be their guide for more future research with the related topic that this study portrays. The aim of this study is to broaden the knowledge when it comes to the factors which influence the behavior of the respondent and improve the destination based on the experience level of a traveler as well as aiding the decision-making process to primary evaluate the options of selecting a travel experience and destination of the Genzer's which will address as both an advantage and disadvantage key points to the industry since travelers have different responses from one another. as well as for the next researchers who will conduct a study. Also, this study is not just focused on the Tourism and Hospitality sector, nevertheless it will also help different industries that we have at this time. Furthermore, either positive or negative feedback on a tourist destination or experience will assist the industry to address what needs to be kept in place and to come up with strategies to improve what is lacking and must be developed.

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