

Post-Pandemic Aviation Travel: The Alteration of Travel Behaviour

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Abstract

The purpose of this study is to analyse whether behaviour alteration attributes such as attitude, subjective norm, perceived behavioural control, perceived risk, and perceived trust have a significant effect on aviation passengers' intention to travel post-pandemic period. This behaviour alteration is caused by the implementation of new standards procedures, practices, and restrictions that interfere with aviation business operation. This study contributes to the further development of Theory of Planned Behaviour (TPB) through the inclusion of perceived risk and perceived trust that further enhance the understanding on behaviour alteration among aviation passengers and their intention to travel. Self-administered questionnaires were distributed among respondents who have experience with post-pandemic aviation travel. The analysis of the study was run by using structural equation modelling (SEM) with maximum likelihood estimation using AMOS. The results indicated that behaviour alteration attributes have significant effect on aviation passengers' intention to travel. The study has the potential to assist the airlines companies in adapting and remodel their business offers to meet the passengers' behaviour alteration.

Keywords: Post-Pandemic, Aviation Travel, Travel Behaviour, Behaviour Alteration, Intention to Travel.

Introduction

Coronavirus disease 2019 (COVID-19) is an infectious disease caused by severe acute respiratory syndrome coronavirus (SARS-CoV-2). COVID-19 has been traced back to November 2019 by the first case detected in China. This virus spread very fast. On 11th March 2020, the World Health Organization (WHO) characterized the new coronavirus as a pandemic. As reported by WHO, the total confirmed cases of COVID-19 worldwide were

823,626 cases with 40,598 deaths as of 1st April 2020 (WHO, 2020). Most countries have implemented additional health measures that significantly interfere with domestic and international traffic. Many efforts have been carried out within civil aviation practice to establish new standard procedures, and new standard of practices with the goal is to reduce the spread of COVID-19 virus. For instance, the UN International Civil Aviation Organization (ICAO) has published an official analysis of the economic impact of COVID-19 on civil aviation. Airport Council International has also established standard practices and procedures at airports operating during COVID-19. The International Air Transport Association (IATA) has published a Quick Reference Guide for new procedures and restrictions of Ground Handling during COVID-19. WHO has worked closely with IATA to publish guidance documents to provide new standard practices to cabin crew and airport workers (WHO, 2020). However, the impacts of these new standards procedures, practices, and restrictions have caused significant setback on the aviation industry. With the large-scale quarantines, travel restrictions, and social-distancing measures have caused the demand for international and domestic travel to plummet. Many travellers opt to cancel their travel due to the implementation of new restrictions and shift of travel behaviour initiated by the pandemic. This situation has created turmoil in the airline business. Airlines businesses experience loss in profit and have to terminate workers with unemployment rates rise sharply among airlines workers.

As the aviation industry is heading towards the post-pandemic, the local authorities and airlines commenced elaborating strategies to resume travel and restore economic growth. Preparation for the restart requires considerable transformation within the tourism and aviation sector, reorganization and integration of a few procedures and standard practices. International travellers as well as domestic travellers may be intimidated by the whole slew of new rules and regulations implemented by airlines and local authorities. Some of these new procedures and regulations are vaccination digital certificate application, COVID-19 test, COVID-19 travel insurance, social distancing, fewer in-flights seats, reduction of touch points, closure of waiting areas and lounges, lengthen waiting time, disinfection and sterilization, mask prerequisite, strict document examination, lengthier immigration process, as well as costly flight insurance (EHL Insights, 2023; Sofian, 2023). All these new procedures, restrictions and regulations has created a pandemic restricted travel where travellers are facing more travel constraint before arriving at a destination (Wang et al., 2022).

Meanwhile, travellers' behaviour has also changed. Their perception of risks, personal and referent beliefs on the situation of the pandemic have shifted their behaviour and intention to travel (Gupta et al., 2022). Social pressure from friends, family members, and media have substantially influenced travellers into developing preventive behaviours (Seong et al., 2022). Pandemic-restricted travel might still be implemented by travel authorities that will lead to travel constraint. Exposure on COVID-19 may improve or reduce travellers' attitude towards travelling that may lead into a negative behaviour (Thomas et al., 2021). COVID-19 also has caused fear which led to high impact on an individual's general and COVID-19 prevention health behaviours (Vann et al., 2022). New travel procedures and restrictions could affect travellers' trust on how the policy, procedures, and health precaution are being carried out (Shin et al., 2022). Looking into these new developments, airlines' recovery plans should highly focus on the shifting of travellers' behaviour and demand. Players within the aviation industry need to consider the emerging new trends, with innovation on products and service

delivery systems that prioritize according to the shifted behaviour, and seize the business opportunities to restore travellers' demand for travel. The process of recovery after the pandemic requires research on the shifting travellers' travel behaviour, to understand the changes in the characteristics of the demand (Brouder, 2020; Dube, 2022).

After the COVID-19 outbreak, numerous publications explored this novel phenomenon and its impact on the travel and tourism industry. Most of the studies examine deeply on the supply-side perspective, estimating the caused damage, forecasting the subsequent changes, and remodelling of the tourist offers. Yet, just a few papers investigated the emerging signs of consumers' recovery and the readiness to renew their travel (Gössling et al., 2020; Zencker & Kock, 2020). In the context of the above discussion, this study adopts the demand-side perspective and analyses the shifting of behaviour and travel demand among travellers. By examining the preliminary traveller travel intentions (such as perceived risks, attitude, trust, and subjective norm), the study will facilitate the airlines business in elaborating or adapting their offers to meet the consumers' changing travel behaviour and demand, forecasting on the consequent changes, and remodelling their service offers. Moreover, results provide insights about the pace of travellers' intention to travel, and hence a chance to forecast the recovery of the aviation industry.

Literature Review

Attitude (AT)

Attitude describes the psychological tendencies expressed by the positive or negative evaluations of travellers when engage in particular behaviours (Ajzen, 1991; Schiffman & Kanuk, 1994; Kraus, 1995). Travellers' attitude comprises cognitive, affective, and behavioural components (Vincent & Thompson, 2002). The cognitive response is the evaluation made in forming an attitude, the affective response is a psychological response expressing the preference of a traveller for an entity and the behavioural component is a verbal indication of the intention of a traveller to purchase, use or involve with particular activity. The intention behind an attitude can affect external behaviours (Ajzen, 1991; Lee, 2007). The more favourable the attitude toward the behaviour, the stronger will be an individual's intention to perform the behaviour (Ajzen, 1991). Applying the concept to this study, the news, info, or exposure on COVID-19 may improve or reduce traveller attitude towards travelling by flights. Attitude predisposes a person to act or perform in a certain manner as shown in studies of tourism behaviour (Hrubes et al., 2001; Lee, 2007; Sparks, 2007). According to Moon and Armstrong (2020), Service quality is considered important practice as it is one of the main factors that enhance positive attitude. Included within the ingredient of service quality are timely and responsive service, proactive and cooperative customer service personnel, and enhanced innovative service system. Trust can also be created through transparent service (Busser & Shulga, 2019). Transparent is referring to being open and honest with the intention that customers can understand thoroughly the actions of the company. Travellers' attitude is an effective predictor of decision for travelling to a certain destination (Ragheb & Tate, 1993; Jalilvand & Samiei, 2012). Lee (2009) also found that attitude affects travellers' behaviour to travel.

Hence, these findings suggest that attitude does influence behavioural intention to travel post COVID-19 pandemic period. Thus, we hypothesized the following:

Hypothesis 1: Travellers' attitude will significantly influence behavioural intention to travel post COVID-19 pandemic period.

Subjective Norm (SN)

In many health and risk studies, the role of social norms has been examined by using the concept of subjective norms (Campo et al., 2003; Maxwell, 2002). Subjective norms are a function of normative beliefs about the social expectations of significant others (e.g., spouses, parents, close friends, etc.) and an individual's motivation to comply with those significant others (Fishbein & Ajzen, 1977). It refers to the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991). Applying to this study, perceived social pressure from parents or close friends regarding the consequences of pandemic may affect travellers' intention to travel. People are sensitive to the conformity pressures associated with real and perceived social norms (Campo et al., 2003), especially when those norms are related to risk behaviour (Maxwell, 2002). Aschwanden et al. (2021) implies that social pressure has a significant lead to preventive behaviours during the COVID-19 pandemic. Nonetheless, the role of social norms might be thoroughly examined during the post-pandemic period and people are less relying on others' assumption to decide to travel (Duong et al., 2022).

Applied in our study context, these findings suggest that perceptions of social pressure (i.e., subjective norms) should influence of behavioural intention to travel post COVID-19 pandemic period. Thus, we hypothesized the following:

Hypothesis 2: Subjective norms will significantly influence behavioural intention to travel post COVID-19 pandemic period.

Perceived Behaviour Control (PCB)

Perceived behavioural control (PBC) refers to travellers' perception of the ease or constraint of performing the behaviour of interest. PBC can, and usually does, vary across situations and forms of actions (Ajzen, 1991). During post-pandemic period, pandemic-restricted travel might still be implemented by travel authorities that will lead to travel constraint. Travel constraint refers to multiple factors of inability to travel and preventing people from continuing travel (Wang et al., 2022). Applying to this study, a traveller may believe that, in general, his outcome to travel is determined by his own behaviour (internal locus of control), yet at the same time he may also believe that his chances of travelling post-pandemic might be slim (low PBC) as pandemic-restricted travel might still be implemented. Hence, the traveller's behaviour is strongly influenced by his confidence in his ability to perform it (i.e., by PBC). According to theory of planned behaviour (TPB), PBC, together with behavioural intention, can be used directly to predict behavioural achievement (Ajzen, 1991). Whether a measure of PBC can substitute for a measure of actual control depends on the accuracy of the perceptions. PBC may not be particularly realistic when a traveller has relatively little information about the behaviour, when requirements or available resources have changed, or when new and unfamiliar elements have entered into the situation (Ajzen, 1985). Applying to this study, travellers' perception of travel constraint may no longer be valid as we are moving towards post-pandemic era. However, to the extent that pandemic-restricted travel is still a realistic, it can be used to predict the probability of a successful behavioural attempt (Ajzen, 1985).

As a result of the above discussion, it can be suggested that perceived behaviour control among travellers should influence behavioural intention to travel post COVID-19 pandemic period. Thus, we hypothesized the following:

Hypothesis 3: Travellers' PBC will significantly influence behavioural intention to travel post COVID-19 pandemic period.

Perceived Risk (PR)

Risk and health theories suggest that risk perceptions consist of two primary factors, namely perceived vulnerability, and perceived severity (Brewer et al., 2007). Applying the concept to this study, travellers are likely to engage in self-protection behaviour when they perceive that they are at risk of COVID-19 (i.e., perceived vulnerability) and/or that the threat of COVID-19 is believed to be serious (i.e., perceived severity). Increases in severity or vulnerability, or both, lead to a greater fear and develop intention to engage in self-protection behaviours by travellers and this will affect their behaviour to travel. Indeed COVID-19, during its prime period, has caused pandemic fear which led to high impact on an individual's general and COVID-19 prevention health behaviours (Vann et al., 2022). Nonetheless how long does this pandemic fear will last remain uncertain. Mertens et al. (2023) reported that fear for pandemic peaked in April 2020 but steadily declined after 2021. Risk perception also plays a key role in determining health risk behaviour by mediating situational and informational effect on risk preference and decision-making (Xie & Wang, 2003).

Accordingly, these findings suggest that perceptions risk should influence behavioural intention to travel during COVID-19 post-pandemic period. We propose the following hypothesis based on literature:

Hypothesis 4: Travellers' perceived risk will significantly influence behavioural intention to travel post COVID-19 pandemic period.

Perceived Trust (PT)

There is no universally accepted definition of 'trust'. Chen (2006) discusses two 'school' of trust. The first school regards trust as a belief or expectation about another party's trustworthiness. The other school regards trust as a behaviour that reflects a reliance on others and some uncertainty (and vulnerability) from the person who is 'doing the trusting'. This study adopts the latter definition of trust and identifies three dimensions of trust: the level of competence, the level of benevolence and the level of integrity. This view generally relates to the relationship between the traveller and provider. One of the ways to establish trust is to be able to demonstrate good service values (Uzir et al., 2021). To achieve good service values is to be able to demonstrate upright values while delivering travel service. Policies and actions taken must reflect these values to be considered competent and have integrity which will eventually create trust. Busser and Shulga (2019) indicated that trust can be generated through transparent service and management. Practising open and honest policy is one of the main ingredients of transparent service and management as customers can fully understand the necessary actions taken by the company. Nonetheless the new travel policy and regulation could affect travellers' trust on how the policy, procedures, restrictions, and health precaution are being carried out. Hence within this study, the trustworthiness of airlines by the travellers is to be examined.

As a result of the above discussion, it can be suggested that travellers' trust on airlines should influence behavioural intention to travel post COVID-19 pandemic period. Thus, we hypothesized the following:

Hypothesis 5: Travellers' trust will significantly influence behavioural intention to travel post COVID-19 pandemic period.

Intention to Travel (IT)

Within this study, intention to travel measures the plan or intention of travellers to take a flight during COVID-19 Pandemic. Previous literature indicated that the main reasons people develop travel intention are because of matters related to personal and information factors (Li & Chai, 2012; Khan et al., 2017; Wachyuni & Kusumaningrum, 2020). Intention to travel can also be influenced by risk factors and perceptions of safety (Wachyuni & Kusumaningrum, 2020). Risk factors can lead to travel fear and anxiety in a prospect of what might happen to them while travelling and the potential consequences after they finished their journey. Travellers' perception and thoughts is an important concern that requires attention and understanding. However the issue is currently unattended and has caused devastation to the aviation industry since the COVID-19 pandemic. Thus, the Theory of Planned Behaviour (TPB) is being proposed to address the issue as TPB has been extensively utilized to understand the thoughts of tourists in travelling. Many previous literatures recognized the interrelations between the three TPB constructs and travel intentions within the travel and tourism settings (Borhan et al., 2019; Pan & Truong, 2018). Nonetheless, the comparative effect of the three antecedents on travel intention differs depending on circumstances and behaviours (Ajzen, 1991).

Theoretical Framework

The model introduced in this study is based on the Theory of Planned Behaviour (TPB) (Ajzen, 1985; 1991), a successful analysis tool for a range of behaviours, often associated with risky or health-related actions (Conner et al., 2003). The TPB framework, devised from the Theory of Reasoned Action (TRA), (Ajzen & Fishbein, 1980), defines human action as a combination of three dimensions, behavioural beliefs, normative beliefs, and control beliefs. Behavioural beliefs (i.e. beliefs about the outcome of the action), produce either a positive or a negative attitude towards behaviour, normative beliefs refer to subjective norms or perceived social forces, and control beliefs lead to perceived behavioral control. All these produce intentions to behave (Ajzen, 2002), a pre-determinant of behaviour.

The questionnaire developed is based on the TPB model specification and was designed for aviation travellers. The questions are built following that TACT (target, action, context, time) guidelines discussed in Ajzen (2002). The variables are built by aggregating the questionnaire items according to the expectancy-value formulation by Fishbein and Ajzen (1974).

Domestic and international air travel is chosen as the tourism-based product/service to be investigated in the study as it is a widely used as the mode of transportation to travel across the globe. Domestic and international air travel is subject to a few potential risks but had not been the subject of recent unrestrained risks and fall of demand. Hence air travel is expected to be representative of standard COVID-19 safety issues and shifts in consumption behaviour. This study contributes to the further development of TPB studies thorough utilization of perceived risk and trust on airlines will better enhance understanding on behavioural shift and intention to travel among travellers. Knowledge acquisition on travellers' perception of risks and trust will be considered as part of strategic actions undertaken through TPB implementation to produce distinctive behavioural understanding on the new shifted behaviour.

Methodology

A quantitative research design was conducted online and self-administered questionnaires. Data were collected using random sampling method. The sample size of the study are 255 domestic and international travellers who have experience travelling within aviation system

during post-pandemic. The respondents were contacted by telephone, WhatsApp, or email to confirm participation in the study. Subsequently, travellers were approached with an online questionnaire or administered in person. No questionnaire was rejected for partial responses and other issues. The number of questionnaire analysed in this research is considered adequate for the analysis as 255 respondents exceeded the least needed number of sample size, which is determined through G*Power analysis (Faul et al., 2009). In the present study, the least needed sample size is 138, based on effect size f^2 of 0.15, α error probability of 0.05, power ($1 - \beta$ error probability) of 0.95, and 5 as the number of predictors.

More than half of the respondents were male (55.69 percent; $n=142$). A total of 65.49 percent of the respondents were young travellers (aged in between 29 to 29 years old); 12.55 percent were mature travellers (aged between 40 to 49 years old); and 12.16 percent were mid-aged tourists (aged 30 to 39 years old). Based on the demographic, respondents were evenly distributed. Therefore, this study assumed that the sample reasonably represents the general population of travellers despite its youthful skew.

Authenticated scales from previous studies were used to measure the construct. The construct 'Attitude', 'Subjective Norm', and 'Perceived Behavioural Control' was assessed from *Theory of Behaviour Control* by Ajzen (1985; 1991). The construct 'Perceived Risk' was assessed through five items previously implemented by Slovic (1992). The construct 'Perceived Trust' was assessed through four items initiated by Frewer et al. (1996). All items within constructs were assessed by using a 5-point Likert-type scale with selections ranging from 1 (strongly disagree) to 5 (strongly agree). Assessment of normality test reveals that all the values of skewness and kurtosis of the items were in between -2 and 2 indicating the data is normal. Reliability test done reveals that Cronbach's alpha α of all the variables are higher than 0.7, indicating reliability of data (Nunnally, 1978).

Result and Analysis

Confirmatory Factor Analysis

Data analysis was prepared with Structural Equation Model (SEM) using Amos Graphic. Confirmatory Factor Analysis (CFA) was carried out to certify the consistency of the scales measuring each construct and to validate the measurement model. The consistency of each construct was tested in turn to delete unacceptable items (Sethi & King, 1994). For this analysis, no item was removed as CFA results displayed a good model fit. The value of CFA chi-square was 695.625 with 260 degree of freedom ($p < .001$), Relative chi-square was < 5 , comparative fit index (CFI) = .941, Incremental fit index (IFI) = 0.941, Standardized root mean square residual (RMR) < 0.08 , and root mean square error of (RMSEA) = .080, indicating good fit. At least four fit of indices were met thus the model is fit (Hair et al., 2017). The factor loadings from all constructs were equal to or greater than 0.80. All factor loadings were significant at $p < .001$ with the t -values ranging from 16.157 and 23.847.

Table 1 shows the descriptive statistics and associated measures for the constructs. The convergent validity and construct reliability of the scales was verified using CFA. Composite reliabilities are displayed along the bolded diagonal, correlations (r) are displayed above the bolded diagonal, and squared correlations (R^2) are displayed below the bolded diagonal. Average variance extracted (AVE) must be greater than the .50 for all constructs to signifying convergent validity (Bagozzi & Yi, 1988). To achieve discriminant validity, the squared correlation (R^2) between a pair of constructs should be lower than the AVE for each construct (Fornell & Larcker, 1981). Referring to Table 1, the average variance extracted (AVE) for all

constructs were greater than the .50 to signify convergent validity. In addition, all of the squared correlations (R^2) between a pair of constructs were lower than the AVE for each construct, indicating discriminant validity.

Table 1

Descriptive Statistics and Associated Measures

	No. of Items	AVE	AT	SN	PCB	PR	PT	IT
AT	4	.784	.936	.83	.82	.58	.74	.73
SN	6	.792	.689	.958	.80	.61	.76	.73
PCB	4	.685	.672	.640	.926	.75	.82	.70
PR	5	.789	.336	.372	.563	.949	.76	.55
PT	4	.681	.548	.578	.672	.578	.895	.75
IT	2	.740	.533	.533	.490	.303	.563	.850

Hypotheses Testing

Table 2 reveals all the standardized path coefficient and t -values of the study. Not all hypotheses that proposed relationships between behaviour related attributes and intention to travel were supported. Hypotheses H1 that projected a positive relationship between attitude and intention to travel was supported as result indicated standardized coefficient .254 ($t = 3.129$, $p < 0.05$). Hypotheses H5 that projected a positive relationship between perceived trust and intention to travel was supported as study result revealed standardized coefficient .504 ($t = 5.723$, $p < 0.05$). It can be concluded that trust has the highest significance in generating travellers' intention with standardized coefficient $\beta=0.504$. In contrast, hypotheses H2 that projected a positive association between subjective norm and intention to travel was not supported ($t = 1.755$, $p = .079$). Hypotheses H4 that projected a positive association between perceived risk and intention to travel was also not supported ($t = 1.552$, $p = .121$). Hypotheses H3 that projected a positive association between perceived behaviour control and intention to travel was also not supported ($t = 0.681$, $p = .496$). Perceived behaviour control is the least significant contributor with standardised coefficient $\beta=0.086$. In summary, not all behaviour alteration attributes have positive effect on intention to travel. Subjective norm, perceived risk, and perceived behaviour control have no significant impact on intention to travel. Meanwhile, other behaviour alteration attributes like attitude and perceived trust have a significant impact on intention to travel.

Table 2

Standardized Parameter Estimates for Structural Model

Paths	Standardized Estimated	t -value	Hypotheses
SN→IT	.155	1.755	Not Supported
PCB→IT	.086	0.681	Not Supported
AT→IT	.254	3.129	Supported
PR→IT	.118	1.552	Not Supported
PT→IT	.504	5.723	Supported

Conclusion and Implication

The objective of this research is to determine whether behavioural attributes such as attitude, subjective norm, perceived behavioural control, perception of risks and trust have significance over travellers' intention to travel post-pandemic. Hypothetical relations between behavioural attributes that influence travellers' intention was derived based previously presented literature review. This research donates further to the expansion of TPB studies thorough inclusion of perceived risk and trust on airlines and aviation key players, which will improve recognition on behavioural shift post-pandemic.

Positive relationships between attitude and intention to travel were established, indicating that psychological tendencies expressed by the positive and negative evaluations of travellers could have a high impact on their plan to travel. Attitude inclines a traveller to act or behave in a certain manner (Sparks, 2007). In this regard, service quality is considered important as it is the ingredient of fostering positive attitude (Moon & Armstrong, 2020). Airlines must establish a timely and responsive service. This can be a challenge as new travel procedures, restrictions and practices can hinder services to be delivered in a timely manner. Airlines should be aiming at becoming more proactive, improve their customer service response, become cooperative with travellers, and enhance travellers' retention, especially when facing with service abruption caused by the new travel procedures and restrictions. A service system and procedure aiming at enhancing the quality of their customer service is a prerequisite. One option is to adopt a pro-active customer service and connect with travellers at multiple levels and channels to drive a real-time personalized experience; hybrid of digital-driven and human assisted approach. By doing this, it is believed that airline companies can managed to deliver personalized quality and timely service whilst adhere to new travel procedures, restrictions and practices. Consequently this practice will enhance positive attitude among travellers, which will eventually lead to intention to travel.

Significant relationship was found between perceived trust and intention to travel. It is interesting to reveal that trust marked the strongest contributor in generating travellers' intention to travel. Thus, it can be concluded that belief about airline trustworthiness can significantly enhance intention to travel. Travellers need to be able to reflect reliance, as well as having a good perception of competence and integrity towards the airlines. One of the ways to establish trust is to be able to demonstrate good service values (Uzir et al., 2021). Within post-pandemic era, airlines must be able to display their upright values while delivering travel service. Integrating new travel procedures, restrictions, and standard practices must demonstrate travel safety, hygiene precautions and health care competencies. Airlines can create a statement care and assurance within their company values and take actions that reflect these values. By reflecting its values through its actions, airlines can appear more authentic to customers and increase trust. Another way to enhance trust is by being transparent (Busser & Shulga, 2019). Transparent involves being open and honest so that customers can understand the actions of the company. Airlines can publish detailed information about their travel services, including how it operates behind the scenes. Being transparent can give travellers a sense that the airline is being honest with them. It can also give travellers insight into the service operations, making them feel more engaged.

In contrast, no significant relationship was found between subjective norm, perceived risk, and perceived behaviour control towards travellers' intention. Nevertheless, these three

behaviour attributes remain an important factor and should not be ignored. The justification to this might be because during post-pandemic the fear and presumed risk about being infected while travelling has faded. This fact is supported by Mertens et al. (2023) who reported that fear for pandemic peaked in April 2020 but steadily declined in 2021. The role of social norms has been thoroughly examined during the post-pandemic period and travellers are very well aware and alert of the danger when travel. Thus, travellers are less relying on other people assumption to make a decision to travel. This is supported by Duong et al. (2022) who indicated that destination health risk image is no longer a critical determinant to travellers' plan and intention. The need to comply with the presumptions of others has faded. post-pandemic also in many situations imply the ending towards the perception of travel constraint (Wang et al., 2022). Travellers no longer believe that their chances of travelling are very slim. Hence, the travellers' behaviour is strongly influenced by their confidence in their ability to undergo all travel procedures and fly to their travel destination. Nevertheless, the three behaviour attributes should not be made substandard as it might later affect the plan and intention to travel.

Looking into these findings, airlines' recovery plans should concentrate on complying to the changes of travellers' behaviour and demand. People within the aviation system need to consider the evolving new trends, with alterations on products and service delivery system that comply to the new demand whilst adhere to the new travel procedures and restrictions. Airlines that response to these changes can capture the prospect of dominating the aviation market and restore the condition of the company. By examining the preliminary traveller travel intentions (such as perceived risks, attitude, trust, and subjective norm), this research has assisted the airlines in developing or changing their offers to meet the latest travellers' behaviour and demand, The findings has provided insights about the travellers' intention to travel, and therefore created a better chance for airlines to forecast the recovery of the aviation industry.

Limitation and Future Research Direction

The current study suffers a certain number of limitations. The first limitation is the lack of antecedent analysis on the independent variables which limit the analysis on, for instance what cause travellers to develop negative attitude or distrust towards the airlines. To overcome this limitation, future study can expand the analysis of the results by including antecedents within the study framework. Secondly, the current study mainly focuses only on the post-pandemic era and does not include analysis during pandemic period. Thus, comparison on travellers' behaviours during pandemic and post-pandemic could not be made, which might give a clearer picture on how the travellers' behaviours have shifted throughout the whole pandemic period. These features could have an impact on the formation of travellers' intention.

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