

# Message Framing by Regulatory Focus on Intention to Visit Village-based Tourism Destination

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## **Abstract**

*The intention to visit a Village-based Tourism destination remains low, especially during post-pandemic sessions. Our study aims to observe the intention to visit among several factors to fill this gap. Focus on finding marketing strategies that are more practical to increase the intention of visiting village-based tourism destinations. Thus, this research is conducted by experimental research to examine the intention of visiting Village-based tourism using a message framing based on regulatory focus manipulation. Two hundred thirty-seven respondents participated in this study. The result shows that participants under the manipulation condition show greater intention to visit the VBT destination than those without any manipulation condition. It indicates that framing a message through regulatory focus increases visitors' intention toward village-based tourism destinations.*

*Keywords: Message Framing, Regulatory Focus Theory, Village-based Tourism, Visit Intention, Destination Marketing.*

## **INTRODUCTION**

The recent outbreak of COVID-19 caused a massive impact on the history of humankind globally. Almost every sector in every country was affected by the pandemic of COVID-19 and Indonesia itself, especially the tourism sector. Central Bureau of Statistics (BPS) reported that the total number of foreign tourists visiting Indonesia in 2020 fell by 74.84%. Meanwhile, the total number of domestic tourists fell by 28.2%. The Special Region of Yogyakarta, as the Top 10th Tourism Destination, experienced a declining number of visitors dramatically. According to The Special Region of Yogyakarta Tourism Statistic Report 2021 (2022), the number of visitors in 2020 decreased by 71.78% compared to 2019, from 6,549,381 to 1,848,548 visitors. Even though in 2021, the number of tourists has begun to increase to 4.294.725 visitors, it is still lower than before the pandemic hit Yogyakarta. Many studies argued that Community-Based or Village-Based Tourism (VBT) is the alternative to reinforce the tourism industry after the pandemic (Safitra et al., 2022; Salim et al., 2022; Septemuryantoro, 2021).

In Indonesia, The Ministry of Tourism and Creative Economy decided to optimize the development of community-based or village-based tourism as a priority program. As The Minister of Tourism and Creative Economy mentioned, the Covid-19 pandemic has changed tourism in Indonesia to be quality-based with the concept of nature and relying on cultural wisdom, which meets with Village-based Tourism characteristics (Kemenparekraf, 2021). VBT has a vital role in establishing sustainable tourism development. The future success of tourism destinations will be placed by those that enhance the well-being of their society through tourism and follow new ways of sustainable living, involve social

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responsibility issues and ethical practices, and develop strong partnerships between society, government, and business (Ismail et al., 2022; Septemuryantoro, 2021; Feriyanto et al., 2019). As a result, Indonesia must address the potential to strengthen the growth of the tourist sector and promote long-term sustainability in terms of the environment and economics for society. In 2019, several VBT destinations received international recognition, including VBT in the Special Region of Yogyakarta. Special Region of Yogyakarta Government attempts to address this issue by encouraging the local community to explore their potential as VBT to attract tourists, preserve ecological, cultural, and local wisdom, and increase the economy and the welfare of the community (Kementerian Desa PDTT, 2019). According to recent data, there are 274 tourism destinations in Special Region Yogyakarta, including nature-based tourism, cultural-based tourism, artificial-based tourism, and village-based tourism (The Special Region of Yogyakarta Tourism Government Office, 2022). One of the top destinations in Yogyakarta is Kabupaten Bantul which has many VBTs, both well-established and emerging. Based on data for 2021, the number of visitors in the Bantul Region was 2.819.748, including 57 foreign and 2.819.691 domestic tourists. The data shows that many VBT destinations in Bantul have a small number of visitors, even zero, during several months. The data indicates that the intention of visitors to visit VBT is still low. Therefore, our study suggests that an appropriate marketing strategy is required to enhance the visit intention.

Consumer decision-making and destination selection are significantly influenced by how marketing messages are framed (Salim et al., 2022; Zhang et al., 2018). How information is presented (framed) can affect how it is digested and used in decision-making (Kapuściński & Richards, 2016). According to the "framing effects" theory, people respond to the same situations differently depending on how they are presented (Liu & Mattila, 2016). Furthermore, several studies found that gain-framed and loss-framed messages fit with promotion- and prevention-focused consumers (Zhang et al., 2018; Ku et al., 2012). (Higgins, 2019) suggests how regulatory focus influences judgments and decision-making, attitude and behavior change, and task performance. According to the regulatory focus theory (Higgins, 1997), persons have two motivational systems based on different fundamental requirements. The basis for the promotion system is the requirement for growth and nurturing. As a result, those with a promotion focus are mostly interested in whether positive end states exist (gains versus non-gains). The preventive system, in contrast, is founded on the desire for security and safety. As a result, those with a prevention-focused approach are mostly interested in whether negative end states exist (non-losses versus losses).

Everyone naturally stands in different regulatory focus (chronic regulatory focus) and situational (momentary regulatory focus). Momentary regulatory focus can be set or manipulated. Feeling right from regulatory fit will enhance the feeling of requirement and correctness that can apply to evaluations of objects, including policy issues (Higgins, 2019; Camacho et al., 2003), influence judgments and decision-making, attitude, and behavior change, and task performance (Higgins, 2019) such as correcting impulsive eating behavior (Sengupta & Zhou., 2007). Similarly to ecotourism, community-based tourism or VBT evolves pro-environmental behavior attitudes (Feriyanto et al., 2019; Jalani, 2012). Our study suggests promoting pro-environmental behavior attitudes essential to enhance visit intention towards VBT destination. According to (Kareklas et al., 2012), regulatory focus increases message frames' effectiveness in an environmentally focused advertising campaign.

Therefore, our study will examine visit intention toward Village-based Tourism among people with different consumptive lifestyles by message framing based on regulatory focus manipulation. Furthermore, the results of our study will also make recommendations for ways to promote pro-environmental attitudes and increase visitors' awareness of village-based tourism.

## **LITERATURE REVIEW**

According to (Kurnianti, 2018), village-based tourism (VBT) is an alternative form of tourism that can positively change social, economic, and cultural resources in rural areas. Based on this definition, Village-based tourism is considered a form of ecotourism. (Kiper, 2013) concluded that most definitions of ecotourism must meet the three criteria: providing for environmental conservation, including meaningful community participation, and being profitable and self-sustained. Ecotourism provides benefits environmentally and socially. Village-based tourism manages by the local community called *Kelompok Sadar Wisata (POKDARWIS)*. VBT is vital in developing sustainable tourism (Ismail et al., 2022; Septemuryantoro, 2021; Feriyanto et al., 2019). Moreover, it aims to strengthen the growth of the tourist sector and promote long-term sustainability in terms of the environment and economics for society.

A study by (Lange & Dewitte, 2019) mentioned that pro-environmental behavior is a person's behavior or actions to minimize negative impacts on the environment or behavior that pays more attention to and cares for the environment. Based on this explanation, it can be concluded that pro-environmental behavior is considered a person's attempt to take precautions and protect the environment, including protecting nature and dealing with environmental issues. Moreover, consumptive behavior is closely related to people's daily life and affects someone's lifestyles. It is triggered by desire (Enrico et al., 2014). A consumptive lifestyle is indicated as hedonism by having the desire to buy goods that are not important, extravagant, and excessive in fulfilling wants (Sham et al., 2018). Consumptive behavior affected both tourism consumption and the desire to travel more. In addition, the effects of social class (class identification) and income were remarkably strong in the case of tourism consumption (Li & Cao, 2022; Malone et al., 2013)

Each individual naturally stands in different regulatory focus (chronic regulatory focus) and situational (momentary regulatory focus). The regulatory focus theory proposed by (Higgins, 1997) points to two principles self-regulatory systems between individuals, promotion focus and prevention focus, and the goal-pursuit strategic means preferred, which are eagerness and vigilance. Individuals with a promotion-focus orientation see goals as hopes or aspirations and are more focused on nurturance, accomplishment, and advancement. At the same time, a prevention-focused person sees goals as duties or obligations and focuses more on safety and security.

Momentary regulatory focus can be set or manipulated by using a message frame. Several studies found that gain-framed and loss-framed messages would fit with promotion- and prevention-focused consumers. (Zhang et al., 2018; Ku et al., 2012). Consumer decision-making and destination selection are significantly influenced by how marketing messages are framed (Salim et al., 2022; Zhang et al., 2018). How information is presented (framed) can affect how it is digested and used in decision-making (Kapuściński & Richards, 2016). According to the "framing effects" theory, people respond to the same situations differently depending on how they are presented (Liu & Mattila, 2016).

Our research examines the intention among people visiting village-based tourism under several factors, namely consumptive lifestyle and regulatory focus. Based on the previous study, Regulatory focus can be primed by situational. The previous study examined the role of regulatory focus on fit and hedonic food preference. They found that in highly impulsive people underlying goal structure, they spontaneously activate a heightened promotion focus on exposure to a hedonically appealing food (Sengupta & Zhou, 2007).

Moreover, Based on prior studies, consumptive behavior affects the lifestyle of people. This finding demonstrates the visitors' willingness to spend money for expected holiday experiences as what they desired. In Indonesia, satisfaction and prestige drive consumers' behavior (Enrico et al., 2014). Therefore, we believe that tourists with more consumptive behavior are more interested in choosing a destination that may please the excitement of prestige, satisfaction, and hedonic value.

On the other hand, similarly to ecotourism, community-based tourism or VBT evolves pro-environmental behavior attitudes (Feriyanto et al., 2019; Jalani, 2012). Our study suggests promoting pro-environmental behavior attitudes essential to enhance visit intention towards VBT destination. Moreover, regulatory fit influences judgments and decision-making, attitude, behavior change, and task performance (Higgins, 2019), such as correcting impulsive eating behavior (Sengupta & Zhou., 2007). According to (Kareklas et al., 2012), regulatory focus increases message frames' effectiveness in an environmentally focused advertising campaign.

## **METHODS**

Previous research examined the effect of Regulatory Focus Manipulation (RFM) and discovered that the effect of manipulation could increase persuasion, such as motivating healthy behavior change, convincing consumers to purchase their product, or increasing message effectiveness (Higgins, 2019; Kareklas et al., 2012; Sengupta et al., 2007; Camacho et al., 2003). Thereby, Our study is quantitative research with an experimental research design. (Sekaran & Bougie, 2016) Experimental designs are frequently used when the researcher is interested in establishing cause-and-effect links. Certain manipulations must be attempted to look at the causal effects of an independent variable on a dependent variable. Our study examined the effect of manipulation on visit intention VBT among participants. This study used a between-subject experimental design with two variables: Lifestyle (higher consumptive/lower consumptive) and RFM (promotion-focused/prevention-focused).

Since our study investigates the role of regulatory focus in perceiving the willingness to visit among people under different levels of consumptive lifestyle, thereby, this research uses a non-probability method, namely

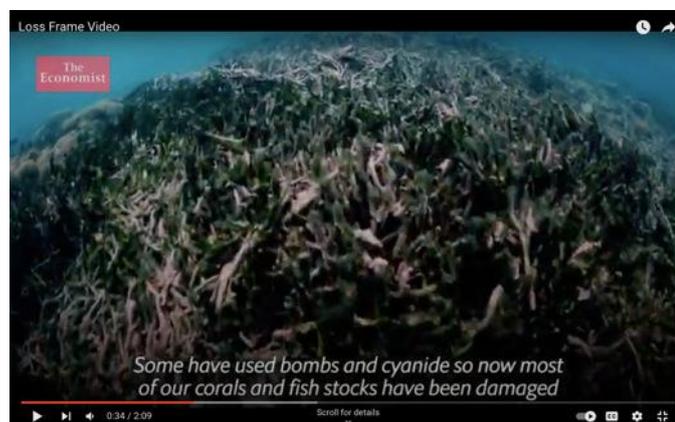
convenience sampling, because, during the exploration phase, it is the best way to get some information quickly and efficiently (Sekaran & Bougie, 2016).

Initially, a pretest was conducted in the Stimuli development to attain appropriate manipulation stimuli for the real test by asking a poll of participants adapted from (Wang & Lee, 2006). A study by (Zhang et al., 2018) found that gain-framed and loss-framed messages would fit with promotion- and prevention-focused consumers. Therefore, the gain frame was attained for promotion-focused stimuli; the loss frame for prevention-focused stimuli. We defined gain-frame as an eager mean, a message concerned with a positive outcome. We gave participants statements about the feeling of pleasure and happiness about the environment and society in the picture and made them eager to enjoy vacations in tourism. Whereas, for prevention-focused, we defined prevention as a mean alert message concerned with negative outcomes. We gave participants statements which are sad about the environment or society in the picture and made them want to be concerned with tourism place. Lastly, we give participants an option to state a neutral picture if they do not see the picture representing either a promotion or prevention focus.

Afterward, the real test was examined by distributing an online questionnaire. There were different questionnaires with manipulation conditions (gain-frame and loss frame) versus VS without any manipulation condition. Firstly, we randomly assigned each participant to each type of questionnaire. Each questionnaire has similar parts. In the first part, participants were asked to answer ten questions about the lifestyle that would indicate their behavior, adapted by (Sham et al., 2015). There are 7-point scales in each statement, starting from 1 (strongly disagree) to 7 (strongly agree). The lower (higher) score of respondents' responses represents the lower (higher) consumptive and modern person. Furthermore, participants were assigned in manipulation condition (gain frame VS loss frame) by watching a video and writing their feelings according to it (Zhang et al., 2018).



**Figure 1. The screenshot of Gain Frame video**  
Source: Research data, 2022



**Figure 2. The screenshot of Loss Frame video**  
Source: Research data, 2022

After exposure to the manipulation condition, the participants were asked about their visit intention towards VBT. Participants, assigned in neutral condition (without manipulation), were directly asked about their visit intention towards VBT. The following five items adapted from (Schiffman & Leslie, 2000) were used to measure visit intentions: 1) "I am willing to feel the experience of traveling in a village-based tourism destination"; 2) "I am willing to visit a village-based tourism destination to protect the environment and preserve nature around the village," 3) "I am willing to visit a tourist village to help improve the economy of the local community," 4) "I am willing to visit tourist villages to participate in preserving the culture of the local community" and 5) "I am willing to pay more to visit village-based tourism destination."

**Table 1. Reliability Test Analysis**

Variables	Cronbach's Alpha	N
Lifestyle	,805	10
Visit Intention toward VBT	,883	5

Source: Research data, 2022

The table shows the grouping of items for the variables and their reliability score. The reliability of the items used to explain the three variables is all above the minimum recommended of 0.6. Thus, the reliability and discriminant/convergent validity was confirmed. Scale Cronbach's  $\alpha$  was estimated; they ranged from .805 to .864

## RESULT AND DISCUSSION

Initially, a pretest was conducted in the stimuli development to attain appropriate message-framing manipulation with small group participants. The test is conducted by asking a poll of participants adapted from (Wang & Lee, 2006). Eventually, we decided that each video which the most representative of each promotion focus frame (gain frame) and prevention focus frame (loss frame) as the manipulation stimuli. For promotion focus/gain-frame condition, we present the video showing the beautiful coral, beach scenery, and tourist excitement. Whereas, for prevention focus condition/loss frame, we present the video showing polluted seas, abandoned animals, and unwell-managed tourism destinations.

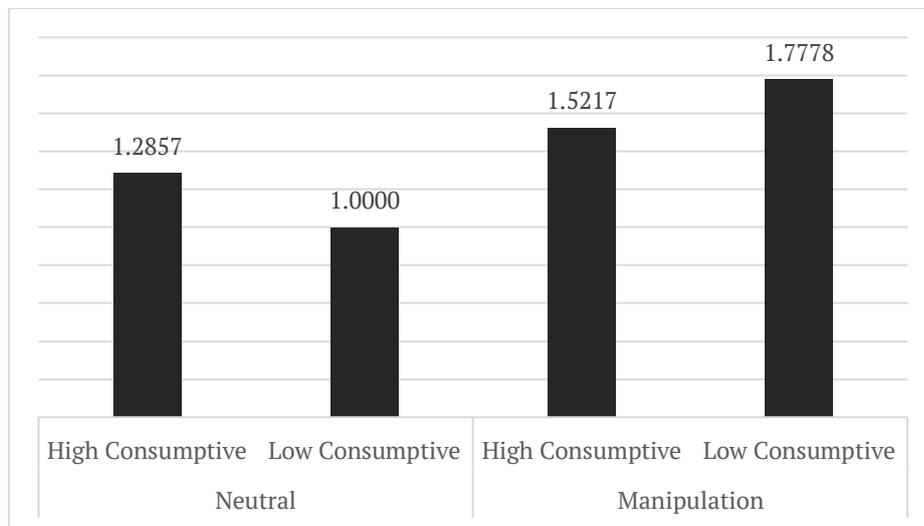
Furthermore, the real-test were conducted. There 237 respondents participated in this test. The table exhibits the general participants' demographic results:

**Table 2. General Demographic**

Category	n	%
<b>Gender</b>		
Men	103	43%
Women	134	57%
<b>Ages</b>		
< 20	3	1%
21 – 25	123	54%
26 – 30	65	29%
31 – 35	17	8%
> 36	19	8%
<b>Income</b>		
< Rp.2,000,000	27	11%
Rp. 2,000,000 – Rp. 3,000,000	26	11%
Rp. 3,000,000 – Rp. 5,000,000	90	38%
Rp. 5,000,000 – Rp. 7,000,000	37	16%
> Rp. 7,000,000	57	24%

Source: Research data, 2022

The result of the main effects from regulatory focus manipulation by Univariate analysis of variance (ANOVA) showed that the participants assigned to the manipulation condition had a higher perceived intention to visit the VBT destination than the participants in the neutral condition or without any manipulation condition. Similar to the previous study, the regulatory focus may influence and increase people's evaluation (Pham et al., 2022). Finding suggested that participants assigned to the manipulation condition both for gain-frame and loss-frame had a higher perceived intention (Mean=1.63, SD=0,51) than participants assigned to the neutral condition (Mean=1.20, SD=0.44). As the data shows, the result of the main effects from regulatory focus manipulation by Univariate analysis of variance (ANOVA) showed that participants have a higher perceived intention to visit VBT destination than those without manipulation. Similar to previous studies, manipulation may influence performance evaluation as a decision-making evaluation (Zhang et al., 2018). Several previous studies also examined the influence of advertising messages on travelers' attitudes, destination image formation, and visit intentions (Amar, Droulers, & Legohérel, 2017; Zhang et al., 2014). Those studies have concluded that advertising messages can significantly influence travelers' attitudes, destination image formation, and visit intentions.



**Figure 3. The result of the main effects of regulatory focus manipulation**

Source: Research data, 2022

To investigate the framing effects on participants under different consumptive lifestyle behavior. Our study 2 x 2 ANOVA to examine the two interacting effects between RFM and consumptive lifestyle. Furthermore, our study revealed that the interaction between RFM and consumptive lifestyle affects visit intention toward the VBT destination ( $F= 3297$ ,  $R^2= .209$ ,  $p\text{-value} < 0.5$ ).

**Table 2. Between-subject Test**

Attribute Framing	Lifestyle	(N)	Mean	SD	F	P value
Without Manipulation	Higher consumptive	55	1,20	0,44		
	Lower consumptive	62				
	Higher consumptive*	60	1,63	0,51		

Attribute Framing	Lifestyle	(N)	Mean	SD	F	P value
With Manipulation	Lower consumptive*	60				
RFM			5,88			0,18
Lifestyle* manipulation			3,29			0,45

sig: \*p < 0.5, sig: \*\* p < 0.05, sig: \*\*\* p < 0.01, sig: \*\*\*\* p < 0.001

Dependent variable: VBT visit intention

Source: Research data, 2022

Specifically, the notable finding was shown by a group of participants with higher consumptive lifestyles. In the neutral condition or manipulation condition, the result showed that people with higher consumptive lifestyles have greater intention to visit the VBT destination than those with lower consumptive lifestyles. Furthermore, participants in a more consumptive modern lifestyle perceived greater intention under manipulation than those in the neutral condition. On the other hand, the notable finding is also shown by a group of participants with lower consumptive lifestyles. More particularly, our result shows that participants with lower consumptive lifestyles have greater perceiving visit intention scores when stimulated by manipulation.

Regarding the different levels of consumptive lifestyle, our study revealed that participants with a higher level show greater intention to visit more pro-environmental tourism destinations no matter under neutral conditions or manipulation conditions. Moreover, our study found that people with a lower consumptive lifestyle are more persuaded to visit VBT destinations once affected by regulatory focus manipulation. Our finding is similar to Li & Cao (2022). Demographics and lifestyle are necessities for traveling and tourism consumption. Based on prior studies, consumptive behavior affects the lifestyle of people. This finding demonstrates the visitors' willingness to spend money for expected holiday experiences as what they desired.

## CONCLUSION

In general, this current study highlights several key findings. Firstly, the study revealed that society perceived a higher favorable attitude towards environmental and visit intention when induced by message frame through manipulation rather than without any message frame. Secondly, participants with higher consumptive lifestyle behavior were more persuaded to have visit intention than those with lower consumptive lifestyle behavior. Nevertheless, both group shows had greater visit intention once exposed to framing manipulation

Our study contributes to the Village-Based Tourism (VBT) destination in Bantul, allowing for more tips in planning marketing communications. Our research suggests a way to carry out the message persuasively without including deliberate processing, for instance, by using a roadside billboard, online banner, or short social media video to improve people's awareness of preserving the environment and enhancing ecotourism attitudes to increase the visit intention towards village-based tourism destination. It might give Destination Management Organizations (DMO) or Tourism Berau in Bantul insight into increasing consumer pro-environmental attitudes. More particularly, the regulatory focus may enhance the requirement and correctness applicable to evaluations of particular objects, including policy issues that influence judgments and decision-making, attitude and behavior change, and task performance (Higgins, 2019). Therefore, embodying the message framing that fits society's consumptive lifestyle effectively enhances consumers' visit intention toward Village-based Tourism Destinations.

Furthermore, We realize this current research has limitations, such as limited participants and only focusing on attitudes toward sustainable tourism. Therefore, this limitation leaves an opportunity for future improvement of this current research about enhancing attitudes toward others' task performance. It would be interesting to investigate other task performances that may need decision-making and attitude and behavior change, such as the campaign for complying with taxation, healthy diet, or stopping smoking.

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