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Analyzing the Consumer's Decision-Making Process to Visit Walt Disney World during the Covid-19 Pandemic

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ANALYZING THE CONSUMER'S DECISION-MAKING PROCESS TO VISIT WALT DISNEY WORLD DURING THE COVID-19 PANDEMIC

by
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A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of the requirements of the Sally McDonnell Barksdale Honors College.

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DEDICATION

This thesis is dedicated to my parents, Mr. and Mrs. Tom and Jenne Williams, and my sister, Mrs. Bonner Morgan, who have guided and encouraged me every step of the way throughout college. I could not have done any of it without their constant love and support, and I truly will never be able to thank them enough for all they have done to give me the opportunities I have been presented today. Additionally, this thesis is dedicated to the only other person I know who loves Disney World as much as me, my friend Grace Gebhart. I'm so glad we share a love of all things Disney, and I am thankful to have a friend just as obsessed as I am. Thank you!

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ABSTRACT
Analyzing the Consumer's Decision-Making Process to Visit Walt Disney World during the Covid-19 Pandemic
(Under the direction of Dr. Eun-Kyong Choi)

During the Covid-19 pandemic, people have had differing opinions about traveling and visiting popular destinations. This study analyzes why people decide to visit or not visit Disney World during the pandemic. To understand motivational factors affecting customers' visit intention, a Qualtrics survey was administered through GroupMe, Disney Facebook fan pages, and MTurk. Questions applied the theory of planned behavior and additional constructs of perceived severity and perceived vulnerability to understand the reasons behind participants' decision-making process to visit or not visit Disney World.

From the 553 responses analyzed, it was found that the most influential factors on Disney World visit intention during the pandemic were perceived severity, subjective norm, attitude, and perceived behavioral control. Annual passholders had a higher mean for subjective norm and visit intention than non-annual passholders. This could be because the family and friends of annual passholders know they are already inclined to visit Disney World often, so they may be more accepting of them visiting during the pandemic. Further, the study found that cleaning and sanitizing was the most important safety initiative followed by reduced capacity, social distancing, and mask requirements. As for the influence of eliminated park activities on a person's decision to visit, not having fireworks was the most influential followed by no character meet and greets and

no parades. The implementation of safety initiatives had more of an influence on people's visit intention than the elimination of activities. This is useful information because by eliminating activities, Disney World is able to enforce the safety initiatives and measures.

This study provides helpful information for park managers to better understand their guests' decision-making process when it comes to visiting theme parks during a pandemic. This study can be useful for the hospitality and tourism industry when it comes to understanding how consumer behavior changes when there is a crisis event such as a pandemic, and it can be referred to if the industry is faced with a crisis event similar to Covid-19 in the future. Moreover, it can help theme park managers design their marketing strategies and park operations based on what customers want.

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CHAPTER 1: INTRODUCTION

The hospitality and tourism industry thrives on people traveling, eating, and lodging, so when the Covid-19 worldwide pandemic began the industry took a detrimental hit. In December 2019, the first case of Covid-19 was detected in Wuhan, China and, unbeknownst at the time, was about to rapidly spread around the world and completely alter the way we live. As the novel coronavirus continued to spread and the death rate from the virus began to soar, the World Health Organization (WHO) declared the outbreak a pandemic on March 11, 2020 (Yi-Chong, 2020). The declaration of this pandemic brought uncertainty and fear to many as businesses were forced to close and countless people were furloughed or lost their jobs all together.

The Covid-19 pandemic has undoubtedly presented challenges within the hospitality and tourism industry. The presence of this novel coronavirus has not only caused many people to alter their views on traveling and visiting popular destinations during this time, but it has also caused many businesses within the hospitality and tourism industry to shut down either temporarily or permanently, leading to businesses struggling. One sector of the industry that took an especially hard hit from the virus was theme and amusement parks. On March 16, 2020, one of the most popular theme parks in the world, Walt Disney World in Orlando, Florida, closed their gates due to Covid-19. Four months later, around mid-July, Walt Disney World reopened to the public but with many precautions and changes in place (Russon, 2020).

After Walt Disney World's reopening, some guests were hesitant to visit the theme park while others were ready to get back in the gates right away. Disney World reopened when Florida was experiencing a peak in Covid-19 cases which made some vacationers too nervous to travel; on the other hand, some guests were eager to visit the parks again due to having a pent-up demand after staying at home for so long (Russon, 2020). New requirements by Disney included no walk-up visitors meaning all guests, even annual passholders, were required to make a park reservation online in advance of their visit. Additionally, the park hours were shortened, face coverings were mandatory, and social distancing was in place. Some of the main attractions that brought people to Disney World such as parades, fireworks shows, and character meet and greets were temporarily halted in an effort to stop the spread of Covid-19.

These changes put in place at the "most magical place on earth" along with the fear some people have about traveling and visiting popular destinations while a pandemic is going on have made it challenging for people to decide whether they will visit the parks during this time or not. By applying the theory of planned behavior (TPB), this research study aims to understand consumers' reasons for their decision to either visit or not visit Walt Disney World during the Covid-19 pandemic. In addition to the TPB's constructs of attitude, subjective norm, perceived behavioral control, and behavioral intentions, the consumer's perceived vulnerability and perceived severity of Covid-19 were also examined. Further, questions regarding the consumer's loyalty to Walt Disney World, their habits when it comes to visiting Walt Disney World, and their thoughts on how Covid-19 has influenced these habits are addressed and analyzed.

Because the Covid-19 pandemic is a relatively new topic of discussion, there is limited research on this subject and its effect on tourism and theme parks. While some literature on the topic exists ("Can Theme Parks Survive the Coronavirus Rollercoaster?" 2020; Schwartzel & Flint, 2020; "Travel During Covid," 2020), there is a research gap when looking at the specific reasons why people do or do not visit theme parks, specifically Walt Disney World, during the pandemic. Previous studies have been conducted on crisis events, including pandemics, and their influence on travel decisions (Cahyanto et al., 2016; Ito & Lee, 2005; Jin et al., 2019), and those studies are discussed in the literature review of this thesis. However, many of these studies focus on international travel and travel within countries other than the United States, so there is limited research regarding the influence of a pandemic on domestic travel within the United States. Additionally, there is limited research on Covid-19 and analyzing people's behaviors during the pandemic by using the theory of planned behavior.

As with many areas of the hospitality and tourism industry, visitors of theme parks and amusement parks are having to make the decision of whether visiting the attraction is worth the risk during the pandemic. The main purpose of this study is to gather and analyze data on the consumer's decision-making process to visit Walt Disney World during the Covid-19 pandemic. In this study, loyalty is based off of whether a person has a Disney World annual pass or not, and annual passholders' and non-annual passholders' feelings on visiting the parks during the pandemic are compared. The research questions for this study were:

1.) What are the factors affecting customer intention to visit Walt Disney World during the Covid-19 pandemic?

2.) Do annual passholders and non-annual passholders have significantly different perceptions on the factors affecting customer intention to visit Walt Disney World during the Covid-19 pandemic and visit intention?

3.) Do annual passholders and non-annual passholders have significantly different perceptions on the safety initiatives that Walt Disney World has implemented during the Covid-19 pandemic?

4.) Do annual passholders and non-annual passholders have significantly different perceptions on activities that Walt Disney World has eliminated during the Covid-19 pandemic?

The findings of this study will provide helpful information regarding theme park visitors and how they view the changes implemented in theme parks during the Covid-19 pandemic, and this will help theme park managers create marketing strategies and shape their park operations around this information. In addition, this research may help the tourism industry understand how consumer behavior changes when there is a crisis event such as a pandemic, and it could aid in responding to events similar to this in the future. Furthermore, this study will contribute to the existing literature regarding theme parks and the application of the theory of planned behavior.

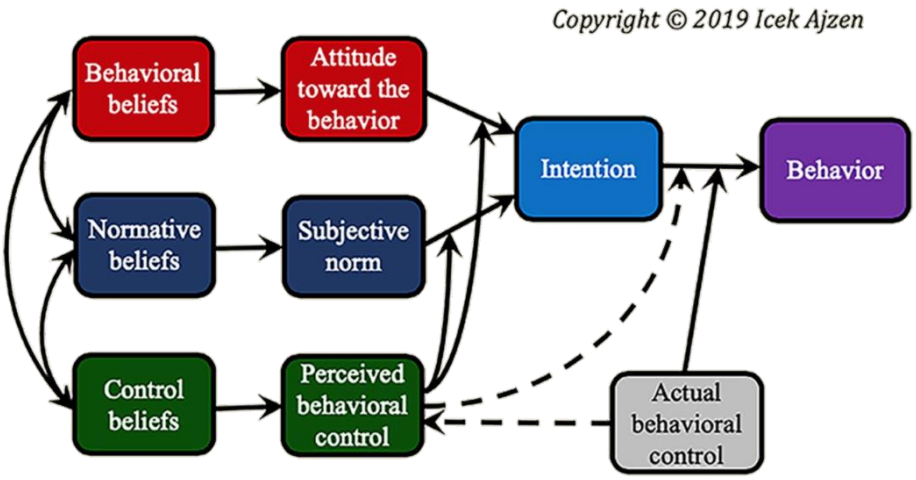
CHAPTER 2: REVIEW OF LITERATURE

2.1. The Theory of Planned Behavior

The theory of planned behavior (TPB) is a widely adapted sociopsychological theory that aims to predict human behaviors and decisions (Han et al., 2020). See Figure 1. The theory was developed by a social psychologist named Icek Ajzen, and it can be applied in any study with the goal of understanding human decision formations (Han et al., 2020). Specifically in the tourism industry, TPB can be applied to analyze travelers' decision-making processes and behaviors when it comes to traveling. Past studies (Reza Jalilvand & Samiei, 2012; Han et al., 2020) have applied TPB to understand why people make decisions to travel and what factors influence these decisions. The theory is made up of constructs that are then analyzed to understand the behavioral intentions. TPB is comprised of both volitional and nonvolitional processes, and it provides an established framework that is well-equipped to analyze human behavior. Ajzen (2020) describes the constructs of TPB that determine behavioral intentions as "attitude toward the behavior, subjective norm concerning the behavior, and perceived behavioral control" (p. 314). Further, the more control that the actor has over the behavior is directly related to the likeliness that the intention will be carried out.

Figure 1

The Theory of Planned Behavior



Note: Adapted from *Ajzen (2019)*

The attitude toward the behavior indicates whether an individual believes that a behavior is seen as positive or negative. Further, Ajzen (2020) elaborates on how attitude is a function of beliefs about the behavior's expected consequences known as *behavioral beliefs*, which is a person's thought that performing a behavior will lead to a certain outcome or certain experience. Secondly, Han et al. (2020) explain how the subjective norm construct refers to how an individual perceives social pressure to either perform or not perform a behavior. Ajzen (2020) explains how subjective norms are broken up into two types of beliefs: injunctive and descriptive. An injunctive normative belief is a person's expectation that people important to them will approve or disapprove of their behavior, whereas a descriptive normative belief is whether those important people themselves perform the behavior. The next TPB construct, perceived behavioral control, is a nonvolitional factor. The perceived behavior control essentially gauges whether an individual feels they are able to and have the means to perform a particular behavior.

By using the constructs explained above, the theory of planned behavior is applied in this research study to better understand the reasons why consumers decide to visit or not visit Walt Disney World during the Covid-19 pandemic. The theory helps analyze travelers' decision-making processes and has been applied in this study to explain the reasoning behind the consumer's behavior, decision, and intention to visit Walt Disney World.

2.2. Theme Parks

At their core, theme parks are associated with the "entertainment and leisure of masses, consumption, and the stimulation of the tourist activity" (Clavé, 2007, p. 3). When Walt Disney got his idea for Disneyland, his wish was to create a theme park that was different from others. He envisioned a park that was clean and controlled, and he wanted to emphasize theme and landscape design within the park (Clavé, 2007). Disney also wished to create a theme park that appealed to kids and adults alike so that people of all ages could enjoy themselves there (Foglesong, 2001). With Disney's multi-park design, Walt Disney World was created to be a destination theme park rather than just a day trip park. It is comprised of four separate parks each with different themes, and it is easy to spend at least a full day at each of the parks with all that they have to offer.

Walt Disney World is undeniably an industry colossus when it comes to the entertainment industry and theme parks. The four parks that make up Walt Disney World are Magic Kingdom, Animal Kingdom, Hollywood Studios, and Epcot, and each of these was carefully and strategically designed to create a theme park environment that is about more than just rides, but the overall experience (Zibart, 2000). Simone Pettigrew (2011)

explains how the parks “provide high levels of physical and mental stimulation” that “capture young and mature imaginations alike” (p. 145). Walt Disney World thrives on interactive experiences: cast members asking children to participate in shows, a mariachi band in the Mexico pavilion singing happy birthday to a guest, a lucky child getting asked to go on stage during performance, the list goes on.

Disney has set the standard high for itself which means that all eyes are on them to see how they will react when a problem arises. When the Covid-19 pandemic hit and Walt Disney World temporarily closed their gates, people were anxious to see what the parks would be like after reopening. Uncertainty and nerves arose when Disney World reopened to the public on the same day that Florida set a record for having the “most new coronavirus cases in any state since the pandemic began” (Schwartzel & Flint, 2020, p. 1). The theme park did not open without a plan, however, and there were multiple safety measures put in place to ensure both guests’ and employees’ safety in the parks. Jin et al. (2019) suggest that in order to reduce tourists’ concerns about traveling during a pandemic, destinations should “develop strategies in marketing and service” to minimize travelers’ anxieties (p. 335). Some of the safety measures taken by Walt Disney World to keep guests safe and reduce their nerves about visiting the parks included required face masks for guests over the age of two, temperature checks before entering parks, observing social distancing throughout the parks, and increased cleaning and sanitizing.

In addition to these safety measures, Walt Disney World temporarily took away some of its unique features that drew guests to the parks in the first place. In an effort to protect both cast members and guests, Disney temporarily stopped parades, fireworks shows, FastPass+, character meet and greets, and park hopping. Fireworks shows were a

concern because of the large crowds that they drew in as was park hopping which allowed guests to go from one park to another in the same day, increasing their interaction with other guests. Additionally, Disney World began requiring a reservation to get into the parks. At the beginning of the pandemic, Walt Disney World's park capacity was at 25%, and since then it has increased to 35%. Right after reopening, guests who chose to visit the parks experienced something extremely rare at any Disney park: short lines for roller coasters and minimal crowds (Weill, 2020). As more people decided to begin visiting the parks again, the lines got longer despite the decreased capacity. This is most likely due to the fact that many features that used to disperse guests around the park were omitted, so more guests were waiting in line for rides and food rather than being spread out around the park watching various shows.

Every guest has different reasons why they visit Walt Disney World. Annual passholders may visit the parks on a weekly basis while other families may plan for years to take a once-in-a-lifetime vacation. The recent changes made in Walt Disney World due to Covid-19 have influenced guests' decisions to visit or not visit the parks. One guest's favorite part of the parks might be the fireworks show at the end of the night while another guest may not care for the fireworks, so they would have different views on visiting during the Covid-19 pandemic. Guests' views on Covid-19, as well as their loyalty to Disney, are main influences in determining whether or not they will visit Walt Disney World during the pandemic.

2.3. Disney Customer Loyalty

The Disney brand is undeniably one of the most well-known and successful entertainment brands today, and their customers' loyalty to the brand is a main reason for

their success. In any industry, customer loyalty is an essential component, and it is especially important within the entertainment industry. Disney has done an outstanding job of creating and maintaining customer loyalty within their company by developing strong connections with their guests (James, 2013). Because of Disney's indisputable success in the entertainment industry, the company's strategies are looked at and incorporated by other industries to secure their own customer loyalty.

Lawrence and Greene (2020) state that customer loyalty ultimately determines whether a business will be successful or not. Customer loyalty is important in any business because satisfied customers who have a positive experience with the company will likely be repeat customers. In turn, these happy customers will be more likely to spread positive word of mouth about the company which eventually leads to more customers. There are many factors in play when it comes to creating customer loyalty (Mascarenchas et al., 2006). One important aspect is that the company must be able to satisfy the customers' needs which include but are not limited to an individual's physical, intellectual, and emotional needs. Another way to ensure customer loyalty is to incorporate experiences that encourage customers to feel a personal connection to the company. By doing so, customers will feel special and form a relationship with the company which will instigate the development of their loyalty to the company. Newell (2000) argues that possibly the most important part of establishing customer loyalty is understanding why and what customers value most about their connection with the company.

Creating and delivering a total customer experience (TCE) is essential to sustaining customer loyalty. Mascarenchas et al., (2006) define TCE as "a totally

positive, engaging, enduring, and socially fulfilling physical and emotional customer experience," and they explain that it is important for brands to incorporate TCE because it ultimately leads to long-term customer relationships (p. 398-399). In order to create a positive TCE, there must be joint interaction between the provider and the consumer. In addition, there is a blend of both physical and emotional elements within TCE that creates an experience that customers cherish not only during the experience, but before and after it as well. Further, Mascarenchas et al. (2006) present features of TCE which include paying attention to customer needs and wants and fulfilling them better than competitors, providing real consumer experiences and emotional experiences, and experiences as distinct market offerings, interactions, and engaging memories.

There are multiple reasons why the Disney brand and, more specifically, the Walt Disney World theme park have extremely loyal customers. They build relationships with their guests and go the extra mile by providing unparalleled customer service. Referring to their customers as "guests" and their employees as "cast members" shows the care and respect that Disney has for each person that is a part of the overall experience. Lawrence and Greene (2020) say that cast members at Walt Disney World are dedicated to serve every guest, and this helps create a unique environment in which guests can escape and bring out their inner kid. There is a sense of nostalgia and fantasy felt at Walt Disney World that draws in many guests and causes them to feel an emotional connection during their time at the parks. This feeling falls under the "providing real emotional experiences" feature of the TCE.

Another feature of TCE that is especially noticeable at Walt Disney World is experiences as interactions. Walt Disney World guests are immersed in a total interactive

experience the moment they enter the parks. The attention to detail is seen in everything from the roller coasters themselves to the interactive waiting lines that keep guests entertained while they wait potentially up to hours to board a ride. An effective queue design can "create a sense of movement" that allows guests to feel engaged while they interact with the features throughout the queue rather than feel they are wasting time standing in line (Torres et al., 2020, p. 49). Moreover, Torres et al. (2020) link having an effective queue design to the enhancement of guests' positive emotions felt during their wait time. These meticulous details as well as the incorporation of strategic music, smells, sounds, and physical details all come together to create a magical ambiance in the parks. Mascarenchas et al. (2006) state that these features and more "systematically manage positive sensory and emotional experience in a commercial setting" (p. 398).

By creating a theme park with endless opportunities for engaging experiences and emotional connections, Walt Disney World has grown an extremely loyal customer base. The excellent customer service leads to satisfied guests, and the strong personal connections made with the guests keep them coming back. Customers' emotions impact their loyalty and satisfaction, so designing a positive customer experience is vital. Torres et al. (2020) suggest that creating a positive arrival experience with "ticketing, information, checkpoints, and sufficient employees" will lead to satisfied customers (p. 50). Guests at Walt Disney World are immersed in a total customer experience during their time at the parks because of the real consumer experiences, emotional experiences, and engaging interactions that are felt at the parks. The immaculate attention to detail and willingness of cast members to ensure that guests are fully satisfied are a part of what sets Walt Disney World apart from its competitors.

2.4. Influence of Crisis Events on Consumer Behavior

The hospitality and tourism industry is highly susceptible to being influenced by political, economic, and environmental crisis events (Jin et al., 2019). These unanticipated events can cause a change in customers' behaviors, especially when it comes to traveling and visiting locations away from one's home. In the past, the world has faced tragedy, disease, and crises, and it is inevitable that these events will happen again in the future. Looking at the way these crisis events have shaped tourism and travel behaviors in the past can be a good indicator of how the world will respond to similar events in the future.

After the September 11, 2001 terrorist attacks on the United States, a new fear of traveling by airplanes was instilled in many. There was an increased risk associated with flying which "caused many travelers to reduce or avoid air travel" all together (Ito & Lee, 2005, p. 75). Strict but necessary security requirements were implemented in airports in an effort to reduce the chance of attacks like this happening again; however, this added time and burdens to the activity of traveling by air. Ito and Lee (2005) explain how the experience of air travel was altered significantly when the extra screening and safety measures were implemented, and even after the initial panic dissolved, the demand for air travel was still negatively affected two years after the attacks (Ito & Lee, 2005). Because of the need to implement more rigorous security screenings in airports after the terrorist attacks and travelers' increased perceived risk of flying, the overall experience and demand for air travel were altered significantly (Ito & Lee, 2005).

Another example of a time when consumer behavior was influenced by crisis events is when the Ebola global disease outbreak occurred in 2014. Cahyanto et al.

(2016) suggest that the way consumers perceive a disease is an important indicator of their altered travel patterns. One major influence on the public's perception of travel during the Ebola epidemic was the constant media coverage of Ebola cases (Cahyanto et al., 2016). Because people were constantly hearing about the disease and its outbreak on the news, their fear about contracting Ebola grew. During the Ebola outbreak, people were warned against traveling to affected countries. People who were traveling to and from affected countries had entry and exit screenings at major airports, and the Centers for Disease Control and Prevention (CDC) recommended that people returning to their home country from an Ebola-affected nation should be monitored but not required to quarantine (McCarthy, 2014).

Tourists' perceptions of risk when traveling during the Ebola epidemic were multifaceted and depended on the individual visitor's characteristics, personality, and even nationality (Cahyanto et al., 2016). Cahyanto et al. (2016) found that people with a high level of perceived risk, perceived susceptibility, and subjective knowledge were more likely to avoid travel during the Ebola epidemic, whereas those with high self-efficacy regarding following preventative measures were less likely to avoid travel. Further, it was discovered that women were more likely than men to avoid travel during the Ebola outbreak, possibly due to their likeliness to adhere to preventative measures or due to their "ethic of care" and concern about themselves or their families becoming sick (Cahyanto et al., 2016, p. 200). Understanding how and why travelers' behaviors changed during the Ebola epidemic is helpful when studying the influence of disease on travel intention and consumer behavior.

Another notable crisis event is the Covid-19 worldwide pandemic. The Covid-19 pandemic has impacted people's mental, physical, and psychological behaviors as well as their lifestyles, attitudes, and overall well-being. During the peak of Covid-19, millions of Americans were under stay at home or shelter in place directives. For some people, the pandemic instilled fear to be in close contact with others, to visit public places, and to travel. Though the nature of the tourism industry is resilient, crisis events such as pandemics can affect tourists' confidence about traveling and lead to the disruption of normal travel operations (Jin et al., 2019).

A person's willingness to follow Covid-19 safety guidelines and risk mitigation strategies is influenced by their risk perception of the disease (Xiu et al., 2021). Different social, cultural, and contextual factors influence a person's risk perception of Covid-19, and Xiu et al. (2021) found that 85.6% of participants in their study agreed with following Covid-19 safety precautions including but not limited to social distancing and hand washing.

Travelers' fear of infection during a pandemic can cause them to experience anxiety toward traveling (Zheng et al., 2021). Zheng et al. (2021) also describe how perceived threat severity during a pandemic leads to people following protective behaviors such as travel avoidance. Lastly, Han et al. (2020) found that constructs of the theory of planned behavior including attitude, subjective norm, and perceived behavioral control all significantly influence travel intention during the Covid-19 pandemic. The results from their study prove that subjective norms, meaning perceived social pressures by people important to a person, are critical to a person's decision to travel (Han et al., 2020). Threat susceptibility, meaning a person's perceived vulnerability, was found to

have a small effect on influencing pandemic travel fear (Zheng et al., 2021). By applying the theory of planned behavior, tourists' thoughts and opinions on traveling can be better understood.

CHAPTER 3: METHODOLOGY

3.1. Survey Design

For the research design used in this study, a self-administered survey questionnaire was created on Qualtrics (qualtrics.com) and shared through GroupMe, Disney Facebook fan pages, and Amazon Mechanical Turk (MTurk) (www.mturk.com), so the subjects who completed the survey represented a convenience sample. The questionnaire began with a description of the research as well as information regarding the confidentiality of data gathered from the survey. Once the statement of consent was accepted, participants were asked if they are 18 years or older, if they live in the United States of America, and if they have visited Walt Disney World in Orlando, Florida at least once in the 12 months before their closure due to the Covid-19 pandemic. If participants answered "yes" to these three qualifying questions, they moved on to some simple "yes" or "no" questions about the respondent's history of visiting Disney World and holding an annual pass.

Questions in the survey apply the theory of planned behavior and additional constructs of perceived severity and perceived vulnerability to examine motivational factors affecting the customer's decision to visit or not to visit Walt Disney World during the Covid-19 pandemic. As for the theory of planned behavior, different sections of the survey asked questions about the consumer's attitude, subjective norms, perceived behavioral control, as well as behavioral intentions for visiting Disney World. Questions regarding the constructs of subjective norms, perceived behavioral control, behavioral

intentions, perceived severity, and perceived vulnerability were set up as matrix tables with statements that the respondents indicated their level of agreement with. The answer options used a 7 point Likert scale ranging from “strongly agree” to “strongly disagree” with an option for “neither agree nor disagree.”

In order to understand the participant’s attitudes toward visiting Disney World during the pandemic, a bipolar matrix table with 7 points was used. The survey then asked participants to rank the importance of the following initiatives when it comes to deciding to visit Disney World during the pandemic: social distancing, cleaning and sanitizing, mask requirements, and limited number of people in the parks. Since Disney World had to make many changes due to Covid-19, some of visitors’ favorite activities were temporarily stopped. A question in the survey uses a 7 point Likert scale to ask which of the following activities influences guests’ decision to visit Disney World during the pandemic: no parades, no character meet and greets, and no fireworks shows. The survey ends with questions about participants’ demographics and thanks them for taking the survey.

3.2. Data Collection

Because this study relies on a survey that involves human subject participation, an exemption application was submitted to the Institutional Review Board (IRB) at The University of Mississippi prior to administering the survey, and it was only distributed to participants after approval from the IRB. Participation in the study was fully voluntary, and participants from MTurk were compensated $0.80 for completing the survey while participants from other channels were entered to win a $25 Amazon gift card. Responses

to this survey were recorded anonymously with no possibility to link the subject identity, and the only people who were able to see the records were the researchers.

Using the survey method for this research was the most convenient way to administer the survey to such a wide group of respondents from all over the United States. While multiple channels were used to recruit participants, the majority of responses came from a Disney Facebook fan page titled "Disney World Addicts." While 889 total responses were recorded from the survey, only 553 were able to be used for data analysis because of some people answering "no" to qualifying questions, the elimination of survey responses that were not fully completed, and the elimination of one survey response that took over 1,000 minutes to complete.

3.3. Data Cleaning and Analysis

After getting sufficient responses (>800), the Qualtrics survey was exported and opened in version 26 of the Statistical Package for the Social Sciences (SPSS) software. In order to delete responses with missing values, all question types were changed to numeric and the Nmiss function was used to filter out incomplete responses. To clean the data, rows that were unnecessary for analysis such as start date, end date, status, etc. were cleared from the sheet. Additionally, responses that were finished in an unreasonably short or long time were eliminated from analysis.

Some questions in the Qualtrics survey with Likert scale answer options were asked with 1 being the most positive answer such as "very important" or "strongly agree" and 7 being the most negative answer such as "very unimportant" or "strongly disagree." Other questions, however, were set up where 1 was the most negative answer option and

7 was the most positive. In order to properly analyze the data and ensure the low numbers represented more negative answers and high numbers represented more positive answers, some of the variables needed to be recoded. The questions asking about perceived vulnerability, perceived severity, if respondents were planning to renew annual passes, initiatives put in place in Walt Disney World, and influences on the respondent's decision to visit Walt Disney World were all reverse coded.

After all the data was cleaned, the Cronbach's alpha was calculated for each of the TPB constructs. Cronbach's alpha is a number between 0 and 1 that measures the internal consistency of a test, meaning how closely items of a group are related (Tavakol & Dennick, 2011). The Cronbach's alpha increases as the inter-item correlation increases. In this research study, SPSS was used to calculate the Cronbach's alpha. A Cronbach's alpha of 0.7 or higher is considered acceptable, and if it is lower than 0.7, measurement items should be deleted to get the score to 0.7 or higher. In this study, every Cronbach's alpha for the TPB constructs was greater than 0.7 except for the subjective norm construct. After the question in the Subjective Norms construct that asked participants how much they agreed with the statement, "My friends and family expect me to reduce the number of trips I take to Walt Disney World during the pandemic" was eliminated, the Cronbach's alpha for subjective norms was greater than 0.7. This question was eliminated because it differed from others within the subjective norm construct because they asked about approval of visiting Walt Disney World during the pandemic.

When analyzing the data, the respondents' loyalty to Disney was considered. While respondents were asked in the survey if they considered themselves loyal to Disney, an overwhelming majority said "definitely yes" or "probably yes." This makes

sense given that many of the respondents were recruited from a Disney Facebook fan page, but in order to have sufficient differentiation in whether a respondent was considered loyal or not for this study, their loyalty was based on whether the respondent had an annual pass for Walt Disney World or not. If the respondent had an annual pass, they were considered loyal to Disney for the purpose of this study.

CHAPTER 4: RESULTS

4.1. Profiles of Respondents

Of the 553 surveys analyzed in this study, females represented the majority of the sample with 89% and males represented 11%. Respondents aged 36-40 years old represented 15% of the sample, and the 31-35 and 26-30 years old age ranges followed shortly making up 14.3% and 13.6% of the sample, respectively. Regarding ethnicity of the survey sample, the majority (91.7%) of respondents were Caucasian. Concerning education level, most respondents (38.9%) had a 4 year degree, and the second largest group (20.8%) had some college education. Most of the survey respondents were married (66.7%). Additionally, most respondents (45.8%) had an annual income of over $100,000. Lastly, the vast majority of respondents had 0-2 children under the age of 16 making up 87.1% of the sample.

Table 1

Profiles of Respondents (N=553)

Characteristics	**Category**	***n***	**%**
Gender	Male	61	11
	Female	492	89
Age	Less than 25 years	63	11
	26-30 years	75	13.6
	31-35 years	79	14.3
	36-40 years	82	15
	41-45 years	66	12
	45-50 years	73	13
	50-55 years	63	11
	55-60 years	23	4
	Over 60 years	23	4
	Missing	6	1.1

Ethnicity	White	507	91.7
	Black or African American	12	2.2
	American Indian or American Native	2	0.4
	Asian	7	1.3
	Native Hawaiian or Pacific Islander	3	0.5
	Other	22	4.0
Education level	Less than high school	1	0.2
	High school graduate	40	7.2
	Some college	115	20.8
	2 year degree	60	10.8
	4 year degree	215	38.9
	Professional degree	103	18.6
	Doctorate	19	3.4
Marital status	Married	369	66.7
	Widowed	7	1.3
	Divorced	30	5.4
	Separated	6	1.1
	Never married	141	25.5
Annual household income	Less than $20,000	22	4.0
	$20,000-$39,999	49	8.9
	$40,000-$59,999	56	10.1
	$60,000-$79,999	87	15.7
	$80,000-$99,999	86	15.6
	Over $100,000	253	45.8
The number of children under 16	0-2	482	87.1
	3-4	47	8.5
	5-6	6	0.9
	Missing	18	3.3

4.2. Factors Affecting Visit Intention during Covid-19 Pandemic

A multiple regression was carried out to investigate whether severity, subjective norm, vulnerability, attitude, and perceived behavioral control could significantly predict customer intention to visit Walt Disney World during the Covid-19 pandemic. As shown in Table 2, the results of the regression indicated that the model explained 58.1% of the variance and that the model significantly explained customers' visit intention, F (5, 547)

= 151.41, $p < .001$. While severity (β = -.085, $p < .05$), subjective norm (β = .189, $p <$. 001), attitude (β = .501, $p <$. 001), and perceived behavioral control (β = .257, $p <$. 001) contributed significantly to the model, vulnerability did not significantly influence customer intention to visit during the Covid-19 pandemic (β = -.023, $p = .519$). The final predictive model was: Customers' visit intention = -.662 + (-.095*severity) + (.200*subjective norm) + (-.029*vulnerability) + (.508*attitude) + (.549*perceived behavioral control).

Table 2

Results of Multiple Regression

Variable	*B*	*SE B*	β	*t*
(Constant)	-.662	.524		-1.261
Severity	-.095	.038	-.085	-2.502*
Subjective norm	.200	.036	.189	5.557***
Vulnerability	-.029	.044	-.023	-0.645
Attitude	.508	.037	.501	13.589***
Perceived behavioral control	.549	.067	.257	8.156***

Note. R^2=.581, *adjusted* R^2=.577, *$p < .05$, ***$p < .001$

4.3 Influence of Safety Initiatives and Eliminated Activities

In this study, cleaning and sanitizing (*M*=6.64) was the most important factor to determine customer intention to visit Walt Disney World during the Covid-19 pandemic, followed by the limited capacity of the parks (*M*=6.38), social distancing (*M*=6.15), and mask requirements (*M*=6.01). In addition, the most influential factor to decide whether to visit Walt Disney World during the pandemic or not was no fireworks (*M*=3.83), followed by no character meet and greet (*M*=3.51) and no parades (*M*=3.46).

Table 3

Descriptive Statistics for Safety Initiatives

Variable	Mean	Std. Deviation
Social distancing	6.15	1.141
Cleaning and sanitizing	6.64	0.750
Mask requirements	6.01	1.493
Limited number of people in the parks	6.38	1.030

Note. 1= Extremely unimportant, 7= Extremely important

Table 4

Descriptive Statistics for Eliminated Activities

Variable	Mean	Std. Deviation
No parades	3.46	1.637
No character meet and greet	3.51	1.683
No fireworks	3.83	1.758

Note. 1= Extremely uninfluential, 7= Extremely influential

4.4. Comparison of Annual Passholders and Non-Annual Passholders

An independent sample *t*-test was conducted to investigate any differences in factors affecting customer intention to visit Walt Disney World during the Covid-19 pandemic and visit intention between annual passholders and non-annual passholders. As presented in Table 5, there was a statistically significant difference in subjective norm (t= 2.899, p <.01) depending on whether customers have an annual pass, and the annual passholders (M=4.509) was higher than non-annual passholders (M=4.119). Also, the visit intention of annual passholders (M=6.218) was significantly different from that of non-annual passholders (M=5.853), t= 2.870, p <.01. However, there were no statistical

differences in attitude, vulnerability, perceived behavioral control, severity, social distancing, cleaning and sanitizing, mask requirements, the limited capacity in the parks, no parades, no character meet and greet, and no fireworks between annual passholders and non-annual passholders.

Table 5

Independent Sample t-test Results of Factors Affecting Visit Intention Between Annual Passholders and Non-Annual Passholders

Item[a]	Group	*N*	Mean	*SD*	*t*
Subjective norm	Annual passholders	156	4.51	1.46	2.90*
	Non-annual passholders	397	4.12	1.40	
Visit intention	Annual passholders	156	6.22	1.23	2.87*
	Non-annual passholders	397	5.85	1.60	
Attitude	Annual passholders	156	5.48	1.31	1.65
	Non-annual passholders	397	5.25	1.56	
Vulnerability	Annual passholders	156	4.85	1.19	0.17
	Non-annual passholders	397	4.83	1.20	
Perceived behavioral control	Annual passholders	156	6.61	0.65	1.65
	Non-annual passholders	397	6.50	0.73	
Severity	Annual passholders	156	3.98	1.43	-0.31
	Non-annual passholders	397	4.02	1.34	

Note. *$p < .01$

[a]All items were measured on a 7-point Likert-type scale where 1 = strongly disagree and 7 = strongly agree.

Table 6

Independent Sample t-test Results of Customer Perception on Safety Initiatives Between Annual Passholders and Non-Annual Passholders

Item[a]	Group	*N*	Mean	*SD*	*t*
Social distancing	Annual passholders	156	6.24	1.11	1.21
	Non-annual passholders	397	6.11	1.15	
Cleaning and sanitizing	Annual passholders	156	6.63	0.86	-0.31
	Non-annual passholders	397	6.65	0.70	
Mask requirements	Annual passholders	156	6.12	1.46	1.09
	Non-annual passholders	397	5.96	1.51	
Limited number of people in the parks	Annual passholders	156	6.45	1.00	1.01
	Non-annual passholders	397	6.35	1.04	

Note. [a]All items were measured on a 7-point Likert-type scale where 1 = extremely unimportant and 7 = extremely important.

Table 7

Independent Sample t-test Results of Customer Perceptions on Eliminated Activities Between Annual Passholders and Non-Annual Passholders

Item[a]	Group	*N*	Mean	*SD*	*t*
No parades	Annual passholders	156	3.48	1.71	0.14
	Non-annual passholders	397	3.46	1.61	
No character meet and greet	Annual passholders	156	3.48	1.64	-0.29
	Non-annual passholders	397	3.53	1.70	
No fireworks	Annual passholders	156	3.66	1.70	-1.41
	Non-annual passholders	397	3.89	1.78	

Note. [a]All items were measured on a 7-point Likert-type scale where 1 = extremely uninfluential and 7 = extremely influential.

CHAPTER 5: DISCUSSION

This study tested the theory of planned behavior as well as perceived severity and perceived vulnerability to determine which constructs were most useful in predicting customers' intention to visit Walt Disney World during the Covid-19 pandemic. Severity, subjective norm, attitude, and perceived behavioral control all showed significant influence on customer intention to visit while vulnerability did not. Additionally, this study compared the factors influencing visit intention of annual passholders versus non-annual passholders. Both subjective norm and visit intention were found to be significantly different between these two groups. Overall, the model explained about 58.1% of the variance, so the effectiveness of the proposed framework to understand visit intention was evident.

The findings based on the results from the survey show that attitude was the construct with the strongest influence on customer visit intention. If the traveler has a positive attitude toward visiting a destination, that means that they expect positive consequences to come from visiting the place. In this case, if respondents indicated that they had positive attitudes about traveling to Walt Disney World during the pandemic, that is a strong indicator they are likely to visit. When comparing annual passholders and non-annual passholders, there was not a significant difference between the groups regarding attitude, however the mean attitude of those with an annual pass was slightly higher (0.23) than those without. In this study, Disney loyalty was based on whether a person has a Disney World annual pass or not, and a person would purchase an annual

pass only if they had positive feelings associated with visiting Walt Disney World. Thus, annual passholders' higher attitude about visiting during the pandemic could be due to the fact that they are predisposed to have positive feelings about visiting Walt Disney World.

Perceived behavioral control also proved to be indicative of customer visit intention, as previous research suggests (Han et al., 2020). Respondents who indicated that they have strong perceived behavioral control feel that they have sufficient resources and are able to visit Walt Disney World if they want to. The perceived behavioral control means for annual passholders and non-annual passholders were not significantly different. Because perceived behavioral control is a nonvolitional factor, whether a person is an annual passholder or not does not influence whether they have the means to visit Walt Disney World seeing as their ability to visit would be the same regardless of having an annual pass.

Next, subjective norm was also found to be a good indicator of predicting customers' intention to visit Walt Disney World during the pandemic. This follows previous research (Han et al. 2020) that found that social pressure from one's family and friends has a strong influence on the person's decision to travel. This means that the way a respondent views social pressure to either visit or not visit Disney World is influential on their actual visit intention. If a person feels that people in their life who are important to them and whose opinions they respect do not approve of them going to Disney World, then it is unlikely that they will go. This shows how social influences and the opinions of others can impact a person's own decision to carry out an action. An important statement to note is that there was significant difference found between the mean scores of

subjective norm for annual passholders and non-annual passholders. Annual passholders had a mean score almost 0.4 higher than non-annual passholders. The reason for this could be that the people close to those with an annual pass are likely more aware of that person's desire to go to Disney World, so they could be more accepting of the fact they want to visit during the pandemic.

In line with previous research (Cahyanto et al., 2016; Zheng et al., 2021), the severity construct additionally proved to have an influence on customer visit intention. The more severe the respondent views Covid-19 and believes it could cause negative effects on their life, the more unlikely they are to visit Disney World. Previous literature by Cahyanto et al. (2016) supports this when they explain how people with high levels of perceived risk of contracting a disease are more likely to avoid travel during the disease outbreak. This makes sense because if a person believes that by traveling they are more likely to contract the disease and if they view the disease as highly severe, they are unlikely to travel during the midst of the pandemic due to fear of being exposed to the disease. While Zheng et al. (2021) found perceived severity to have an effect on a person's decision to travel, it was less influential than the other constructs they measured.

An area that annual passholders and non-annual passholders differed in was visit intention. The independent samples *t*-test shows that there is significance in intention score, and the mean score is 0.37 higher for annual passholders than for non-annual passholders. The intention questions were straightforward and asked respondents if they would like to, plan to, and are likely to visit Walt Disney World during the pandemic. Because of the direct nature of these questions, the respondents' answers coincided closely with their intention to visit. In general, annual passholders are likely to visit

Disney World more often than non-annual passholders because they do not have to pay for an individual ticket each day they want to visit a park, rather they pay a once yearly fee and have unlimited visits to the parks throughout that year. It is valid that annual passholders have higher intentions to visit Disney World during the pandemic for this reason. People who purchase Disney annual passes often do so because they plan to visit enough each year that it is worth it for them to purchase the pass, so again they are already more likely to be visiting the parks more than non-annual passholders. Additionally, since they have already paid a large fee for the annual pass, it is likely that they want to visit to feel they are getting their money's worth.

Descriptive statistics about the safety initiatives put in place in Walt Disney World to combat Covid-19 showed importance in the decision to visit the parks during the pandemic. All of the initiatives proved to be important with six out of seven points, and the following list ranks them from most important to least important: cleaning and sanitizing, limited number of people in the parks, social distancing, and mask requirements. While Disney World added these safety measures to help combat Covid-19, they also temporarily took away some popular features of the parks. Descriptive statistics about the influence of the lack of these popular features and activities proved to be less influential than the initiatives listed earlier, but they are still important to consider. The following list ranks them from most influential on the guest's decision to visit to least influential: no fireworks, no character meet and greet, and no parades.

The results of these descriptive statistics show that although the lack of popular features in the park is moderately influential on the guests' visit intention, the guests view the safety initiatives as more important when deciding if they will visit the parks or not.

Walt Disney World sacrificing parades, fireworks shows with large crowds, and character meet and greets helps them enforce the implemented Covid-19 safety measures that guests view as extremely important.

Unlike the constructs explained previously, perceived vulnerability did not significantly influence customers' intention to visit Walt Disney World during the Covid-19 pandemic as indicated by the construct's p-value of 0.519 which falls out of the acceptable p-value $p = < .05$. The mean scores of perceived vulnerability for annual passholders and non-annual passholders were very close, only 0.2 apart. The reason for the insignificance of perceived vulnerability could be that even if people feel they are vulnerable to contracting Covid-19, they may still be willing to take the risk to visit Disney World because they are ready to start doing regular activities that they did before the Covid-19 pandemic. Because of the pandemic, people had to pause their normal activities for some time in order to stay safe and lower the spread of the virus. After months of doing this, many people were anxious to resume their normal lives. This explains why people can still feel vulnerable about contracting Covid-19 but continue to visit places such as Walt Disney World.

CHAPTER 6: CONCLUSION

In summary, this study successfully identified the factors that influence customers' intention to visit Walt Disney World during the Covid-19 pandemic. Consistent with previous research (Cahyanto et al., 2016; Han et al. 2020), the most influential factors were found to be perceived severity, subjective norm, attitude, and perceived behavioral control. Perceived vulnerability did not prove to be an influential factor on visit intention. Zheng et al. (2021) found that while perceived severity and perceived vulnerability had an effect on influencing travel intentions, the effects were small. This results of this study differ in that only perceived vulnerability was found to have a small influence on traveling during Covid-19 while perceived severity had a significant influence.

When comparing annual passholders and non-annual passholders, subjective norm and visit intention were significantly different. The mean for subjective norm was 4.51 for annual passholders and 4.12 for non-annual passholders. For visit intention, the mean for annual passholders was 6.22, and the mean for non-annual passholders was 5.85. As for safety initiatives put in place at Walt Disney World, the majority of survey participants felt that cleaning and sanitizing was most important to them, followed by limited capacity in the parks, social distancing, and mask requirements. Regarding eliminated activities and features in the parks, participants indicated that the elimination of fireworks shows was the most influential on their decision to visit Disney World, followed by no character meet and greet and no parades.

The reason the mean score for subjective norm was higher for annual passholders than non-annual passholders is likely due to the fact that people who are close to those with an annual pass understand the person's desire to visit Disney World and therefore may be more accepting of it. As for visit intention, it is understandable that annual passholders are more likely to visit Disney World than non-annual passholders because the reason they have an annual pass is because they plan to visit the parks enough that it is worth purchasing the pass. Eliminated activities proved to be less influential than the safety initiatives on a person's decision to visit Walt Disney World. By eliminating these activities though, Disney World is able to ensure the safety measures can be implemented and followed.

There are some limitations to note about the study. First, the pool of respondents was skewed towards people who consider themselves loyal to Disney World. The reason for this is because the study was based off of a convenience sample, so only people who were interested in the study chose to take it. It is understandable that people who consider themselves loyal to Disney World would choose to take this survey since it has to do with Disney. Another limitation was that the majority of respondents were female and Caucasian. An idea for future research is to carry out a study with more male respondents to compare how each gender differs in their views on the subject. Further, a study with a more ethnically diverse group could be done to get a broader range of respondents. A way more men and a more ethnically diverse group could be included is if a study was done onsite at Disney World. This would allow researchers to have more control over who is asked to participate in the survey. Additionally, the survey could be completed not just at Walt Disney World, but also at other Disney parks around the world such as

Tokyo Disneyland, Hong Kong Disneyland, and Shanghai Disneyland. Also, a study could be completed that includes participants who do not consider themselves loyal to Disney in order to compare the opinions of those who consider themselves loyal with those who do not.

Overall, this study was effective in analyzing the reasons why people decide whether they will visit Disney World during the Covid-19 pandemic or not. The research can help theme park managers better understand their guests' wants and behaviors, and it can be beneficial when planning park operations. The study also contributes to current literature regarding tourism and the theory of planned behavior. Additionally, the findings can aid the hospitality and tourism industry when responding to a pandemic or other crisis events that affect the industry in the future.

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APPENDIX

Qualtrics survey questionnaire questions:

Title: Analyzing the Consumer's Decision-Making Process to Visit Walt Disney World During the Covid-19 Pandemic

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Description The purpose of this research project is to analyze how the loyalty of Disney World guests affects their inclination to visit Disney World during the Covid-19 pandemic. This study is specifically targeted towards people who have visited Walt Disney World in Orlando, Florida. Any time "Disney World" is mentioned in this questionnaire, it is referring to this location. You will be asked questions about your habits when it comes to visiting Disney World, your thoughts on how Covid-19 has influenced these habits, and your demographic information. You must be 18 years of age or older and live in the United States of America to participate in this survey. Also, you must have visited Walt Disney World in Orlando, Florida at least once in the 24 months before their closure due to the Covid-19 pandemic to be eligible for this survey.

Cost and Payments It will take you approximately ten minutes to complete this survey. If you are taking this through MTurk, you will receive $0.80 for completing the questionnaire. If you are taking this through any other platform, you will have the option to enter a drawing for a $25 Amazon gift card upon completion of the survey.

Risks and Benefits We do not think that there are any risks. A lot of people enjoy questionnaires

Confidentiality No identifiable information will be recorded, therefore we do not think you can be identified from this study.

Right to Withdraw You do not have to take part in the study, and you may stop participation at any time. You may skip questions you prefer not to answer. However, if

you stop participating in the survey or skip questions, you will not receive compensation.
IRB Approval This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

Statement of Consent I have read and understood the above information. By completing the survey, I consent to participate in the study.

- ○ Yes
- ○ No

Q2 By checking "Yes" I certify that I am 18 years of age or older (You must be 18 years or older to participate in this survey. If you choose no, the survey will end and your participation will not be recorded).

- ○ Yes
- ○ No

Q3 Do you live in the United States of America?

- ○ Yes
- ○ No

Q35 Have you visited the Walt Disney World in Orlando, Florida at least once in the 24 months before their closure due to the Covid-19 pandemic?

- ○ Yes
- ○ No

Q40 Did you have a Walt Disney World annual pass in the last year?

- ○ Yes
- ○ No

Q4 Do you currently have a Walt Disney World annual pass?

- ○ Yes
- ○ No

Q5 Are you planning to renew it after Covid-19?

- ○ Definitely yes
- ○ Probably yes
- ○ Might or might not
- ○ Probably not
- ○ Definitely not

Q6 Do you consider yourself loyal to the Disney company?

- ○ Definitely yes
- ○ Probably yes
- ○ Might or might not
- ○ Probably not
- ○ Definitely not

Q7 Please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Covid-19 could cause me to be ill for a long time.	○	○	○	○	○	○	○
If I get Covid-19, it would have a severe, negative influence on my quality of life.	○	○	○	○	○	○	○
I am afraid that I may die if I am infected with Covid-19.	○	○	○	○	○	○	○
Being infected with Covid-19 is more serious than being infected with another disease.	○	○	○	○	○	○	○

It is hard to cure a human who has been infected with Covid-19.	○	○	○	○	○	○	○
Most people who are important to me think I should visit WDW during the pandemic.	○	○	○	○	○	○	○
My friends and family expect me to reduce the number of trips I take to WDW during the pandemic.	○	○	○	○	○	○	○
People in my life whose opinions I respect would approve	○	○	○	○	○	○	○

of me visiting WDW during the pandemic .

Q8 Please indicate your level of agreement with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Even though there have been Covid-19 outbreaks in my area, I don’t believe the threat is an issue.	○	○	○	○	○	○	○
Just because someone becomes infected with Covid-19 doesn’t mean I will.	○	○	○	○	○	○	○
I view Covid-19 outbreaks	○	○	○	○	○	○	○

in the media to be a contained threat and not really a threat to me.							
I am healthy and do not believe that I am susceptible to Covid-19.	○	○	○	○	○	○	○
I would like to visit WDW during the pandemic.	○	○	○	○	○	○	○
I plan to visit WDW during the pandemic.	○	○	○	○	○	○	○
I am likely to visit WDW during the pandemic.	○	○	○	○	○	○	○

Q10 Have you taken a trip to Disney World since their reopening after closure due to Covid-19?

○ Yes

○ No

Q11 Have you reduced the number of times you would normally visit Disney World (if there was no pandemic) since their reopening after closure due to Covid-19?

- ○ Yes
- ○ No

Q12 For me, visiting Disney World during the pandemic is --

	1	2	3	4	5	6	7	
Foolish	○	○	○	○	○	○	○	Wise
Bad	○	○	○	○	○	○	○	Good
Harmful	○	○	○	○	○	○	○	Beneficial
Unpleasant	○	○	○	○	○	○	○	Pleasant
Unenjoyable	○	○	○	○	○	○	○	Enjoyable

Q13 Please indicate your level of agreement with the following statements:

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I feel it is up to me to decide whether I visit WDW during the pandemic or not.	○	○	○	○	○	○	○

If I want to, I can visit WDW during the pandemic.	○	○	○	○	○	○	○
I have the resources, time, and opportunities to visit WDW during the pandemic.	○	○	○	○	○	○	○

Q14 How important are each of the following initiatives to you when deciding to visit Disney World during the pandemic?

	Extremely important	Important	Slightly important	Neither important nor unimportant	Slightly unimportant	Unimportant	Extremely unimportant
Social distancing	○	○	○	○	○	○	○
Cleaning and sanitizing	○	○	○	○	○	○	○
Mask requirements	○	○	○	○	○	○	○
Limited number of people in the parks	○	○	○	○	○	○	○

Q15 Which of the following activities influences your decision to visit Disney World during the pandemic?

	Extremely influential	Influential	Slightly influential	Neither influential nor uninfluential	Slightly uninfluential	Uninfluential	Extremely uninfluential
No parades	○	○	○	○	○	○	○
No character meet and greet	○	○	○	○	○	○	○
No fireworks	○	○	○	○	○	○	○

Q16 What is your gender?

○ Male

○ Female

Q17 What year were you born?

_____

Q18 What is your marital status?

○ Married

○ Widowed

○ Divorced

- ○ Separated
- ○ Never married

Q19 What is your highest level of education?

- ○ Less than high school
- ○ High school graduate
- ○ Some college
- ○ 2 year degree
- ○ 4 year degree
- ○ Professional degree
- ○ Doctorate

Q20 What is your ethnicity?

- ○ White
- ○ Black or African American
- ○ American Indian or Alaska Native
- ○ Asian
- ○ Native Hawaiian or Pacific Islander
- ○ Other

Q21 What is your annual household income?

- Less than $20,000
- $20,000 - $39,999
- $40,000 - $59,999
- $60,000 - $79,999
- $80,000 - $99,999
- $100,000 or more

Q22 How many children do you have under 16 years old?

_____

Q37
For Mturk respondents only

Here is your ID: ${e://Field/Random%20ID}

Copy this value to paste into MTurk.
When you have copied this ID, please click the next button to submit your survey.

Q39 For GroupMe and Facebook respondents only

By completing this survey, you will be automatically entered in a drawing to win a $25 Amazon Gift Card. Please leave your email address so that we can notify the gift card winner.

_____

Q38 We thank you for your time spent taking this survey!