

Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan

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ABSTRACT

The pandemic COVID-19 proved as a great challenge for today world. The “Hashemite Kingdom of Jordan” timely control it due its aggressive actions against pandemic COVID-19, in contrast with other “MENA” countries. Where the government encouraged domestic tourism to reduce the burden on this sector. The purpose of this study is to lay emphasis on the Jordan domestic tourism in light of the investigation as to how digital marketing influence intention to domestic tourism with the moderating role of price, and the role of mediator perceived ease of use (PEOU). In order to achieve the objective, the study has adopted quantitative technique of analysis. The study has initially collected the primary data through questionnaire. The data were collected from 377 respondents (customers want to do domestic tourism) by using a convenience sampling technique. In the second step the collected data is analyzed by using statistical tools i.e. SPSS and AMOS. The outcomes of the “structural equation modeling”, concluded that digital marketing has significant relationship with PEOU and intentions to domestic tourism. Moreover; PEOU has a significant relationship with intentions to domestic tourism. Additionally, the PEOU also work as a mediating factor in association between the digital marketing, and intention to domestic tourism. Hypothesis on moderation effects were not justified. The outcomes of such study are useful to the domestic tourism industry for identifying tourists' needs during COVID-19 pandemic.

Keywords: Domestic tourism, intention, digital marketing, COVID-19, Jordan

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1. Introduction

The influx of “COVID-19” has been considered as a turning point moment [1]. In contexts of tourism, a ridiculous condition occurred all over the world. Although, formerly the focused industry was coping with the dilemma of over-tourism, and are suddenly thrown into disaster in the overall sector. It happened as the specific sector of hospitality has been controlled by Jordanian authorities' actions to limit and stop such pandemic spread. Borders became locked down, transport became banned, social events were curtailed and people are ordered to stay in their homes[2]. In implementations of such strategies, governments all over the world, are attempting to assault a balance among maintaining the economic progress and controlling the risky conditions of the unemployment, and poverty, while responding to awful public' health considerations that are needed to prevent the collapse of healthcare organizations and massive deaths. It is clear that one period is passing under such challenging conditions but it is quite early to predict what will arise. In an environment where increasing deprivation has contributed to large numbers of marginalized people, it is evident that the COVID-19 and efforts to combat its dissemination have a significant and deadly effect on these poor societies. Although tourism issues may seem minor in the midst of such a global recession, this may not actually be so because of the major role that tourism has considered to contribute in various nations' financial' growth and developmental plans. In Jordan, tourism industry is completely shut down as tragic crisis victims. The World Tourism Organization reported

that 'our industry has been struck harder by the crisis' and introduced a turnaround plan [3] . Rising inequality, economic loss and uncertainty and the enormous scale of government actions to counter the global downturn all lead to leisure, hospitality and tourism being foundations of various economies of the international world. It is obvious that sectors like tourism have intense interest get back to activities as normal and are searching for shares in policy aid programs and measures. A research by the “Organization for Economic Cooperation and Development” (OECD) noted: 'The sector is now concentrating on maintaining continuation of operations given the downturn' [4]. Accordingly, the Jordanian Ministry of Tourism has authorized the opening of hotels, city parks and other facilities that can contribute to the internal amusement and fun of the people. The tourism industry considered the domestic tourism as a life-line in future. Despite of how successful a COVID-19 fight is; international travel is likely to become offline for some time. Unless hotels want to thrive, the domestic sector would continue to have reservations and revenues. The Jordanian government is distributing various forms of support, restrictions are fluctuating, and customer feelings are greatly impacted by their country's health status. There is one uniformity however; however, close a certain market is to restoration, hoteliers need to be ready and they can all start preparing in a way similar. Domestic tourism with its services for those that want entertainment would need to be innovative and versatile. Results could come down to how visitors who have been under lockdown and tremendous tension before going on a trip will bundle experience. The Jordanian clients generally want the best possible deal for their stayEspecially families will want value in return. That'll be much more critical in the aftermath of COVID-19. They're going to want their dollars to travel as far as possible and come close to everything they've lost, including the shops, restaurants and nearby attractions, too. Finally; the digital communication and technology revolution has made it possible for customers to search for worldwide destinations. A growing number of Jordanian customers to have relied on travel agencies to look explicitly during the COVID-19 pandemic for information and motivation for their next vacations. Instead, customers make use of digital media for ideas about their future next vacation destination via the Internet, the Cloud and online surfing. This in turn leads to Jordanian tourism destinations being the center of concern for decision-making process for customers [5]. Consequently, the findings of this study are expected to contribute to the related literature which focuses on the effects of digital marketing on domestic tourism purpose, with the moderating effect of quality, and mediating effect of PEOU during the COVID-19 pandemic in Jordan.

2. Theoretical framework

An integrative perspective model, according to Jackson, Mun, and Park, developed a more reliable technique of the normal mechanisms supporting the relationships and a specific insight, that can't be attained by a single theory-based model. Accordingly, the following comprehensive theoretical model is built to examine the purpose of the consumer towards domestic tourism[6]. Figure 1 shows the role of the technology acceptance model (TAM) and digital marketing to investigate the intention of domestic tourism among customers during COVID-19 pandemic. The model argues that behavioural intent for domestic tourism is defined jointly by digital media, perceived ease of use, and quality. Also, the mediating role of perceived user friendliness and price as moderating between digital marketing and domestic tourism purpose is outlined as well. Next section discusses the individual component and related hypothesis.

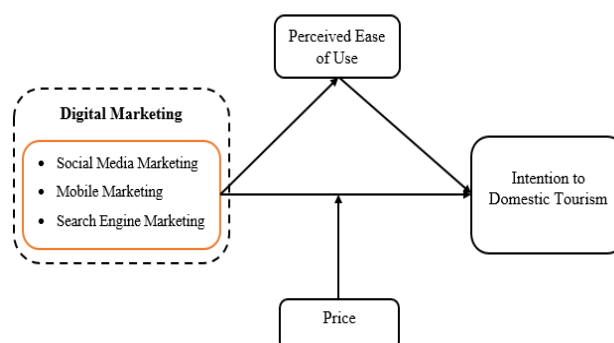


Figure 1. Conceptual framework

2.1. Intention to domestic tourism

Intention stands for the thought what action should be done in the future, particularly if it's to happen in the right time. That purpose is the outcome of a person's behaviors thinking of buying a product or an online marketing service. Consumer behavior may in future be involved in a purchase action or purchase intention. Consumer behaviors, as per Tanner and Raymond, are all customer actions including the purchase of products or services, the provision of product or service information to others, or the search for purchase from others. Consumers can therefore develop an intent to gather knowledge, tell others about own's experiences, or buying of products and services. Additionally, the behavioral intentions can forecast consumer purchasing behaviors, and could be utilized as representation of such behavior [7, 8]. Consequently, consumer purpose is described as tourist's intention to visit in the immediate future. In other contexts, this aim will help to realize that in the near term, a customer needs to decide on tourism at another time [9].

2.2. Perceived ease of use

It is stated as "the extent to which a person believes that using a technology will be simple" [10]. In other words, ease of use means freedom from complexity and trouble [11]. PEOU has been used mainly in the understanding of the user orientation towards the technology [12]. However, the influence that PEOU has inside TAM has been vague. PEOU is sometimes described in both direct and adverse results (via PU) has been seen (Davis, Bagozzi, & Warshaw) [10]. The direct effect suggests PEOU could enhance its attitude towards adoption irrespective of the effectiveness of the service. By comparison, the indirect influence derives from the condition where, all factors being identical, the simpler it is to use a technology, the more beneficial it is viewed as being, the more optimistic the disposition and purpose for utilizing the technology. Both indirect and direct impacts were examined and found to be positive and important in the sense of the workplace. The literature, most subsequent consumer purpose studies on the use of technology and facilities, endorse PEOU's significant position in forecasting the BI. The degree of significance between the results in the literature, however, was distinct. The difference in the findings was based on the study area, sample size, or analytical techniques used. For example, (Enas, Abdul Malek, Abdul Aziz, Ghaith, & Puspa) considered PEOU to be the greatest determinant of the intent to use ICT [13]. Additionally, Saeed and Abdinnour-Helm found that PEOU had a strong and significant effect on BI [14]. This was not, however, the best indicator on the planned application.

2.3. Digital marketing

Digital or Online marketing is the global phenomenon today. If we think marketing is a tree so digital marketing is a marketing branch. Dave Chaffey, defined digital marketing as simply 'attaining marketing targets by introducing new technology'. This concept makes it clear that digital marketing does not mean the acceptance of new alone; it also reminds people that it is the result of the use of marketing technology. Digital marketing in particular relates to online marketing or internet marketing. All is going physical in the real world and technology is in the forefront [15, 16]. Pitana and Pitana, say consumer behaviour in the tourism sector has changed dramatically as Internet technologies and online marketing advance. Digital marketing is every sector's latest trend and future, the industry has considered the outcomes and implemented the digital-marketing with its still-used offline marketing [17]. The success of the digital travel agents is remarkably high, both in context of numbers and quantity. The use of digital marketing has a range of major benefits, as these features cannot be seen in traditional marketing, i.e., more multinational but at the same time more intimate. Kaur suggested that digital marketing should be an effective medium for any company regardless of its segment and knowledge area. This has paved the world completely; companies are selling their goods and services to their guests and future clients. Digital-marketing plays a key role in any company's growth and the tourism sector has been affected primarily by quick access to a lot of knowledge relating to best prices and services available to the customer. Avinash, Babu, and Megha suggested that customers be equipped with massive quantities of knowledge in virtual space with the growth of the Web and the increase in number of Internet users [18]. Upgrading the people's social standing has contributed to a desire to travel & tourism. Travelers are always searching for the new travel offers information and alerts, and digital media has made the material readily

available and searchable. Tourist industry and brands do online marketing consistently by providing lots of details for reaching and capturing consumers. The paper explores the effects of digital media on the travel industry and presents recommendations for coping with many problems and obstacles faced by Jordanian tourism services. Pricing was one of the aspects of the marketing mix. Price means a cumulative sum of money or interest that can be counted as a cost to provide the service or good. Customer generally always wants a fair rate when buying products and services. According to Armstrong, Adam, Denize, and Kotler, the price is the amount of money paid for a good or service, or the cumulative prices customers pay for the advantage of getting or using the product or service. Because of the intangible nature of the facilities, price is a critical consistency measure when there is no shortage or absence of other facts. Price is regarded as the most significant indicator of repeat purchases. The consumers normally think about whether or not they got their value for money when choosing to return to the service provider. Therefore, it has been proved that usually customers buy products in terms of price than other characteristics. The advertising has a major impact on consumer motivations according to Munusamy and Hoo. According to M. Bils [19], customers are willing to spend certain amount of money to get product they want and fulfill their wants. However, if pricing does not show the value of the product, customer will not be loyal anymore. R. Brooksbank [20], explained the main elements in pricing include discount, allowance and credit and involved seller as well as customer. Research has shown that there is a positive relation between suitable prices with customer intention [21]. In this study, customers remained intention toward used product even though there is some increasing price towards product.

2.4. Hypotheses formulation

Social networking has also been stated to have a major impact on consumers' desire to purchase a product or service. This is confirmed by the results in [22], which also revealed the positive impact of social media on the decision to buy. Social media marketing has been shown to directly impact buying intention via online contact or word of mouth [23]. Email marketing was originally known as a letter containing advertisements, often targeted at advertising a product and a service for all web users. According to Dave Chaffey, email marketing is a communication strategy that uses email as a medium to disseminate details about the goods and services it offers. Use email marketing, a corporation will preserve the relationship with customers that were intertwined from the inception of the selling and purchasing process. Email marketing is one of the methods for brand promotion which are still used nowadays. According to Reimers, Chao, Gorman, and Phau, email marketing is internet related and most internet components include email use. According to Sekarintias and Kusumawati, "the use of email marketing approvals enables marketers to tailor ads for customers that tend to be involved in an advertised product or service. Permitting email marketing or online marketing may influence the intension of buyers. This is confirmed by the results in which suggested that authorization to obtain email marketing has a major impact on the intention to buy. It is concluded from the discussions above that digital marketing has a significant effect on intention. In addition, the influence of PEOU forecasts that the greater the benefits to its users are, the lower the effort to use a technology. So, before doing certain acts, the simpler the use of a social media platform or administrative system, the more accessible they will be to the students. Vankatesh and Davis, in his research, concluded that the acceptance model of technology would be useful because the consumer perceives it as simple.

Therefore, it is fair that a higher user-friendliness score would be favorably associated with a higher usability score. Many reports have also supported this association. As the TAM indicates the impact of PEOU on behavioral intent, the disposition towards the using facility as a mediator of such interaction seems to be lacking. Suprawan 's research, the results suggest that PEOU has an indirect impact on behavioral intent through the use-of-service attitude, while Rivera, Gregory, and Cobos acknowledged the influence of technology familiarity on user purpose as mediated by attitude. Furthermore, Hubona and Geitz showed that the influence of the external variables on the use of technology is partly influenced by the presumed ease of use because there were still important and clear associations between external variables and actions in the use of technology.

In the price context, H. Estalami, S. Maxwell, D. Martín-Consuegra, A. Molina and Á. Esteban [24] conclude that examination to find the association between the service' price and the customers intention, firstly, it is

important to investigate such logics as price-fairness and the price-acceptance. In [25], states that the price increase for service is mainly acceptable to customers, if the service provides great satisfaction. The performed statistical analysis shows that there is a strong association between consumer loyalty adjustments and the acceptability of service price increases. In market oriented literature, the price is considered as the main key determinant, conditioning the intention of customers, because when the customers calculate the values of service, they normally think about the price. By studying the association between price and purpose scientists revealed that the degree of purpose depends on quality of operation, demand and personal variables. Earlier observational work, as Estalami et al. notes, has not investigated the effect of price factor on customer desire [26]. Aligned with the aims of the present research and the literature examined, the following hypotheses are suggested for testing:

H₁: Digital-marketing show a significant influence on intention to domestic tourism.

H₂: Digital-marketing show a significant influence on PEOU.

H₃: PEOU has a significant effect on the intention to domestic tourism.

H₄: PEOU has a mediating influence on the relationship between digital marketing and intention to domestic tourism.

H₅: Price has a moderating influence on the relationship between digital marketing and intention to domestic tourism.

3. Methodology

For population, sample size, and respondent, the present study followed a quantitative research approach of conducting analysis based on a questionnaire (cross-sectional sample). The target population for the study was customers traveling domestic tourism or for other purposes. Because reliable data were not available regarding the size and location of this population. Structural Equation Modeling (SEM) provided a large sample size since the estimation process and the calculation for model fit are based on the expectation of a large sample size. Kelloway, suggested that at least 200 observations would be the minimum sample size needed to conduct SEM. In fact, a fixed set of at least 200 observations is subjected to model uncertainty [27]. Skin, Sarstedt, Hopkins and Kuppelwieser suggested sample sizes to be between 100 and 400. This is because of the large sample size becomes, the technique will be more sensitive. This study distributed 450 questionnaires to domestic tourism customers in Jordan. Then; the researcher analyzed 377 questionnaires; probability sampling method will not be implemented. Sample selection is done by convenience technique and selected at various spots including Aqaba, Deadsea and Petra. *Constructs measurements.* The constructs measurement was selected from previous work; more precisely, intention to domestic tourism construct was measured using [28, 29] 6-item measurement scale, PEOU was measured using [30] 4-item scale, and digital marketing construct: Measurements of A. Mohammadpour, T.R. Arbatani, T.H. Gholipour, F. Farzianpour and S. Hosseini [31] were used to measure Social Media Marketing in 9 items. In measurements of M.J. Kim, N. Chung, C.K. Lee and M.W. Preis [32] and P. Du [33], the Mobile Marketing was measured in four items, Search Engine Marketing in ten items was measured using J. Magano and M.N. Cunha [34]. Finally, price was measured using H. Nasiruddin [35] 4-item scale instrument. Also, the questionnaire for this study uses a 10-point rating scale ranging from 1, “strongly disagrees”, to 10, “strongly agrees”. In SEM, Z. Awang [36] mentions the appropriate range of a questionnaire should be in the interval from 1 to 10. The author claims that the interval scale is a continuous score and meets the requirement for using parametric statistical analysis. Numerous previous researches have employed the 10-point rating scale in SEM [8, 37, 38].

3.1. Structural equation modeling (SEM)

SEM is the second method of examining the associations among the constructs with multiple items in the model [39-42]. The study employed the two-stage SEM which include validating latent constructs through Confirmatory Factor Analysis (CFA) prior to modeling the structural model and execute SEM for hypothesis testing [42-44]. SEM or synonym as Covariance-Structure Modeling is the powerful multivariate statistical analysis procedure which employ parametric approach for its data analysis [45].

3.2. Confirmatory factor analysis

For these constructs the initial CFA analysis was carried out as seen in Figure 2. Adopting the method, all the constructs are paneled and the connect together by double-headed arrows to evaluate the association between the construct. The outcome of evaluating the standardized loading of the model-items revealed that the factors loading of one item (i.e., PE4) was below the cut-off 0.5. Therefore, they excluded this object from their relative constructs. The updated model was again checked with 36 notification objects to ensure the factor layout stayed consistent. As a result, the second uniform factor loading varied from 0.60 to 0.92 for all items was more than 0.5. Represents the recalculated factor loadings for the reminder items and the deleted item from the model are illustrated in Figure 3.

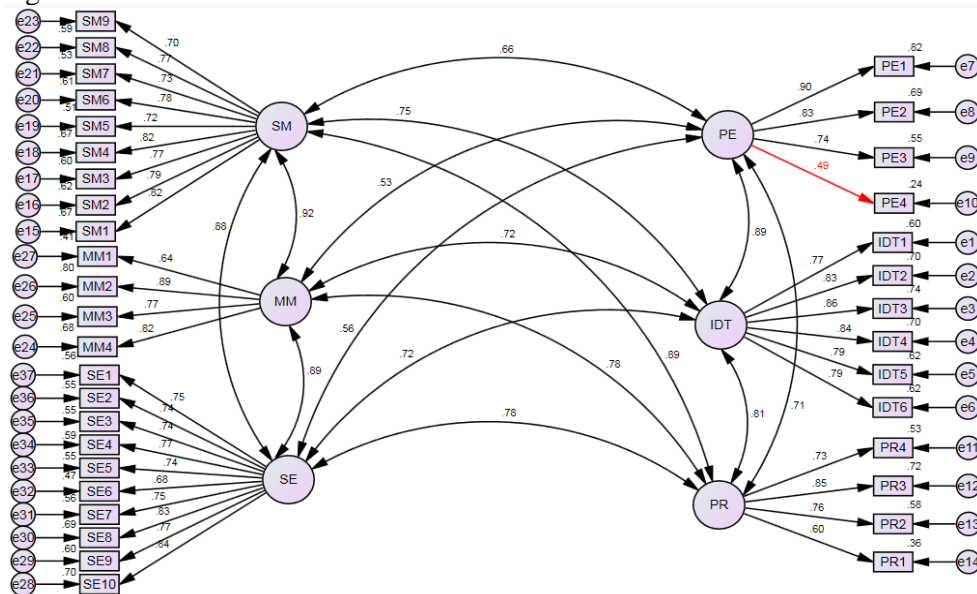


Figure 2. The measurement model with 37 items

This research tends to validate the core constructs, namely intention to domestic tourism (IDT), PEOU(PE), price (PR), social media marketing (SM), mobile marketing (MM), and search engine marketing (SE) using pooled CFA procedure. The work chose to implement the “Pooled-CFA”, thus it is more effective, and free from model selection problem, particularly if the constructs have less than four measuring items [46, 47]. Adopting the method, all the factors are paneled and linked by the double-headed arrows, to evaluate the correlations between the factors; as shown in Figure 3. The CFA method is implemented once for whole constructs.

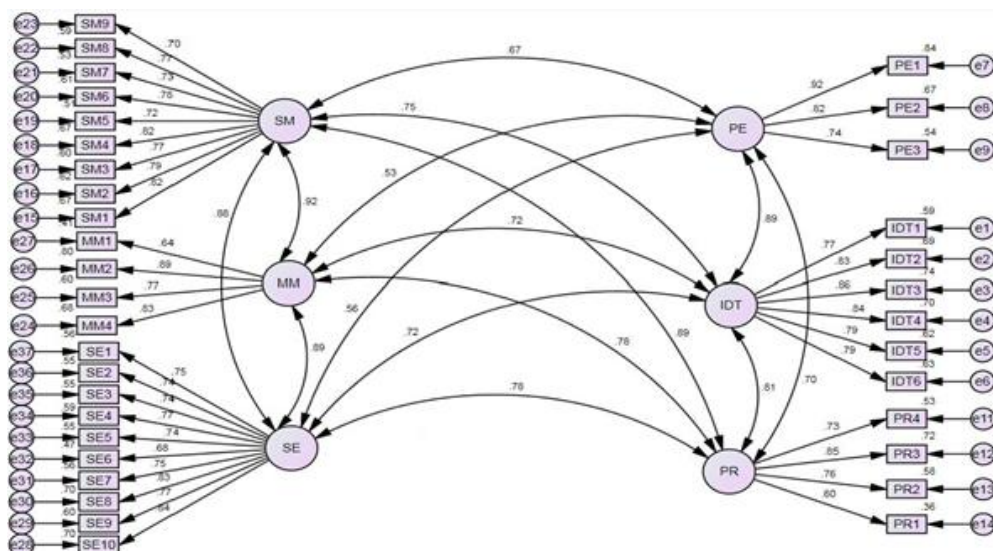


Figure 3. The final pooled confirmatory factor analysis measurement model

3.3. Reliability

There are two types of reliability were measured in this study; AVE and Composite Reliability (CR). The AVE values above the 0.50 show the reliability of measurement model in measuring the construct. The CR was achieved when all CR values exceeded 0.60. Table 1 presented reliability of the intention to domestic tourism (IDT), PEOU(PE), price (PR), social media marketing (SM), mobile marketing (MM), and search engine marketing (SE) respectively.

Table 1. Validity and reliability

No.	Item	Factor	AVE	CR
1	IDT1	0.77	0.662	0.922
2	IDT2	0.831		
3	IDT3	0.858		
4	IDT4	0.838		
5	IDT5	0.79		
6	IDT6	0.792		
7	PE1	0.916	0.658	0.866
8	PE2	0.821		
9	PE3	0.736		
10	PR4	0.727	0.548	0.827
11	PR3	0.848		
12	PR2	0.763		
13	PR1	0.602		
14	SM1	0.816	0.588	0.928
15	SM2	0.79		
16	SM3	0.773		
17	SM4	0.819		
18	SM5	0.716		
19	SM6	0.784		
20	SM7	0.729		
21	SM8	0.766		
22	SM9	0.699		
23	MM4	0.826	0.622	0.866
24	MM3	0.774		
25	MM2	0.894		
26	MM1	0.638		
27	SE10	0.839	0.583	0.933
28	SE9	0.775		
29	SE8	0.834		
30	SE7	0.749		
31	SE6	0.685		
32	SE5	0.741		
33	SE4	0.77		
34	SE3	0.739		
35	SE2	0.742		
36	SE1	0.749		

3.4. The standardised regression weights (standardised estimate)

The AMOS performance provided in the standardized model the association between any two independent variables, the standard factor loading and R2 for each portion, the standardized regression coefficient connecting each independent variable; digital marketing with its corresponding dependent variables intended for domestic tourism, and also the R2 for the regression equation. The most important output in the standardised regression weight is the value R² in the model is 0.87 (this value is located at the IDT construct). By looking at this value, it can be concluded that the model is good since it could capture 87% of the IDT by using one exogenous construct in the model namely digital marketing. The output in Figure 4 shows the standardised regression weight model.

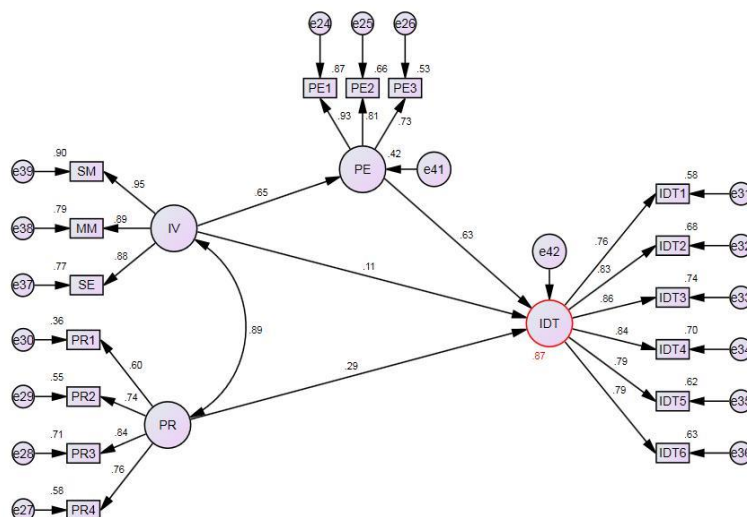


Figure 4. The standardised structural model

The regression equation obtained from the above figure (Figure 3) can be stated as follows;

$$IDT = 0.63 PE + 0.11 IV + 0.26 PR$$

The hypotheses testing results for the regression coefficient is tabulated in Table 3.

Table 2. The regression coefficient and its significance

Structural Relationship		Estimate (Actual Beta)	S.E.	C.R.	P-value	Result
PE	<--- IV	.65	.082	13.440	***	Significant
IDT	<--- PE	.63	.030	12.443	***	Significant
IDT	<--- IV	.11	.089	1.260	.003	Significant

Table 2 indicates the “path coefficient” values outcomes for hypothesized associations between the research variables. As indicated in Table 2, digital marketing had a positive direct effect on intention to domestic tourism ($\beta = -0.11$; $p < 0.005$), as a result, H1 was supported. Digital marketing had a positive direct effect onPEOU($\beta = -0.65$; $p < 0.01$), as a result, H2 was supported.PEOUhad a positive direct effect on intention to domestic tourism ($\beta = -0.63$; $p < 0.01$), as a result, H3 was supported.

3.5. Mediation effect using bootstrap approach

This research extended the approach of bootstrapping the indirect impact to assess the existence of the mediating effect by Preacher and Hayes. Mediation emerged where the conditional effect values for the lower bound (LB) and upper bound (UB) did not include 0 in between. The results of the study thus indicate that both the lower and upper bounds are in a favorable area as seen in Table 3.

Table 3. Bootstrapping for indirect effects

Mediating factor	Stand. Indirect Estimates	95% (Confidence Interval; CI)	
		Low Bound (LB)	Up Bound (UB)
DM → PE → IDT	0.142	0.379	0.619
	Stand. Direct Estimates		
DM → PE → IDT	0.224	0.079	0.380

Next, this work used recommendations forwarded by the Mathieue and Taylor (2006), Baron and Kenny (1986), to decide the form of mediation (partial or complete mediation), as discussed earlier. The analytical result

indicates that, the indirect impact $\beta=0.142$ (0.65×0.11), with a p-value of 0.001 was significant. Whereas the direct consequence $\beta=0.224$ was also significant as seen in figure 3, with a p-value of 0.001. In this analysis the form of mediations is partial form of mediation, thus both the direct impact and indirect impact are important. Consequently, it is hypothesized that the effect of digital marketing on domestic tourism intentions is partly influenced by perceived ease of use. Therefore, hypothesis H4 is supported.

3.6. Moderating effect

Hypotheses 5 of the study were tested to examine the moderating role of price on the relationship of digital marketing and intention to domestic tourism. The p-value of hypothesis 5 was 0.021 which is less than the p-value of 0.05, depicting the significant moderating role of price on the relationship of digital marketing and intention to domestic tourism but not justified as indicate in the table 4.

Table 6. The Test of hypothesis of moderator

			Estimate	S.E.	C.R.	P
ZDV	<---	ZDM	.402	.051	7.885	***
ZDV	<---	ZMod	.413	.051	8.095	***
ZDV	<---	ModIntraction	-.066	.029	-2.306	.021

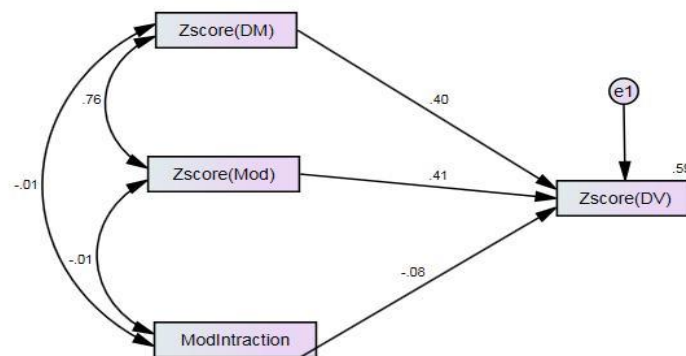


Figure 5. Moderation of price

4. Results and implications

This work attempted to find a significant relationship among the four evaluated constructs-domestic tourism intention, perceived ease of use, price, digital marketing during the COVID-19 pandemic in the Jordan context. Five hypotheses were tested and four of them confirmed using a mixture of tentative factors analysis along with “Structural Equations Modelling”. The first theory establishes a favorable and clear link between digital marketing and domestic tourism purpose, as indicated in other studies, so digital marketing not only affects pre-visit decision, and also post-visit behavioral circumstances, making it crucial for effective domestic tourism. For Jordan, the information shown in the marketing about the place, including supplies and equipment for the place in a way that corresponds to the COVID-19 pandemic, will generate the intention for the customer to go to it even in the next times. Because its ability to attract new customers can be difficult due to the conditions in the whole world. And through the digital marketing available to customers, they can see the offers and services available, which will be a successful promotion for all place domestic tourism in Jordan. Hence, generating consistent visitors among the potential customers might be cost-effective strategy. The second developed hypothesis justified a directly positive association between digital marketing and perceived ease of use, thereby indicating that as digital marketing of domestic tourism improved so did theirPEOU levels. This is not surprising given that others noted the very same impact, showing that it will be valuable for spot managers to invest more in developing infrastructure, convenience, and quality of service while safeguarding the cultural distinctiveness, natural beauty, and exoticity of domestic tourism as these subsidize to greater intention levels. Since there are

some restrictions that exist by the Jordanian government by specifying some of the conditions applied to the tourist office during this pandemic, it is through digital marketing that the customer can know the information necessary for the destination to facilitate the use media and webs. For domestic tourism, this might be the harder to attain as tourism developments might not essentially be a importance for the government to prevent COVID-19 outbreaks. Similar to other studies [48-51], the thirdly hypothesis justified a directly positive relationship between PEOU and intention to domestic tourism. The findings of this study suggest that the use of social media networking plays a major role in domestic tourism in Jordan. As predicted, with the advent of the COVID-19 pandemic, social networking technology greatly affects the PEOU for consumer visiting tourist areas in Jordan. Therefore, when social networking media is simple and user-friendly, individuals who feel social networks is more useful will have more intention in Jordanian domestic tourism. This research showed that consumers who used social networking sites more readily in their daily lives appeared to have a more favorable view of domestic tourism. Similarly, this research supports the proposition of a constructive and indirect relationship between digital marketing and domestic tourism purpose with ease of use viewed as mediating (hypothesis 4). Global goal evaluations and digital marketing thus appear to contribute appropriately to an interpretation of their relationships with other structures such as destination identity and potential actions explicitly during the COVID-19 era. In fact, price has a positive and direct relationship with intention behaviour in tourism sector [24, 52], This study proposed price to have a moderating effect on the digital marketing-intention to domestic tourism relationship considering that price of the customers is an important variable when determining his/her attitude towards service usage. However, the hypothesis 5 is not confirmed on the basis of the results obtained, if an item, such as small and cheaper, is very inexpensive, consumers are fairly indifferent to a price increase. Consequently, cheaper commodity has low demand elasticity in size. Product is costly and a 10 per cent rise in a product 's price will mean the difference whether or not consumers want to purchase the commodity. Therefore, commodities have a higher price elasticity of demand. This is to know the customers at the other prices that are added to them to provide security for them from this COVID-19 pandemic, and the extent of the customers' awareness also that the prices will be different for them, especially since the absorptive capacity for any place will be half according to the decisions of the Jordanian government, and therefore it was found that the price does not affect the intention of domestic tourism in Jordan.

5. Conclusion and recommendation

The Coronavirus puts the Jordanian tourism industry in a furrow. This research study explored the greater effect that the virus has on domestic tourism through consumer expectation behavior, digital media, PEOU and costs. It has also highlighted at the same time the absolute damage it created on the country's economy and on the globe. It is assumed that the effect will persist for far longer and in recent times it is of even more importance. As seen in that sense, the tourism industry has come to a standstill point. After the brutality of COVID-19, and controlling over the epidemic, there feel a strong need not just to return to the normal business, relatively than to think about reshaping of global tourism industry more parallel for the local tourism purposes. It contains a big big slice of relevant work needs, i.e., whether the Covid-19 will enhance the nationalism, and stronger the boundaries in the long-run; main role of local tourism in sustainability; the behavioral responses of tourists. COVID-19 effected the tourism industry, policy-makers and experts with persuasive insights on the impact of global transition. The goal now is to benefit together from this global catastrophe in order to step up the transition of sustainable tourism. As we seek to bring a new age to life in the aftermath of COVID-19, it is our duty as tourism scholars concerned to give our contributions to envision ways in which domestic tourism can be built to allow a flourishing and ecological recovery of humans. A good path forward will be to socialize domestic tourism through digital marketing.

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