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Behavioral Intention: An Overview And Bibliometric Analysis

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ABSTRACT

The aims of this research is to explore the topic of 'behavioral intention'. The literature analyzes from 30 articles from Scopus using Publish or Perish during the period 2018-2023, analyze with bibliometric. The outcome of the review indicated 109 authors from co-authorship data and many recent keywords from co-occurrence. This literature review can be used for a guidance to the next researcher regarding behavioral intention and the connection with other keywords that appropriate.

Keyword– Behavioral Intention, Bibliometric, Literature Review

ABSTRAK

Dengan memiliki kemampuan menyesuaikan diri terhadap kondisi Tujuan dari penelitian ini adalah untuk mengeksplor topik terkait 'behavioran intention'. Literatur yang digunakan dalam analisis ini didapat dari 30 artikel yang diakui Scopus dengan menggunakan aplikasi Publish or Perish pada periode 2018-2023, Analisa menggunakan bibliometric. Hasil dari Analisa tersebut menunjukkan terdapat 109 penulis dilihat dari data co-authorship dan banyak kata kunci baru dari gambar co-occurrence. Literature review ini dapat digunakan untuk menjadi rujukan untuk penelitian selanjutnya terkait behavioran intention dan hubungannya dengan kata kunci lain yang tepat.

Kata Kunci – Behavioral Intention, Bibliometric, Literature Review

INTRODUCTION

Covid-19 pandemic was changing a lot of industries behavior in all over the world. It made the 'new-normal' in some ways. There is a new-normal tourism behavior to trip outside during the pandemic while reducing risk perception of the disease ([Bae & Chang, 2021](#); [Sánchez-Pérez et al., 2021](#)). On food delivery, novelty, quality experience, hedonic experience, and social exclusiveness as consumer innovativeness make an attitude toward using drone food delivery service ([Hwang et](#)

al., 2021; Soltani et al., 2021). Social influence also found on the (Muangmee et al., 2021), performance, effort, timeliness, task technology fit, trust perception, and perceived safety has an effect influencing the intention to use food delivery apps during Covid-19 pandemic disease (Muangmee et al., 2021; Troise et al., 2021). It also helpful by using online payment (Daragmeh et al., 2021; To & Trinh, 2021). E-learning during pandemic also build and become a 'new-normal'. (Mailizar et al., 2021).

Fear of the pandemic Covid-19 disease build the understanding of value on vaccination. The use of vaccin was made the 'new-normal' can happen during the pandemic Covid-19. Since the 'new-normal' has been come it also make tourist can travel with new way so it can grow up the tourism industry, some research shows that destination image can effect tourist behavioral intention (Afshardoost & Eshaghi, 2020; Rasoolimanesh et al., 2021; Tavitiyaman et al., 2021). The pro-environmental also talk about norm, perception of behavioral control and personal norm are have an effect on tourists' waste intention to reduce (Fischer & Karl, 2022; Liu et al., 2020; Wang et al., 2021).

Based on the studies concerning to behavioral intention, we desire to comprehend more behavioral condition during pandemic Covid-19. Bibliometric analysis technique used to know the co-authorship and co-occurrence condition. The aim of the analysis is to illustrate how the identification of influential authors and sources to reveal the behavioral intention clearly.

METHOD

Bibliometric Data Analysis

There are two steps used from a total 3 steps in the analysis method (Salerni et al., 2012). This method analysis database using VOSviewer software. Those steps are (Sharifi et al., 2021):

1. Database creation
2. Analysis use VOSviewer
3. Analysis use SciMAT

1. Database Collective

To find the goals in the previous discussion, the literature search using the keywords "behavioral intention" and "intention to" are used for the purpose of analyzing the literature sources (Hoch et al., 2018). The journals are indexed by Scopus and keep using Publish or Perish are English language that from 2018 to March 2023. Total 30 journals are extracted with RIS format.

2. Analysis Using VOSviewer

The categorized of analysis are co-authorship and co-occurrence. By using VOSviewer, a bibliometric analysis of the literature study was conducted. We used VOSviewer software wherefore the simplicity to view various graphics such as journaling, authors, organizations, countries and bibliometric networks (Sharifi et al., 2021). We focused on the visualization of authors and occurrence varieties. This used for analyze the major research topic and find relationship among other topics that been discuss.

RESULT AND DISCUSSION

Result

In this part, the keywords “behavioral intention” and “intention to” are used for analyzing the literature source ([Hoch et al., 2018](#)). The journals indexed by Scopus are English language. The databases of literature start from 2018 to March 2023. The analysis will be co-authorship and co-occurrence. By using VOSviewer, we can observe a bibliometric analysis. The result of the analysis by VOSviewer can be found in the description:

a. Co-Authorship

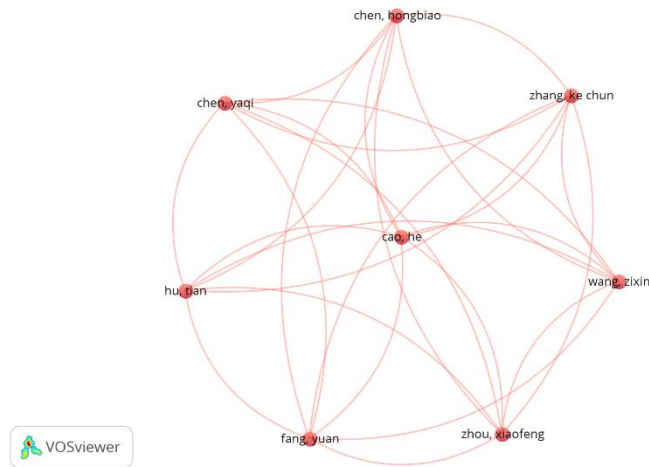


Figure 1. Co-Authorship (network visualization)

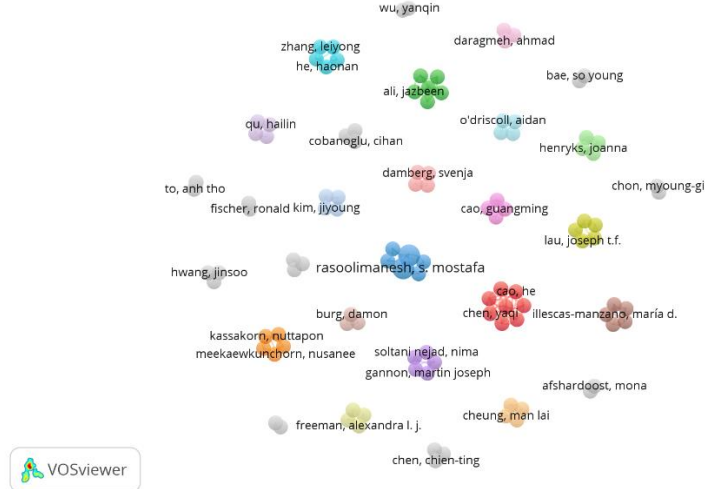


Figure 2 Co-Authorship (not-related network visualization)

As we can understand from the picture 1, it shows that there is one network which means the big strength one. Figure 2 shows there are 29 cluster that are not-related to each other. 109 authors are shown by figure 2 from total 29 cluster. Cluster means that the authors written the research by collaboration.

b. Co-Occurance

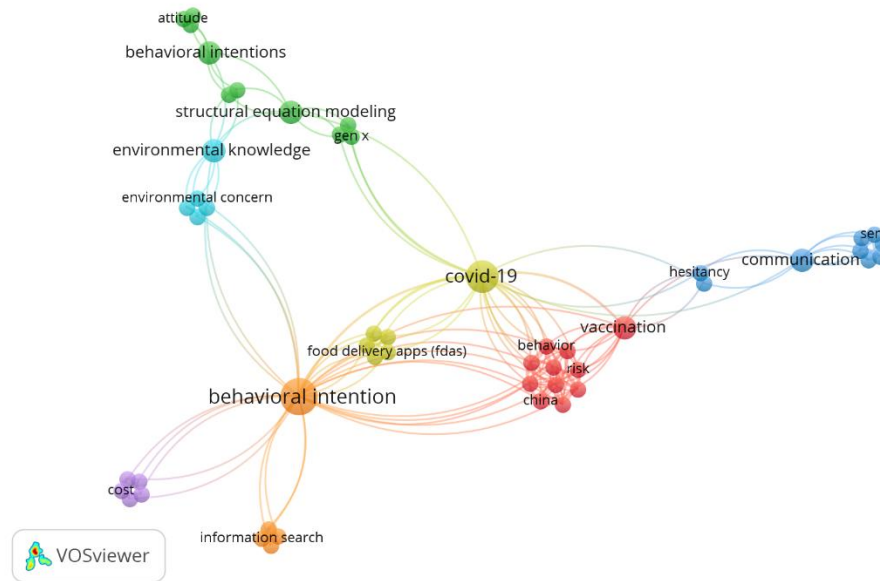


Figure 3. Keyword Metadata from Co-Occurrence (network visualization)

Figure 3 shows the picture visualize that the keyword network on the topic of behavioral intention research has many differences keywords phenomenon. It can be seen that there are many clusters that allow for future research and development on behavioral intention, such as food delivery apps, behavior risk, Covid-19, environmental concern, environmental knowledge and many more. This can help for the next researchers using behavioral intention as a variable with others topic as visualized on figure 3.

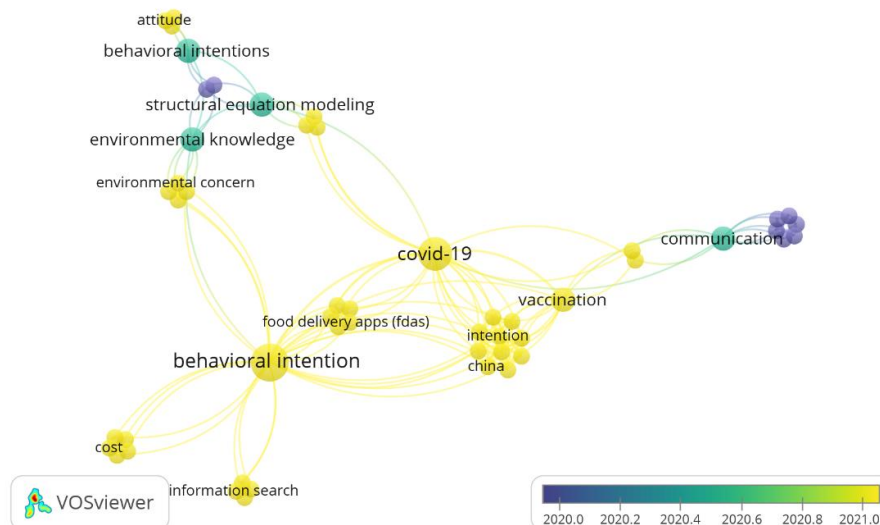


Figure 4. Keyword Metadata Co-Occurrence (overlay visualization)

On figure 4, shows that keyword overlay visualizations have increased year by year. The yellow side can be described as the recent keywords. Those words are, “food delivery apps”, “intention”, “china”, “information search”, and many more.

c. Citation

Citation analysis give an information which articles have the highest effect on the

behavioral intention. Table 1 presented more detail the top ten cited journals related to behavioral intention.

Table 1. Top 10 Cited Journals

No.	Year	Author	Title	Cites	Publisher
1.	2020	Bae & Chang	The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020)	582	Taylor & Francis
2.	2020	Afshardoost & Eshaghi	Destination image and tourist behavioural intentions: A meta-analysis	253	Elsevier
3.	2019	Sultan et al	Intention-Behavior Gap Perceived Behavioural Control-Behavior Gap in Theory of Planned Behavior: Moderating Roles of Communication, Satisfaction and Trust in Organic Food Consumption	211	Elsevier
4.	2020	Liu et al.	How does environmental knowledge translate into pro-environmental behaviors? The mediating role of environmental attitudes and behavioral intentions	204	Elsevier
5.	2020	Troise et al.	Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework	160	Emerald
6.	2021	To & Trinh	Understanding behavioral intention to use mobile wallets in vietnam: Extending the tam model with trust and enjoyment	146	Taylor & Francis
7.	2021	Itani & Hollebeek	Light at the end of the tunnel: Visitors' virtual reality (versus in-person) attraction site tour-related behavioral intentions during and post-COVID-19	146	Elsevier
8.	2021	Muangmase et al.	Factors Determining the Behavioral Intention of Using Food Delivery Apps during COVID-19 Pandemics	139	MDPI
9.	2021	Majlizar et al.	Examining university students' behavioural intention to use e-learning during the COVID-19 pandemic: An extended TAM model	139	Springer
10.	2021	Saeji et al.	Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention	107	Elsevier

From the table 1, there were top 10 cited journals until March 2023 from varieties publisher. On the first, the author ([Bae & Chang, 2021](#)) this research found that cognitive and affective risk perception about Covid-19 positively influence subjective norms and affective perception of risks has no influence on intention to behavior. Attitude was mediated the relationship between affective risk perception and behavioral intention and subjective norms mediated the cognitive perception and behavioral intention. It same as the result found by ([Itani & Hollebeek, 2021](#); [Troise et al., 2021](#)) that a subjective norms and perception risks of Covid-19 have an effect

on behavioral intentions. So, this study can be used for tourism practitioners who will prepare for a new normal tourism behavior.

The second rank author were ([Afshardoost & Eshaghi, 2020](#)), it founds that destination image plays significant role in intentional behavior. The third was ([Sultan et al., 2020](#)), the researcher found the moderating effects of perception of communication, satisfaction and trust on the intention to buy Australian organic food context as a large market in the Oceania region. It can be found on ([Mailizar et al., 2021](#); [Muangmee et al., 2021](#)), perceived trust, perceived ease of use, perceive usefulness and perception of safety has an effect on intention to use application like online food delivery and e-learning.

The top 3 cited research above can be known that those are the great topics on behavioral intention as a variable. The next 7 journals are from ([Itani & Hollebeek, 2021](#); [Liu et al., 2020](#); [Mailizar et al., 2021](#); [Muangmee et al., 2021](#); [Saari et al., 2021](#); [To & Trinh, 2021](#); [Troise et al., 2021](#)). The fourth topic was from ([Liu et al., 2020](#)), it found that environmental knowledge not directly have an effect on pro-environmental behavioral intention. It has the environmental attitude that has a lineal effect on pro-environmental behavior. The other was the relationship between the effect of pro-environmental behavior and environmental behavioral intentions have the moderating effect of external context which is demographic variables. Different with ([Saari et al., 2021](#)), this research found that sustainable consumption behavior can be connected with environmental interest, which is affect by up the levels of environmental knowledge and environmental feel of risks.

Discussion

109 researchers are above shown by VOSviewer in 29 cluster that means there is no connection one to another author journals (figure 2). The recent keywords are on the figure 4, “food delivery apps”, “intention”, “china”, “information search”, “covid-19” and many more. Those can be paired with “behavioral intention” variable for the next researcher.

a. Covid-19 Vaccination Information Effect on Prevention Behavioral Intention

Fear and positive organization-public relationship (OPR) has an effect on individuals' information acquisition, information transmission, and willingness to follow the Centers for Disease Control and Prevention (CDC) instructions to cope with infectious diseases ([Chon & Park, 2021](#)). Meanwhile, intention of COVID-19 vaccination was poor in the Hong Kong, especially among younger people and females ([Yu et al., 2022](#)). It needs health promotion to increase the intention ([Chon & Park, 2021](#); [Yu et al., 2022](#); [Zhang et al., 2021](#)). At seems in China, factory employee have an advanced behavioral intention to receive a Covid-19 vaccination because of the campaigns. ([Zhang et al., 2021](#)).

b. Effect of Covid-19 on Tourism Behavioral Intention

On 2021 variable health consciousness to intention to pay a visit local destination in Indonesia was rejected. This study was given a new information for an issue of pandemic Covid-19 in the tourism sector ([Pahrudin et al., 2021](#)). There are three segments of tourists decision-making behaviors as a result of Covid-19. First, ‘true believers’ who do not make too many new way in the routines and continue with their normal trip arrangement. Secondly, a group of ‘cautious travellers’ who choose to change traditional trip arrangement. The last one is ‘prophet of doom’, they choose to make new way tourist routines because a big impact of the Covid-19 on all aspects of tourism. There is a ‘new-normal’ tourism behavior to trip during the pandemic while reducing

risks perception from the Covid-19 disease ([Bae & Chang, 2021](#); [Sánchez-Pérez et al., 2021](#)). Other research found that social distancing has no effect on potential visitors' intent to utilize virtual reality ([Itani & Hollebeek, 2021](#)). It seems that on 2021, there is a 'new-normal' way to travel during the pandemic of Covid-19.

c. Online Food Delivery Behavioral Intention

Tourist's local food experiential value (TLFEV) ([Slack et al., 2021](#); [Tuncer et al., 2021](#)), tourists' local food consumption value (TLFCV) and Social media influencers (SMIs) can explain the Behavioral Intention of tourists ([Soltani et al., 2021](#)). Similar with the research from ([Soltani et al., 2021](#)), found that novelty, quality experience, hedonic experience, and social exclusivness as consumer innovativeness enlarge behavior to using drone food delivery service ([Hwang et al., 2021](#); [Soltani et al., 2021](#)). Social influence also found on the ([Muangmee et al., 2021](#)), performance, effort, timeliness, task technology fit ([Cao et al., 2021](#)), perception of trust, and perception of safety have an influence on the intention to use food delivery apps during Covid-19 ([Muangmee et al., 2021](#); [Troise et al., 2021](#)). On other research found the moderating effects of perception of communication, satisfaction and trust on the intention to buy Australian organic food and it also can be found on ([Mailizar et al., 2021](#); [Muangmee et al., 2021](#)).

d. Environmental Knowledge to Pro-Environmental Behavioral Intention

Europe sustainable consumption behavior affect the levels of environmental knowledge and environmental risk of perception ([Saari et al., 2021](#)). Norm, perception of behavioral control and personal norm have an effect on tourists' waste intention to reduces. the personal norm as the big effects ([Fischer & Karl, 2022](#); [Liu et al., 2020](#); [Wang et al., 2021](#)). But the other found that normative social institutions has not moderated the relationship between awareness of the environment and pro-environmental intention to behavior ([M. X. Yang et al., 2021](#)).

CONCLUSION

Behavioral intention has studied in some topics. We used blibliometric analysis to find co-authorship which indicate 29 cluster containing 109 authors. Regarding co-occurrence, there were many varieties recent keywords. The citations, the top 10 were discussed about affective risk perception about Covid-19 positively influence behavioral intention, 'new-normal' has been come it also make tourist can travel with new way and food delivery online during pandemic Covid-19. The last topic on the discussion can be a research gap between the relationship of environmental knowledge and behavioral intention. Based on these points, for the next researcher can utilize behavioral intention as a main topic of discussion.

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