

HOW DO CONSUMERS FORM THEIR INTENTIONS TO WEAR A MASK DURING THEIR STAY IN COFFEE SHOPS?

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ABSTRACT

Wearing masks when consumers visit hospitality establishments is desirable, but it has also been controversial. By adopting the theory of planned behavior as a framework for forming an intention to wear a mask when consumers stay in a coffee shop, this research investigates how espoused cultural values and civic consciousness shape the attitudes toward the behavior. The current research also investigates the moderating role of espoused cultural values on the relationships between subjective norm and attitudes or between the subjective norm and behavioral intentions. This research's findings should provide recommendations for the hospitality industry during pandemic.

Keywords: COVID-19, mask wearing, hospitality, theory of planned behavior, espoused cultural values, civic consciousness