

Understanding the role of Leisure Involvement and Choice Complexity on Choice overload in booking of leisure activities online among Young Consumers

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Abstract

People are faced with an oversupply of almost every type of good. Due to the large number of options, it has become very important for service providers to understand, how customers act when they book leisure activities online. As far as the researcher knows, no one has looked into how having too many options affects people's decisions when they book leisure activities online before. This study looks at the difference between leisure activities done at home and while on holiday, taking into account the issue of choice overload when booking leisure activities online. There is a plan to use an integrated research approach that utilizes cognitive dissonance as well as spillover theories to test hypotheses. This study employed Gen Y (17-37 years) who have visited Goa in the last six months. The study's conclusions have consequences for both tourism-related businesses and consumers, guiding how they act, their emotions, judgments, and behaviors toward evaluating the alternatives.

Keywords- Leisure involvement, choice overload, regret, decision postponement, self-efficacy

Introduction

Travelers make variety of decision-making process throughout their vacation planning that affect all aspects of their itinerary. Travelers plan ahead of time where they will stay and book vacation activities online. According to Smallman & Moore (2010), specific choices are planned months in advance, with a significant time lag between conception and execution. On the other hand, other choices are made on the spur of the moment or while traveling, with no prior planning or discussion (Hansen et al., 2011). The study conducted by the researchers also revealed that a significant proportion, specifically 50% of the respondents' activity preferences were found to be inflexible and resistant to modification.

According to Fesenmaier & Jeng (2000), after making initial decisions on aspects such as choice of destination, date and period of the trip, travel partners, hotels, travel route, and overall travel budget, certain activities are regularly picked as secondary options. Woodside & King (2001) discovered that people tend to make decisions about their preferred activities during the early phases of their trip-planning process. Travel has changed significantly for twenty-first century (Hyde & Decrop, 2011). Due to advancements in technology in many aspects of daily life, travelers routinely evaluate the value of their intended itinerary and are receptive to new information about more appealing

alternatives (Cohen et al., 2014, Martin & Woodside, 2012). Although digital technology has certainly broadened the flexibility of travelers, (Park & Fesenmaier, 2014), they still experience unanticipated uncertainties (Hyde & Decrop, 2011), including lots of options to select from (Scheibehenne et al., 2009).

Individuals who travel may have an innate desire for novelty at their places (Feng, 2007; Garms et al., 2017), along with a desire for the degree of risk that comes with not having a set itinerary (Martin, et al., 2012). Many travelers want to experience novelty when they travel since they want a new and unique travel experience (Xie, P. F., & Cheng, K. 2021). As a result, their choices may conflict with their social environments and routines (Chandralal et al., 2015). However, empirical research suggests that the level of hedonistic behavior among tourists varies (Carr, 2002), and some people may display consistent behavioral patterns in both their daily lives and while on vacation (Sthapit & Björk, 2017a; Chang & Gibson, 2011; Thrane, 2000). Burch's (1969) spillover hypothesis proposes that the characteristics of people's daily lives stretch into the sphere of tourism. Some leisure studies scholars have utilized this notion to predict holiday behavior (Carr, 2002; Currie, 1997). Despite its integration into daily life, tourism is vital to an individual's experiences and perspectives. Brey & Lehto (2007) state that tourism and leisure behavior research rely on involvement. Sthapit & Björk (2017) and Verplanken, et al., (1998) found that leisure activities and habits may limit possibilities and discourage alternative leisure activities.

According to several studies (Taylor, 1989; Taylor & Brown, 1988), having more options is a good thing since it might provide people with a greater sense of personal control. Similarly, Sthapit (2017a) revealed that traveler's favored large choice sets (more than 50 versus fewer than 20) over small ones when it came to purchasing souvenirs. Furthermore, upon reaching their destination, all of the respondents indicated satisfaction with the products they had purchased, and no regrets were stated. Some studies suggest that giving people more choices might make things worse (Park & Jang, 2013; Thai & Yuksel, 2017a). For instance, people may feel less satisfied and even regretful with their decisions when there are more options than they initially thought (Scheibehenne et al., 2009; Thai & Yuksel, 2017a). The conventional wisdom says having more options is always preferable is refuted by these findings (Schwarz, 2004). Choice overload is the phrase used to describe this paradoxical occurrence (Diehl & Poynor, 2010; Iyengar & Lepper, 2000). There aren't a lot of studies on choice abundance in tourism, but there are a lot of studies on the idea when it comes to common retail goods (Park & Jang, 2013). The only empirical studies that have documented choice overload in the context of tourism are those by Park & Jang (2013), (Thai & Yuks et al., 2017a, 2017b), Denizci Guillet et al., (2020), and S. Park & Kang (2022).

To better understand the phenomenon of choice overload in the context of online tourism, choice complexity is incorporated into study. The number of choices and the number of attributes or levels in a particular choice set are the two structural aspects of a consumer product or service that are combined to create choice complexity (Danthurebandara & Vandebroek, 2014; Lurie, 2004). Greater monetary value, intangibility, fewer purchases, and lower experience are additional intrinsic factors that are crucial predictors of choice complexity, particularly in the context of online tourism (Park & Jang, 2013). These factors further compound the complexity of the decision-making process. However, a person's perception of complexity may vary based on the psychological condition of the customer. The study proposes the following research questions based on the arguments presented above:

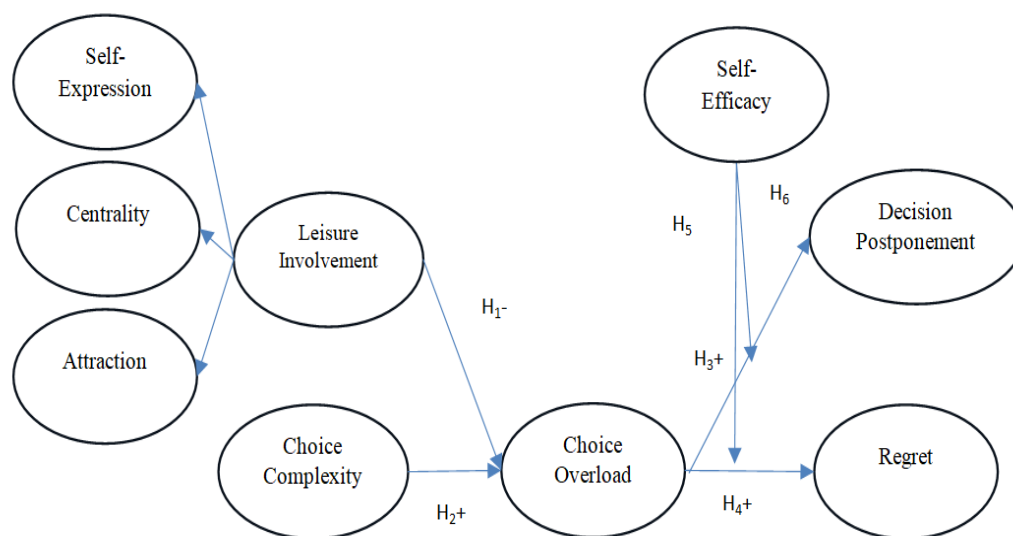
Research Question 1: How does the problem of choice overload affect booking for leisure activities online?

Research Question 2: What do consumers see while booking for leisure activities online before going to a vacation destination?

Thus, the study will examine choice overload when planning leisure activities online at home and on vacation. This study examines leisure involvement, choice complexity, choice overload, regret, and decision confidence. This study suggests that self-efficacy moderates choice confidence. Given that tourism and traveling include a wide range of leisure activities (Venkatesh, 2006) and the fact that tourists are provided with an overabundance of options (Park & Jang, 2013) due to tourism enterprises' efforts to cater to different consumer preferences (Kozak, Kim, & Chon, 2017), examining options overload for vacation activities is worthwhile. Tourism managers, tourism operators, or tourism planners may minimize choice overload, minimize regret, and promote decision confidence by developing different levels of programs for distinct visitor groups with the aid of an understanding of choice overload.

LITERATURE REVIEW

Cognitive dissonance theory, and spillover theory comprise the theoretical framework utilized in this investigation. The seven main ideas of leisure that are covered in this work are leisure involvement, choice overload, choice complexity, regrets, self-efficacy, and decision confidence, as shown in Fig. 1. The research has seven sections: (1) cognitive dissonance and spillover theory; (2) involvement in leisure activities; (3) complexity of choices; (4) overload of choices; (5) regret; (6) decision-confidence and (7) self-efficacy. A brief explanation of each section is provided in the subsequent paragraphs.



Spillover and cognitive dissonance theory

Wilensky published the initial research on the spillover theory in 1960. However, this method developed by Burch (1969) is used throughout this research to propose a "spillover from preferences for leisure activities at home to choices for leisure activities when traveling". Wilensky's (1960) spillover hypothesis asserts that knowledge and experience gained at work affect how individuals act and think in many aspects of life outside of the workplace. The spillover theory which has its roots in the study of human relations holds that employees' general attitudes which encompass their degree of life satisfaction and overall quality of life are determined by how satisfied they are with their living conditions at work (Staines, 1980). While the current study indicates a connection between tourism activities and daily life, the spillover theory contends that one's work influences non-work life domains, such as family vacation, (Boswell & Olson-Buchanan, 2007) and leisure (Ryan, 2003; Wilensky, 1960). Burch (1969) postulated that some individuals would want to engage in similar

activities and behaviors when on vacation as well as at home (Shaw & Williams, 2004). Currie (1997) asserts that people engage in routinely occurring activities throughout their free time. In a similar vein, people are prone to spending vacation time doing things that they usually do for fun.

Brey and Lehto's (2007) study's use of binary classifications, such as "home" and "away," to investigate how people conceptualize travel and leisure is a useful place to start when reexamining the connection between the two. Several key concepts were problematic in their study, including present/absent, host/guest, extraordinary/mundane, leisure/work, and important/inauthentic (White & White, 2007). Research has shown that many travelers maintain daily rituals from their home cultures, even when their primary reason for traveling is to escape their daily lives (Wickens, 2002). According to Crick (1989), there is an overlap between the leisure and tourism destinations, and it can be challenging to distinguish between them without also obscuring their commonalities. According to Moore et al. (1995), there is nothing fundamentally extraordinary about the tourism industry. Similarly, Hall & Page (1999) claimed that there is no clear-cut, widely acknowledged borders between leisure and tourism. Tourism is characterized by the convergence of the extraordinary and the mundane, thereby illuminating the inconspicuous yet ubiquitous ways where daily life activities extend to tourism (Molz, 2012). For instance, travelers invariably bring "home" with them in the familiar items they put into their bags (such as laptops and phones) and in the reflexively embodied routines that form their everyday lives (Haldrup & Larsen, 2010). Verplanken et al., (1998) claim that engaging in leisure activities helps people reject other forms of leisure and limit their options. Psychological commitment to this could lead to "spillover" from regular activities to tourism-related ones, increasing consumer knowledge through repeated travel experiences and simplifying decision-making (Havitz & Dimanche, 1999; Iwasaki & Havitz, 1998; Kyle et al., 2005). Larger choice sets tend to have a higher relative attractiveness of unchosen possibilities than small choice sets, which can lead to counterfactual thinking and feelings of regret as well as trouble making decisions. For this reason, the impacts of choice overload on regret and decision confidence are examined using the cognitive dissonance theory (Hafner et al., 2012). Self-efficacy will moderate the transition from choice overload to decision postponement. By employing choice overload as an effective mediator, this study adds to the body of research that questions the dichotomy between "home" and "away" polarities (Larsen, 2008).

Cognitive dissonance theory

Festinger (1957) proposed the cognitive dissonance theory, which states that when people's beliefs, thoughts, behaviors, and opinions contradict one another, it causes psychological pain. They therefore make an effort to attain consonance by either pursuing or rejecting information, views, ideas, and behaviors that lead to dissonance. Lack of internal consistency can result in a state of dissonance, which "may threaten a person's assumptions regarding themselves" (Litvin & Kar, 2003, p. 23). The theory of cognitive dissonance (Festinger, 1957) states that people experience choice overload effects when they are presented with a large number of options. This produces remorse, diminished decision-confidence, and dissatisfaction, all of which are brought on by counterfactual thinking (Hafner, White, & Handley, 2012).

Integration of theories related to the proposed constructs

To gain a comprehensive understanding of the relationship between recreational activities performed at home and those at tourist destinations, the present investigation endeavors to integrate spillover theory and cognitive dissonance theory (Carr, 2002; Currie, 1997). This study employs spillover theory to investigate the relationship between choice overload and participation in leisure activities, leisure practices, and choice complexity (Thapit & Bjork, 2017a; McQuiston, 1989). Verplanken et al., (1998) posit that individuals are more likely to restrict their options and consequently decline alternative forms of leisure when they integrate leisure involvement with leisure behaviors. Due to psychological commitment, there may be "spillover" effects from regular activities to tourism-related

ones. This would increase consumer knowledge through repeated travel experiences and simplify decision-making (Havitz & Dimanche, 1999; Iwasaki & Havitz, 1998; Kyle et al., 2005). Larger choice sets induce counterfactual thought, which in turn causes regret and dissatisfaction as well as difficulties in making judgments because of the increased comparative appeal of unchosen possibilities as compared to smaller choice sets. The cognitive dissonance theory is used to examine how choice overload affects regret and decision confidence (Hafner et al., 2012). Self-efficacy will act as a moderating factor in the shift from experiencing choice overload to developing confidence in making decisions. This study challenges the "home"- "away" polarity by using choice overload as a mediator (Larsen, 2008). Some theories suggest that people, at least in some circumstances, perceive it as inconsistent when they behave sustainably in one situation while refraining from doing so in another. This perceived inconsistency is also thought to contribute to an unpleasant psychological "affect" or "arousal" that is referred to as "cognitive dissonance" (Thøgersen, 2004). Only voluntary, conflicting activities generate cognitive dissonance. Contradictions vary in importance, and smaller ones rarely cause cognitive pain. Inconsistencies that cast doubt on a person's competence, morality, or reliability are "important" and breach a vital part of their self-concept (Dickerson et al., 1992). Finally, more varied acts are easier to justify to oneself and others. Having responsibility in one setting but not another is less likely to be considered inconsistent behavior, as the behaviors are more unique (Thøgersen, 2004).

Information and Choice overload

Iyengar and Lepper (2000, p. 996) state that "although the provision of a wide range of options may initially appear enticing, it can ultimately prove to be unexpectedly discouraging, as is the case with "choice overload." The concept of choice saturation is frequently utilized when an individual is confronted with a decision or problem of such magnitude that it exceeds their cognitive abilities (Toffler, 1970). Choosing excess examines the correlation between the quantity of alternatives and selecting behavior, as well as the number of options that are presented (Scheibehenne et al., 2010). Park and Jang (2013) argue that there is a tendency to conflate choice overflow with information overload. Information overload pertains to the attributes linked to these alternatives, as opposed to an overload of choices that focuses on the quantity of choices, which is the number. Bawden et al. (1999, p. 249) define information overload as "the transformation of potentially useful information received into an impediment rather than a benefit." Thus, it occurs when information is transferred faster than the receiver can grasp it. (Maltz & Kohli, 1996)

Many studies have shown that contrary to popular belief, having a greater number of choices may be "harmful" because they can make it harder to make a decision, make it difficult to defend a choice, and cause regret, all of which lower customer satisfaction with the choices that they ultimately choose (Gourville & Soman, 2005; Iyengar & Lepper, 2000; Iyengar, Wells, & Schwartz, 2006). Iyengar & Lepper (2000), It was discovered, for instance, that offering more options had disadvantages. Researchers put up two distinct tasting stations for unique jams as part of their study. There were six varieties of exotic jams at one booth and twenty-four at the other. They discovered that people were more interested in the larger jam display than the smaller one. When compared to the lesser-variety seller (30%), a percentage of 3% purchased jams at the larger-variety vendor. This suggests that having too many appealing options may make it harder for a customer to make a decision and lower satisfaction after making a purchase. Regardless of the type of decision, Park and Jang's (2013) exploration of tourism found that having more than 22 options makes choice difficult, indicating that in the travel and tourism, choice overload occurs. Similarly, Thai and Yuksel (2017a) provided evidence in favor of the claim that when it comes to vacation destination selections, selecting among larger choice sets leads to lower satisfaction and higher regret. The authors states that "choice overload can be captured by changes in the internal states of individual that include decision confidence, satisfaction, and regret" (Chernev et al., 2015, p. 335). "Higher levels of choice overload are going to result in lower levels of satisfaction and confidence along with higher levels of regret." According to

them, choice overload can be quantified as a particular behavioral result (choice deferral, switching likelihood, variety choice, and choice selection) or as an emotional state of the individual making the choice (satisfaction, confidence, and regret). Moreover, those who encounter choice overload are (a) less happy with their choices (Botti & Iyengar, 2004); (b) less inclined to be content with the decisions they make (Haynes, 2009); and (c) more probable to experience regret following their choices (Inbar, Botti, & Hanks, 2011), as compared to those who do not encounter choice overload.

Leisure involvement

The concept of involvement has been formulated within the domain of consumer behavior and is widely regarded as a psychographic construct owing to its impact on the attitudes of individuals and processes of decision-making (Josiam et al., 1999). Scholars have employed the concept of leisure involvement in order to get insights into individuals' behaviors and attitudes pertaining to a particular recreational pursuit (Cheng & Tsaur, 2012). The concept of leisure involvement pertains to the interplay between individual factors and external stimuli (Kyle et al., 2007). It increases people's perceptions of the significance of certain activities as well as their sensitivity to them (McIntyre & Pigram, 1992). Leisure involvement, according to Slama & Tashchian (1985), is the degree to which a person engages in leisure and recreational activities. According to Laurent & Kapferer (1985), involvement is a complex term with five dimensions: significance, enjoyment, symbolism, likelihood of danger, and repercussions of risk. Building on Laurent & Kapferer (1985), McIntyre & Pigram (1992) examined involvement as an indicator of attraction, self-expression, and centrality. According to Laurent & Kapferer (1985) and McIntyre & Pigram (1992), a person's perception of the activity's significant health advantages, such as pressure reduction, is a key factor in determining the importance of leisure or a particular leisure activity. Identity or lifestyles, hedonism, and socializing have all been included in the multifaceted understanding of being involved with tourism and leisure contexts in recent years (Chang & Gibson, 2015). A fairly intuitive aspect of engaging in recreational activities, attraction alludes to the ideas of significance and enjoyment, suggesting pursuits that hold personal significance for the individual. Centrality defines taking part in activities which provide some health benefits. Self-expression is defined as the signals, symbols, or personal impressions that people want to share with others through their leisure activities (Goffman, 1974; Laurent & Kapferer, 1985; McIntyre & Pigram, 1992).

Research has shown that tourists' continued participation in activities is significantly influenced by their level of leisure involvement. Individuals with higher levels of engagement in domestic activities are more inclined to partake in comparable activities during their vacations (Chang & Gibson, 2011; Cheng, Hung, & Chen, 2016; Smith et al., 2012; Sthapit & Bjork, 2017a). In addition, travelers may perceive that these activities are significant in their everyday lives and are intertwined with them (McIntyre & Pigram, 1992). By fully engaging in these activities, tourists can express who they are (Havitz & Dimanche, 1999). Participants can obtain rich experiences, improve individual well-being, and lessen stress in their lives through such ongoing involvement (Reich & Zautra, 1981). It is therefore challenging to alter what they want (Iwasaki & Havitz, 2004). Travelers who regularly engage in a certain recreational activity at home may find it difficult to modify their preferences and will likely carry on with the exact same activities while visiting another location. This could therefore result in less choice overload when it comes to things to do in a tourist environment. Consequently, we propose the following:

H₁: High involvement in leisure activities at home is negatively associated with choice overload in terms of vacation activities while at a destination.

Choice complexity

The concept of choice overload does not always refer to the sheer number of options available. It also depends on how choice complexity affects choice excess before it occurs (Chernev et al., 2012). The

amount of information in a particular set of choices determines how difficult the choice is. Furthermore, an increased level of choice complexity might be the outcome of a high degree of diversity between the context of the decision and the attributes among the available choices as given (Greifeneder et al., 2010a). Nonetheless, a person's perception of complexity may vary based on the psychological condition of the customer (Payne & others, 1993). The value of specific options within the given choice set is influenced by choice-set complexity.

These moderators include things like the presence of a dominate choice (Sela et al., 2009), the overall appeal of the choices (Chernev & Hamilton, 2009), the alignability of the choices (Gourville & Soman, 2005), and the complementarity of the choices (Chernev, 2005). The value of specific options within the given choice set is influenced by choice-set complexity. Research conducted by Chernev (2003), Diehl & Poyner (2010), Gourville & Soman (2005), and Iyengar & Lepper (2000) shows that when simple commodities (i.e., offerings of items with few attributes and contextual aspects) are presented, choice overload negatively impacts the decision-making process. Still, not much research has been done on complex goods. Which, according to Bärenbold, Grieder, and Schubert (2020), are characterized as service offers that carry significant financial risk, intangibility, a lengthy list of attributes, and contextual concerns. For example, tourist products are additionally distinct from different consumer goods due to their intangible characteristics (Reisinger, 2013), good service, including aspects of novelty demand (Jang & Feng, 2007). Making a decision is therefore much more challenging because of the risks associated with choosing one particular alternative and the consumer's unclear preferences (Sirakaya & Woodside, 2005). To gain a deeper understanding of places' dynamic-adaptive behavior and holiday activity preferences, the literature on tourism delves into theories of complexity. These contributions aim to advance knowledge of vacation activities and destination choices. Since choice overload is being demonstrated using high-involvement products and services, experts assume it also happens in tourism. Tourists like considering various options, but the sheer number of options and decisions can be daunting.

H₂: Choice complexity positively associated with Choice overload in vacation activities

Decision postponement

Consumers often defer making decisions as a way to cope with their frustration stemming from confusion among different consumers (Anninou & Foxall, 2019; Kim, 2021). Shiu (2021) proposed consumer choice overload and decision postponement, arguing that when faced with similar-looking products and unable to distinguish between the current alternatives, consumers are more likely to postpone their purchase decisions. Numerous travel and tour websites provide similar packages with minimal variations, potentially confusing customers and delaying their decision-making. Subsequently, Xue et al. (2020) clarified that an abundance of complicated data results in choice overload, and customers may put off choosing to comprehend the complex stimulus out of frustration. Websites for travel offer a plethora of technical information that can be confusing to users and delay their decision-making (Shiu, 2017). Additionally, online travel websites provide confusing and contradicting information about the cost, other amenities, and service offerings, leading to uncertainty and confusion (Pappas, 2017). Decisions are delayed by choice overload because people take longer to look for alternatives and evaluate them based on what they want (Thai & Yuksel, 2017). In keeping with this body of work, the study makes the following hypothesis:

H₃: Choice overload is positively associated on decision postponement

Choice overload and regret

Individuals who come to the realization that they could have derived greater pleasure from their present circumstances had they made an alternative choice are overcome with remorse, a negative emotion (Zeelenberg et al., 2002). Regret is a more or less unpleasant assessment and a state of

suffering losses, mistakes, misfortunes, or restrictions, according to Landman (1993). (Cole & Bonifield, 2007) Regret is correlated with an individual's significant level of responsibility and influence over unfavorable situations and results. Customers have to decide whether they want to buy a product before they can make a transaction. The absence of purchase intent may induce negative emotions. Regret is one of these negative emotions that have been the subject of considerable research (e.g., Simonson, 1992; Zeelenberg & Pieters, 2004; Tsiros & Mittal, 2000; Inman & Zeelenberg, 2002). Perceived regret is commonly described as an emotion that is cognitively driven and negative in nature. It is experienced through the recognition and imagination of how our current circumstances could have been improved had we taken a different course of action (Zeelenberg et al., 1996, p.6). Simply put, one must select a product from a diverse range of alternatives. Following the act of product selection, the individual proceeds to rationalize the choice. Nevertheless, in the immediate aftermath, one starts to assess the advantages of alternative alternatives. Consequences such as regret and cognitive dissonance may ensue (Festinger, 1957).

According to the cognitive dissonance theory, individuals may encounter the effects of choice saturation, (Festinger, 1957), due to the fact that the relative desirability of unselected alternatives is amplified in extensive choice sets as opposed to limited ones. Consequently, individuals are prompted to take part in counterfactual thinking, resulting in feelings of dissatisfaction and regret (Hafne et al., 2012). Previous studies have established that regret significantly contributes to the phenomenon of choice excess (Chernev et al., 2015; Gilovich & Medvec, 1995; Simonson, 1992). Several studies have found that an abundance of options is associated with diminished levels of satisfaction (Thai & Yuksel, 2017a, 2017b; Timmermans, 1993). As a result, we propose the following hypothesis:

H4: Choice overload (in terms of vacation activities) is positively associated with regret.

Self-efficacy on decision postponement and regret

According to social cognitive theory, people's behavior is influenced by their sense of self-efficacy (Lee et al., 2021). It is the conviction that one can accomplish specific goals (Lee et al., 2019). When faced with difficult circumstances, a person with high self-efficacy is more likely to take proactive measures rather than retreat (Ding, 2022). According to Gebele et al. (2014), individuals with high self-efficacy are generally less likely to restrict their options since they feel a strong sense of their own competence. Rather than trying to postpone making a final choice, they try to assess each option. Rather than putting off making a decision, they attempt to consider all of their options. When presented with several options, people with high self-efficacy may not hesitate to make a purchase because they are more likely to participate in approach behavior rather than avoidance behavior.

One's sense of regret and their level of perceived self-efficacy are logically related. High self-efficacy individuals see more opportunities because they think of themselves as capable people. Similarly, people are inclined to act on the belief that they can accomplish a task (Ajzen, 2002). According to the regret principle of future opportunity, when weighing their options now, people should feel more cognitive regret if they see a chance to make things right. Conversely, those who have lower self-efficacy lack confidence in their capacity to bring about change and are less likely to seize opportunities. They might also find it more difficult to imagine the consequences of their choices as a result. As a result, we propose the following hypothesis:

H5: Self efficacy moderates the effect of choice overload on regret

H6: Self efficacy moderates the effect of choice overload on decision postponement

Method

Study area

Goa is popular for its beaches. It is located in western India, and its shore runs across the Arabian Sea. It is a popular tourist spot because of its stunning scenery and lots of places to relax and unwind. Goa contributes about 16.43% in GDP of India which also employs about 35% of the state's people.

A popular destination Image Dimension that has been recognized by several researchers is leisure and recreation. While Hui & Wan (2003) and Beerli & Martin (2004) identified it as Leisure & Recreation, other authors—Chen & Tsai (2007), Geng, Chi, Qu (2007), Martín, & Bosque (2008)—named it as the entertainment dimension. Goa's leisure and recreation options include nightlife, casinos, bars and clubs, water-based activities, spice plantations, adventure activities, etc., according to Beerli & Martin. Goa's coastal belt is home to a plethora of restaurants, pubs, dance clubs, and music venues, all of which provide a lively nightlife for tourists. Along with the Flea Market, which offers an endless supply of trinkets and souvenirs, there are beach parties held on full moon nights. Goa serves as one of India's few gambling-legal states. Goa has casinos on Mandovi Riverboats and in luxury hotels. The floating casinos, which are entertainment hotspots, host most of the live table activity. Water activities, dolphin rides, paragliding, spice plantations, waterfalls, and other leisure and adventure activities are also available. Visitors perceive leisure and recreation in any tourism destination. This study shares the previous researchers' view.

Data collection and analysis

The investigation utilized an internet-based questionnaire, and the assessment was context-dependent. The rationale for conducting an online survey is its expedited response periods and cost-effectiveness, as substantiated by scholarly sources including Schleyer & Forrest (2000) and Goritz (2004). Additional benefits of conducting a survey online include the capacity to modify its visual design by incorporating diverse shapes, colors, and formats and incorporating lengthy answer choices via drop-down menus and pop-up instructions (Dillman, 2007). The research employed an online survey, and the evaluation was specific to the location. The reasoning behind an online survey is its cost-effectiveness and expedited response periods, as supported by literature sources such as Schleyer & Forrest (2000) & Goritz (2004). Further advantages of surveying an online platform encompass the ability to alter its visual aesthetics by integrating a variety of shapes, colors, and formats; implementation of extensive response options through the use of drop-down lists and pop-up instructions; and so forth (Dillman, 2007). Non-English speakers were excluded from this study due to the English language nature of the online survey. It was reasonable to employ a convenience sampling method, given that the entire study population had already visited the designated location. A request via email for finishing the survey was issued to 370 respondents who have traveled to Goa, India, in June 2023. The e-mail list of guests was obtained through Goa travel companies, hence signifying involvement in scheduled events. This study focuses on how people choose their leisure activities in tourist and leisure contexts, particularly the decision-making process that young consumers must go through when booking their leisure activities online through a third party. First, respondents were asked to name their favorite home leisure activity, and then to answer leisure involvement, choice complexity, choice overload, regret, self efficacy and decision postponement questions. The final questionnaire has 3 components. The initial set of inquiries comprised demographic and trip-related details (e.g., gender, age, nationality, educational attainment, present family status, and net monthly income). Additionally, inquiries inquired about the duration of stays in Goa, the frequency of visits, the number of companions, and the frequency of visits (e.g., "Have you been to Goa?" and "When did you visit Goa?"). For these items, the Likert scale consisted of five points, with five indicating "always" and one "never."

Finally, 37 measures assessed leisure involvement, choice overload, regret, decision postponement, self efficacy and choice complexity in the third phase. The study used eleven modified and adapted questions from Kyle et al., (2003) to measure leisure involvement in three domains such as attraction (five items), self-expression (three items), and centrality. Choice overload used three items scale which was adapted from (Stanton & Paolo, 2012). Regret was measured using five items modified and adapted from O'Connor's (1996). Decision postponement was (Xue et al., 2020). Choice complexity was measured using five item scale adapted from All the questions (items) were measured using a 5-point likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Agnew & Szykman (2005). Self-efficacy was measured using five item scale adapted from All the questions (items) were measured using a 5-point likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Speier & Frese , 1997). Table 1 displays the sources and operationalisation of the scale items used to measure the key constructs in this study. Table 1 comprises all the scales

Table 1: Values of factor loading

Measurement Items	Factor Loading	α	CR	AVE
Choice overload		0.844	0.848	0.762
CO1	0.868			
CO2	0.857			
CO3	0.893			
Self Efficacy		0.743	0.755	0.562
SE1	0.795			
SE2	0.762			
SE3	0.731			
Regret		0.861	0.861	0.592
RE1	0.892			
RE2	0.848			
RE3	0.847			
RE4	0.77			
RE5	0.785			
Decision Postponement		0.888	0.91	0.746
DP1	0.865			
DP2	0.850			
DP3	0.886			
DP4	0.854			
DP6	0.708			
DP7	0.846			
DP8	0.824			
DP9	0.881			
Leisure Involvement		0.927	0.933	0.632
LI1	0.821			
LI2	0.747			
LI3	0.803			
LI4	0.74			
LI5	0.825			
LI6	0.736			
LI7	0.827			
LI8	0.864			
LI9	0.881			

LI10	0.824			
LI11	0.785			
Choice Complexity		0.928	0.933	0.699
CC1	0.892			
CC2	0.848			
CC3	0.847			
CC4	0.77			
CC5	0.785			
CC6	0.846			
CC7	0.858			

It is important to note that during the exploratory stage of the current study, we pretested the questionnaire among 170 individuals of the millennial generation who have visited Goa in last 6 months or last year. The respondents who were in the age group of 17-37 at the time of this study were chosen to fulfill the requirement for generation Y group for the purpose of this study. The respondents who were in the age group of 17-37 (Hopkins and Stephenson, 2014) at the time of this study were chosen to fulfill the requirement for generation Y for the purpose of this study. Compared to previous generations, especially Baby Boomers, millennials travel the most, and as their earnings and financial status increase, they will probably travel even more (Nielsen, 2017). The US is the largest source market for outbound Millennial travel, with China, the UK, and Germany following (ITB World Travel Trends 2018-2019, 2019). Due to their four to five annual trips, European Millennials are a major economic force in the travel industry (Cavagnaro et al., 2018). Moreover, Millennials are the greatest age group for overseas travel, with an estimated 40% of Europe's outbound travel coming from this generation (ITB World Travel Trends 2018-2019, 2019). As a result, Millennials are becoming a major force in the travel industry, and their travel habits are causing big changes (Ketter, 2019; OECD, 2018). The respondents responded to the survey using an online Google survey questionnaire. The questionnaire survey was passed to respondents using mobile phones using the WhatsApp, LinkedIn and Gmail, as this was convenient for the respondents to quickly answer the questions. In total, 170 questionnaires that were duly submitted by the participants were gathered. To ascertain the pertinence, lucidity, progression, and wording of the inquiries while mitigating the possibility of measurement inaccuracy. The estimated completion time for the questionnaire was ten minutes. The duration of the survey was not a source of complaint from the respondents. Respondents completed the survey in a respectable amount of time due to its online format.

Results

Data collection and respondents' profile

Qualtrics was the tool used to collect primary data for this investigation. 267 was the correct sample size after excluding the incomplete surveys, who have visited Goa, India, for data analysis. As indicated by the descriptive analysis, the proportion of female respondents (57%) was greater than that of male respondents. The participants' ages comprised a spectrum of 17-37 years. Two thirds of the respondents had a university degree (66%). Most said that they travelled with friends (94%) and a majority had a net monthly income of 1-1.5 lac (58%). Many had visited Goa in one year (39%), six months (31%) and two to five months (11%) from the date of sampling. In terms of the length of stay, nearly half (48.8%) reported stays lasting three to six days. Many of the respondents travelled as families with children (77%). The respondents represented 29 different countries. Indian nationals were the most common (21%), followed by British (19%) and Spanish (11%) nationals. Table 2 presents the demographic as well as travel characteristics of the respondents.

Table 2. Demographic and travel characteristics of respondents (n = 247).]

Characteristics	Percentage	Characteristics	Percentage
<i>Gender</i>		<i>Visited Goa</i>	
Male	42.9	Yes	100
Female	57.1	No	0
<i>Age</i>		<i>How many times have you visited Goa?</i>	
17–21	0.8	1	14.9
22–26	2.6	2	33.0
27–32	24.0	3	28.0
33–37	72.6	≥3	24.1
<i>Nationality</i>		<i>When did you visit Goa?</i>	
Indian	21.9	One week ago	19.6
British	1.1	One month ago	6.9
Spanish	11.5	Couple of months ago (2–5 months)	11.9
Dutch	7.7	Six months ago	31.0
German	1.2		39.1
<i>Level of education</i>		<i>Length of stay</i>	
Elementary School	0.8	1–2 days	10.7
High School	11.1	3–6 days	47.5
University	21.8	1–2 weeks	40.6
		More than 2 weeks	1.2
<i>Current family situation</i>		<i>Travel companion</i>	
Single	1.5	Alone	0.8
Cohabiting	4.2	Husband or wife	19.9
Married	94.3	Friends	77.0
		Family with children	1.9
		Colleagues	0.4
<i>Net monthly income</i>			
Less than 50k	2.4		
50k-1 Lac	24.1		
1-1.5lac	58.2		
1.5 and above	15.3		

Research methodology

Survey Design

Finally, 37 measures assessed leisure involvement, habit, choice overload, regret, and satisfaction in the third phase. The study used eleven modified and adapted questions from Kyle, Graefe, Manning, and Bacon (2003) to measure leisure involvement in three domains such as attraction (five items), self-expression (three items), and centrality. Automaticity (three items), resistance (three items), and regularity (two items) were adjusted by Verplanken & Orbell (2003) for leisure habits. Regret was measured using five items modified and adapted from O'Connor's (1996) Decision Regret Scale. Decision postponement scale was taken from was (Xie et al., 2015) Self efficacy was measured using five item scale adapted from All the questions (items) were measured using a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Choice complexity (Agnew & Szykman (2005) Self-efficacy (Speier & Frese, 1997). Responses were collected using a survey-based questionnaire form. A pilot study was conducted, gathering data from 37 participants along with their comments on the survey questions. The examination of preliminary data proved the reliability and validity.

Measure development

The literature review facilitated the identification of construct definitions and preexisting measurements. To create measurements for each component in our model, we utilized reliable measures from previously published studies that were suitable for our study environment. The items which were considered here, were seven-point likert scale that ranges from “strongly disagree (=1)” to “strongly agree (=7).” The exact definitions and measurement sources for all the variables are shown in the Table 3.

Table 3

Constructs	Definitions
Leisure involvement	Leisure involvement refers to how individual and external stimuli are related (Kyle, et.al., 2007.p.43)
Choice overload	Choice overload refers to the behavioral phenomenon in which having too many options can actually make it more difficult to make a decision (Stanton and Paolo, 2012 .p. 112)
Decision postponement	Decision postponement is “a decision deferment to understand the confusing situation related to a purchase of a product or service”(Xue et al., 2020. p. 116)
Regret	Regret is a more or less painful judgment and state of feeling sorry for misfortunes, limitations, losses, shortcomings, transgressions or mistakes (O’Connor’s ,1996.p.122)
Self-efficacy	Self-efficacy is defined as one’s confidence that he or she has the ability to complete a specific task successfully and this confidence relates to performance and perseverance in a variety of endeavors (Speier & Frese , 1977.p.53)
Choice Complexity	Choice complexity refers to quantity of information in a given choice set (Agnew & Szykman ,2005.p.56)

3.4 Common method bias (CMB)

The single-factor test of Harman was utilized to evaluate the existence of common method bias (Podsakoff et al., 2023). A solitary component accounted for 31.1% of the variance, according to the analysis, far less than the 50% cut-off number. This variation indicated that common method bias was not present (MacKenzie&Podsakoff, 2012). Furthermore, the study employed the latent factor technique, which involved comparing loading values between models that included and excluded a shared factor. Additionally, our approach verified that common method bias does not exist. In conclusion, the current study does not have a concern with CMB.

4. Results

4.1 Measurement Model

Measurement model analysis was done using confirmatory factor analysis. Factor loadings for every item (Table 2) exceeded the suggested threshold of 0.6 (Hair et al., 2019). Table 3 demonstrates that the reliability scores above 0.8, while the values of cronbach’s alpha were more than 0.78, indicating good reliability. Additionally, for every construct, the (AVE) values exceeded the suggested threshold of 0.5. The AVE square root exceeds the inter-construct correlation values thus discriminant validity was also justified. (Fornell & Larcker, 1981).The discriminant validity was also determined using HTMT analysis.

Table 4.1 and 4.2 demonstrated the discriminant validity by showing that every result was below the recommended cut-off value of 0.85 (Henseler et al., 2015).

4.2 Structural Model

When the study model is at the stage of exploration and the topics and factors have not undergone thorough testing, the PLS is regarded as a suitable analytical technique (Chin, 2010; Hulland, 1999). The objective was to construct a comprehensive research model which can integrate

many elements to provide clarity regarding their relationship between leisure involvement, choice complexity and mediating role of choice overload on decision postponement and regret with a moderating role of self-efficacy on decision postponement and regret. Furthermore, PLS provides notable benefits, since it imposes low requirements on scales for measurement, number of samples as well as distributional assumptions. (Hair et al., 2014). Due to the foregoing reasons, testing of hypotheses was done using SmartPLS M3 and bootstrapping (5,000 random samples) to determine the relevance of the path and to estimate the structural model (Hair et al., 2014). Figure 2 hypotheses are supported (H1, H2, H3, H4, H5, H6).

Reliability and Validity Measures

Table 4.1

Checking for Convergent Validity								
	CR	AVE	LI	CO	RE	DP	CC	SE
LI	0.770	0.533	0.732					
CO	0.888	0.911	0.411	0.897				
RE	0.735	0.632	0.388	0.529	0.967			
DP	0.724	0.711	0.327	0.540	0.515	0.844		
CC	0.721	0.732	0.405	0.437	0.452	0.575	0.851	
SE	0.786	0.696	0.529	0.216	0.359	0.291	0.338	0.855

Table 4.2: HTMT analysis

	CO	SE	RE	DP	LI	CC
CO						
SE	0.435					
RE	0.342	0.227				
DP	0.343	0.303	0.610			
LI	0.245	0.244	0.741	0.700		
CC	0.655	0.135	0.726	0.373	0.675	

Note: CO: Choice overload, SE; Self efficacy RE: Regret, DP: Decision postponement, LI: Leisure Involvement, CC: Choice complexity

Conclusion

This study used Burch's (1969) spillover theory and Festinger's (1957) cognitive dissonance theory to investigate how everyday life and holiday behavior change, as well as the relationships between leisure involvement, choice complexity, choice overload, decision postponement, self-efficacy, and regret. The results showed whether similar leisure activity behavioral patterns are followed both at home and at the destination. In addition to offering stability, comfort, and relaxation in what is often a foreign or unfamiliar environment for many travelers, leisure involvement may also indicate a preference for ease and little preparation (LaMondia & Bhat, 2012). Because of this affinity, daily domestic activities continue even when on vacation (Currie, 1997; Larsen, 2008). Individuals who exhibit a strong and consistent devotion to their preferred recreational pursuits are more inclined to partake in these activities when visiting new places. The results showed whether partaking in similar leisure activities caused an overabundance of options when making online reservations. This research aims to provide an empirical demonstration of the underlying mechanism responsible for the issue of choice overload that travelers encounter when making online reservations for similar leisure activities.

This study examined spillover theory and cognitive dissonance theory and synthesized them using an expanded framework, adding to the literature on both tourism and consumer behavior. The younger generation was used in an empirical test of this strategy.

According to the study, travelers who have formed a leisure habit and are heavily engaged in their favorite pastimes at home were to be included on vacation. Tourists will feel satisfied, assured, or guilty about choosing to testify about comparable recreational activities as a result. The results corroborated research showing that travelers' inclinations to partake in leisure activities while away from home are comparable to those of travelers (Brey & Lehto, 2007; Smith et al., 2012; Sthapit & Björk, 2017a; Thrane, 2000). This suggests that the lines separating outdoor recreation and leisure travel are becoming increasingly hazy (Jacobsen & Antonson, 2017). Vacation choices for tourists are theoretically complex. The product for tourism is intricate. Second, the decision-making process for travelers is complicated by the mutual dependence and dependency of choices for vacation within the holiday choice structure, as well as the trade-offs that exist among different vacation activity options. Third, travelers are impacted by various personal and external factors when making decisions, which further complicate the process of selecting a vacation when making an online reservation. Some of these factors include contrasting prices across websites, looking at various features, and much more. This study will improve our knowledge of the organization of leisure activities. This could have an impact on managerial choices and theory development.

Understanding travelers in their surroundings is a prerequisite to understanding travelers at their destination (Brey & Lehto, 2007). Tourism is often associated with "ordinary" social life rather than remote locations (Haldrup & Larsen, 2003). To cater to tourists who do not necessarily exhibit hedonistic behavior, providers of tourism services in similar settings should take into account the activities that visitors partake in while at home and offer similar activities that they find at their place of vacation (Carr, 2002). There are specific individuals who may display similar behaviors in distinct temporal contexts, such as at home and while on vacation, and may find a more objective assessment of the local attributes satisfactory. Tourism-related businesses that provide customers with both familiar and novel travel experiences may be able to obtain a competitive advantage over those that offer similar traditional products and services. Moreover, a variety of visitor-focused initiatives are necessary to reduce regret, avoid choice overload, and foster constructive interactions. Tourism and hospitality businesses can differentiate themselves from the competition and gain a competitive advantage over those that don't design and provide experiences that consider the perspectives of tourists by reducing choice overload. Furthermore, this fosters innovation and influences the formation of new alliances, in addition to altering, repackaging, and developing new travel-related products.

Limitations and future scope

Following their holiday, respondents were contacted to collect data, which was based only on their memory rebuilding framework. Recalling an experience entails a multifaceted process wherein linked knowledge from prior experiences and post-experience learning are combined to generate an alternative memory of the product or service (Bartlett, 1932). Future researchers may benefit from gathering information from the target participants at different temporal distances immediately following their trip. Personality qualities and their impact on young consumers' engagement in leisure activities have not been included in this study (Asquith, 2022). Subsequent studies may concentrate on the significance of personality characteristics in youthful travelers, suggesting that these factors should be taken into account while choosing online recreational offers.

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