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## Article

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# A Study on Consumer Behavior in Non-face-to-face Leisure Activities Applying the PPM Model: Focusing on Online Music Performances

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## ABSTRACT

**Purpose:** This study applied the PPM model to study consumer behavior in non-face-to-face leisure activities in the era of the coronavirus pandemic.

**Design/methodology/approach:** In order to achieve the purpose of this study, literature research and empirical research were conducted to derive primary measurement items, and an online questionnaire survey was conducted with consumers who had experience in participating in non-face-to-face leisure activities during the coronavirus pandemic using the initially derived PPM model-based factors. Through factor analysis, 5 push factor items, 4 pull factor items, and 3 mooring factor items were derived, and regression analyses were conducted separately for leisure satisfaction and leisure recommendation intention to identify non-face-to-face leisure consumers' behavior intentions.

**Findings:** As a result, it was found that some items of PPM factors had significant influencing relationships with non-face-to-face leisure consumers' leisure satisfaction and recommendation. In addition, satisfaction with non-face-to-face leisure was found to have a positive (+) influencing relationship with recommendation intentions.

**Research limitations/implications:** This study is significant as it is the first to attempt to analyze the leisure behavior of consumers during the COVID-19 pandemic. The study presents motivators and intervening factors that affect leisure behavior from a new perspective based on the changed leisure environment due to the pandemic. However, the study only focused on online music performances when examining non-face-to-face leisure behavior. Therefore, the behavior intentions of other non-face-to-face leisure consumers were not comprehensively understood, and the results of this study cannot be generalized.

**Originality/value:** This study is significant in that it presented non-face-to-face leisure behavior motivation and constraint factors from a new perspective based on the leisure environment changed due to COVID-19, and it is expected that the application of the PPM model and leisure behavior intention can be applied to various tourism and leisure behavior studies hereafter to bring about theoretical expansion.

*Keywords: Non-face-to face leisure, Leisure behavior intention, PPM model, COVID-19*

## I. Introduction

The coronavirus pandemic, which began in 2019,

served as a momentum to reduce the scope of face-to-face activities and advance the global non-face-to-face era (Kim & Jeon, 2021), and is creating a preference for a new leisure culture called non-face-to-face leisure activities among consumers who were enjoying a variety of leisure activities tailored to their individual tastes. Changes in leisure activities are affected by

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various social and environmental drivers (Park, Lee, & Kim, 2020), an individual's internal, interpersonal, and structural constraints affect participation in leisure (Lee & Park, 2006), an important factor that affects overcoming leisure constraints as such and participating in leisure is leisure motives (Kim, Jin, & Koo, 2009), and leisure motives are an important variable, which is related to not only participation in leisure but also satisfaction with leisure activities (Lee & Kim, 2010).

However, can the foregoing be the same in a non-face-to-face environment? This study started from the awareness of the problem that the scope of outdoor leisure activities has been reduced during the COVID-19 era and thus leisure activities that can be enjoyed in a non-face-to-face environment are needed. Since the outbreak of COVID-19 in 2019, people's satisfaction with leisure activities has been decreasing, and the item that showed the greatest change in 2021 (8.2%) compared to 2019 (16.7%) before the outbreak of COVID-19 was 'culture and art viewing activities', which was found to have decreased by about 50%. On the other hand, major leisure activities such as watching mobile content (42.8%) and listening to music (17.2%) were found to have increased after the outbreak of COVID-19, which is a result that proves the increase in non-face-to-face (online) leisure activities among consumers' leisure activities (Korea Tourism Association Report, 2021). In the field of travels, which can be said to be a representative outdoor (face-to-face) leisure activity, non-face-to-face online services such as LAN tours and virtual tours incorporating VR/AR technology are provided, and changes in non-face-to-face leisure activities can be identified such as the number of users of M company's LAN tours that has exceeded 25,000 (Travel Times, April 22, 2021).

In modern society, leading a cultural life is in the same context as how to enjoy leisure and approach a part of life (Kim & Park, 2008; Leathem, 2018), and it can be said that more leisure activities are needed especially to relieve depression or stress that increases under negative situations such as the coronavirus pandemic. However, despite such social changes and demands, studies on non-face-to-face

leisure activities are very minimal. Looking at non-face-to-face related studies after COVID-19, in the field of tourism, studies on non-face-to-face services such as LAN tours and virtual travels are being conducted somewhat actively (eg., Kim & Lee, 2021; Kim, 2021; Kwon, 2022; Jeon & Hwang, 2022; Jeong, Joo, & Yoon, 2021).

Meanwhile, several studies related to online performances that are the subject of this study were conducted focusing on ways and prospects for revitalizing online performances from the supplier's perspective (e.g., Kim & Jun, 2021; Baek, 2022; Yoon, 2021). However, studies focusing on non-face-to-face leisure activities from the consumer's perspective have not been conducted. Therefore, it was judged that it was necessary to discuss watching online performances in the field of culture and arts as a non-face-to-face leisure activity. Therefore, this study seeks to understand the relationships between motives for, constraints on, and satisfaction with non-face-to-face leisure activities, focusing on online music performances. To that end, this study first predicts that factors such as motives for and constraints on leisure in the pre-COVID situation have been changed in the non-face-to-face leisure activity situation after COVID-19, and raises the necessity of new measurement variables. In addition, an extensive study on the non-face-to-face leisure behavior of leisure consumers will be conducted through the influencing relationships between new measurement variables.

Concretely, this study has the following detailed purposes of study. First, leisure motivation and constraint factors that are judged to have effects on non-face-to-face leisure (online music performance) behavior intentions in the endemic era will be newly derived through a literature survey and a survey with experts. Second, through consideration and application of various theories that can explain leisure behavior intentions in the situation of the coronavirus pandemic, this study will verify the effects of consumers' changed leisure motives and level of awareness of constraints. In particular, based on the fact that the scope of leisure activities that is changing and expanding from offline-centered leisure activities to online leisure

activities means changes in existing behavior intentions, this study will apply a PPM (Push-Pull-Mooring) model suitable for explaining consumers' behavioral shift intentions to investigate the influencing relationships between motivation and constraint factors and non-face-to-face leisure behavior intentions.

## II. Theoretical Background

### A. Corona Pandemic and Non-face-to-face Leisure Activities

The types and forms of leisure of modern people are very diverse and have complex natures, and especially in modern society, leisure is recognized to be important as a driving force to improve the quality of life by experiencing physical and mental richness through purpose-oriented leisure activities with which cultural consumption spreads (Han, Kim, Yoon, & Jang, 2007). Distancing and gathering restrictions due to the coronavirus pandemic have changed people's daily lives and types of leisure activities (Sa, Han, & Lee, 2022), many countries emphasize staying at home for the purpose of safety of citizens, public facilities where people enjoyed leisure activities, such as performance halls, libraries, sports centers, were closed, and other leisure facilities were closed (Lashua, Johnson, & Parry, 2020), so that leisure activities that had been conducted outdoors moved to indoors, and the types of leisure and activities that can be enjoyed at home increased (Korea Tourism Report, 2021).

After COVID-19, the so-called New Normal era of non-face-to-face and non-contact began around the world, and a new word 'untact', referring to the phenomenon of minimizing contact in physical spaces and preferring non-contact, appeared. Accordingly, non-face-to-face strategies have been announced and attempted in various industries, and in particular, people are greeting a new paradigm in leisure activities, such as changes in leisure participation and form from offline spaces to online and virtual

spaces (Sa et al., 2022). That is, the coronavirus pandemic has brought about a rapid rise of online and non-face-to-face content (yang et al., 2020), non-face-to-face leisure activities in the N-demic era are likely to become the new normal and continue, and it is judged that now is a time when identifying and understanding consumer behavior related to changes in leisure activities by identifying what motives those who participate in such non-face-to-face leisure activities have and what constraints they have is indispensable.

### B. Concept of the PPM Model and Application

The PPM model is a model that comprehensively explains the behavior changes of consumers switching from one service to another (Bansal et al., 2005), and provides a useful and appropriate perspective in identifying consumers' behavior changes and intentions (Hou & Shiau., 2019; Kim, Lee, & Byun, 2022). Therefore, the PPM model is recognized as a theory that helps understand consumers' behavioral shifts (Hou & Shiau, 2019). Thus, studies using the PPM model are being conducted in various fields, and some studies are also being conducted in the field of tourism (e.g., Ha & Jang, 2013; Jung, Han & Oh, 2017; Park & Jang, 2014; Lee & Kim, 2021).

As mentioned earlier, leisure consumers since the coronavirus pandemic are demanding a shift or change in existing leisure-related behavior, such as enjoying non-face-to-face and online leisure activities. Therefore, to achieve the purpose of this study, the application of the PPM model is judged to have validity. That is, personal, social, and psychological motives and intervening factors from a perspective different from the perspective before the coronavirus pandemic are appearing, and the necessity to verify what these factors are and how they actually affect leisure behavior is raised.

### 1. Push Factors

Push factors are consumers' psychological states and push in tourism can be generally seen as the characteristics of the emotional part that occurs inside the tourist, such as the urge to escape from the individual's repetitive daily life and the instinct for rest (Klenosky, 2002; Kim, Lee, & Klenosky, 2003; Yoon & Uysal, 2005). In this context, the push factors of leisure consumers can be said to be internal psychological behavior toward a goal that the person wishes to do out of his or her own will (Hur et al., 2007), and include elements such as enjoyment, learning, challenge, achievement, and rest (Pelletier et al., 2001; Wilson & Rodgers, 2004).

In particular studies indicate that non-face-to-face (online) leisure activities using new digital technologies have the advantage of expanding opportunities for participation without restrictions of time and place based on the senses of immersion and reality (Lee & Park, 2017), and that the motives of digital leisure participants are an element that has a great effect on leisure satisfaction (Lee, 2011).

In this study, the push factors that attract performance viewing among non-face-to-face leisure activities are the intrinsic motivation of the individual who wants to watch the performance and include the entertainment pleasure or impression that can be obtained through watching the performance (Vincent et al., 2005), and various motivation factors of consumers who want to participate in watching online performances in the era of the coronavirus pandemic will be derived as measurement items and used for analysis.

### 2. Pull Factors

Pull factors are motivators that cause the behavior of leisure consumers, and the motivators for leisure behavior have characteristics of situational and external aspects that affect the selection of leisure activities, such as the leisure participation environment and the benefits obtained through leisure activities. In addition, consumers' expectations from and perceptions

of participation in leisure activities, benefits sought, etc. can be considered as pull factors (Prayag et al., 2020).

External leisure activities that have been drastically limited since the outbreak of COVID-19 are hindering the promotion of friendship and networks with friends and colleagues, and repetitive and boring daily life has increased depression, leading to the emergence of a newly coined word Corona Blue. As activities in the domain of cultural activities such as watching performances as leisure activities have also been restricted, consumers' thirst for leisure activities has increased. Accordingly, non-face-to-face online performances have been attempted and various digital technologies have been incorporated to attract consumers from all over the world. Under this changed environment, there are limitations in determining consumers' leisure behavior by applying the existing leisure motivation (push-pull) measurement items as they are. Therefore, it was judged necessary to introduce new measurement items. Therefore, in this study, previous studies on existing push-pull factors will be referred to; provided that, new measurement items appropriate for an online performance-based environment will be derived and applied to the analysis.

### 3. Mooring Factors

Mooring factors, which were proposed due to the limitation that consumers' switching behavior intentions cannot be comprehensively explained only with push and pull factors, emphasize the perspective that decisions such as conversion or discontinuation of existing methods differ depending on personal tendencies and social and environmental influences (Chang, Wang & Li, 2017; Zhang et al., 2014).

Ha & Jang (2013) and Sun (2014) derived study findings indicating that individuals' tendencies have an influence on barriers to switching between services used. In addition to such internal constraints (subjective standards), various external constraints (social/environmental elements) have been identified as factors that affect consumers' decisions on switching

behavior through previous studies (Chi, et al., 2021; Lee & Kim, 2021). That is, for consumers who participate in watching online performances as a cultural leisure activity in the coronavirus pandemic situation, environmental constraints such as technical problems or systemic (sound) problems that occur when watching online performances may act as elements that hinder their decision-making (leisure behavior) to watch online performances.

Therefore, revealing what factors hinder the decision in the process through which leisure consumers' leisure motivation leads to leisure behavior and what influence they have on actual leisure behavior can be said to be very important for future non-face-to-face leisure behavior studies, and the mooring factors that could not be verified in the push-pull model will be added to attempt a complex leisure consumer behavior study.

### C. Leisure Behavior Intention

#### 1. Leisure (Online Performance) Satisfaction

Leisure satisfaction is defined as a positive perception or emotion formed or elicited to be acquired by an individual as a result of choosing and participating in leisure activities (Beard & Ragheb, 1980; Caldwell, 2005). That is, leisure satisfaction refers to the degree to which one is currently happy or satisfied with a general leisure experience or situation, and such satisfying feeling of leisure is caused by the satisfaction of an individual's conscious and unconscious desires (Han et al., 2007; Jo & Lee, 2018). Therefore, this study will be conducted focusing on online performances among leisure activities, defining leisure satisfaction as the emotional and physical satisfaction felt by consumers after watching online performances.

#### 2. Leisure (Online Performance) Recommendation Intention

Recommendation intentions are to convey positive communication to others about a service or product with which an individual is satisfied, leading to

repurchase and return visits (Kim & Ha, 2016; Tran & Vu, 2019). In general, consumers who are satisfied with the service or product they have experienced show a behavior to deliver positive communication to other potential consumers (Kotler & Armstrong, 1994), which induces additional purchases of the service or product, resulting in more consumers. (Lee & Lee, 2007; Pearce, 1996). In order to identify the development potential of online music performances as a non-face-to-face leisure activity, the recommendation intentions of consumers who have already experienced can be said to be very important. Therefore, this study will be conducted after defining recommendation intentions as the willingness of consumers who have watched online music performances to recommend watching online performances to others through word-of-mouth communication.

## III. Study Method

### A. Derivation of Primary Factors of the PPM Model

One of the main purposes of this study is to derive the influencing factors on behavior intentions related to leisure activities, reflecting the leisure environment changed due to the coronavirus pandemic, that is, motivation and constraint factors. Since this study aims to verify the behavior intention for non-face-to-face leisure activities rather than verifying the traditional (offline) leisure behavior intention, among the items presented as traditional motivation and constraint factors, those items that were judged to be not appropriate were removed when deriving the primary PPM factors, and since the online music performances that are the subject of the study falls within the area of media content, measurement factors in the relevant field were also reviewed and extracted.

Looking at the PPM factors derived first, in the case of push factors, in addition to the factors that have been previously mentioned as motivation factors for leisure behavior, items such as thirst for

performances and COVID-depression, which are amplified due to the coronavirus pandemic, were added. In particular, since the number of performances incorporating (AR, VR, XR) increased as online performances became active, new experience items were also derived. In the case of pull factors, as offline leisure activities became impossible due to COVID-19, factors such as various events and promotions provided through music performances as online leisure activities were included. Lastly, in the case of the mooring factors, factors that cause hesitation in non-face-to-face leisure activities were derived focusing on the specific leisure activity called online music performances.

## B. Study Hypothesis and Study Model

### 1. PPM and Leisure Satisfaction

Motives for consumers' decision making are known to be leading variables that affect satisfaction. That is, depending on the motives behind the decision, the consumers will get a result of satisfaction or dissatisfaction. Sa et al. (2022) mentioned that since the coronavirus pandemic, leisure participation and forms are changing from group activities to individuals' activities and from offline spaces to online/virtual spaces, and that discussion on whether participation in non-face-to-face leisure activities due to spatial expansion and changes induces participation in serious leisure is necessary. In addition, Lee, Kim, & Lee (2021) said that people should be concerned about the ways of positive acceptance and utilization of digital leisure, and that new forms of leisure participation can be formed through various forms of leisure and the expansion of spaces. Therefore, in this study, as discussions are made from various angles in various fields in the post-corona era, it was judged that there is a need to predict changes in non-face-to-face leisure activities in the leisure field that are different from changes in the existing face-to-face method. That is, this study is intended to understand the future sustainability of non-face-

to-face leisure as serious leisure by verifying how various motivation and constraint factors that appear in the process of participation and selection of non-face-to-face leisure affect the satisfaction of leisure participants.

**H1:** The push factor of non-face-to-face leisure activities will affect leisure satisfaction.

**H2:** The pull factor of non-face-to-face leisure activities will affect leisure satisfaction.

**H3:** The mooring factors of non-face-to-face leisure activities will affect leisure satisfaction.

### 2. PPM and Leisure Recommendation Intention

Post-purchase behavior is behavior that occurs at the final stage of consumer decision-making, and economic and social behavior intentions are taken through evaluation based on the overall feeling or attitude toward the product or service before purchase (Kwag, 2014). Economic behavior intentions includes repurchase intentions and conversion intentions, and social behavior intentions include positive or negative word of mouth, etc (Anderson & Mittal, 2000). In general, it is known that satisfaction appears as intentions to recommend, but satisfaction does not necessarily lead to recommendation intentions (Xu, 2016), and the perception of the image of a tourist destination can also become a recommendation intention, which becomes the intention for future behavior (Byun & Seo, 2010). That is, many researchers have studied recommendation as a result of satisfaction because important preceding elements of recommendation intention are consumer satisfaction and dissatisfaction (Kim & Song, 2018), but it was indicated that recommendation intention, which corresponds to the result of consumer's post-behavior, is psychological behavior to recommend personal experience to others and that recommendation is not necessarily made through satisfaction (Lee & Lee, 2015). For such reasons, some studies (eg., Kim & Song, 2018; Park, 2018), have been conducted to understand the relationship between motives and recommendation intention, they found a significant influencing relationship between motivation and recommendation intention.

Therefore, this study will also verify the influencing relationship between leisure activity motivation (PPM) and recommendation intention and established the following hypothesis.

- H4:** The push factors of non-face-to-face leisure activities will affect recommendation intention.
- H5:** The pull factor of non-face-to-face leisure activities will affect recommendation intention.
- H6:** The mooring factors of non-face-to-face leisure activities will affect recommendation intention.

### 3. Leisure Satisfaction and Recommendation Intention

When a consumer has experienced satisfaction after purchasing and using a service, he/she shows a behavior to recommend the purchase of the service to potential consumers around him/her (Ko & Lee, 2012), and the recommendation intention as such is formed with the evaluation felt by the consumer after purchase and experience. Even in the case of leisure, when leisure satisfaction is high, recommendation intention increases (Kwon, 2018; Han, 2015), and such recommendations increase participation in the relevant leisure activity, ultimately contributing to the development of leisure. Therefore, in this study, a hypothesis is set as follows under the assumption that consumers who are satisfied with online music performances as a non-face-to-face leisure activity will also influence their recommendation intention and this is thought to be helpful in predicting the possibility of development of non-face-to-face leisure activities hereafter.

- H7:** Satisfaction with non-face-to-face leisure activities will affect recommendation intention.

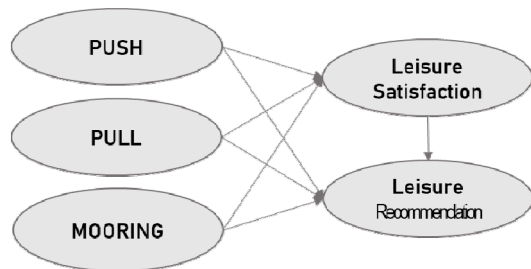


Figure 1. Study mode

## C. Measurement Tools and Analysis Methods

This study seeks to apply a PPM model that can be used to comprehensively verify motivation and intervening factors in order to understand the behavior intentions of leisure consumers that have changed since COVID-19. To derive the measurement items used in this study, primary items were derived based on previous studies, more items were extracted through data such as various literature and reports to additionally derive leisure motivations and constraint factors that have changed since COVID-19, and then final items were derived through interviews with experts. As for main analysis methods, first, a consumer questionnaire survey was conducted with the extracted items, frequency analysis was conducted thereafter to identify demographic characteristics for the final analysis, and simple and multiple regression analysis was conducted to verify the influencing relationships between variables.

## IV. Analysis Result

### A. Demographic Analysis

To conduct this study, an online questionnaire survey was conducted with consumers who had experience in watching popular music online performances within the last year from November 21 to 29, 2022 through a professional research company. A total of 210 copies of the survey were used for analysis, using a Likert 5-point scale and quota sampling with an even split of gender and age to minimize respondent bias.

### B. Reliability and Validity Analysis

#### 1. PPM Factors

Exploratory factor analysis of the PPM factors was conducted and as a result, five final factors for



Push, four factors for Pull, and three factors for Mooring were derived. All the reliability coefficients by factor were found to exceed 0.7, indicating that the reliability was secured.

## 2. Leisure (Online Performances) Satisfaction

A factor analysis of leisure satisfaction was conducted and as a result, a single factor was derived. The factor loading was found to be high at 0.826~0.891, and all of each reliability coefficient was found to be 0.913, indicating that high reliability was secured.

## 3. Leisure (Online Performances) Recommendation Intention

A factor analysis of leisure recommendation intention was conducted and as a result, a single factor was derived. The factor loading was found to be very high at 0.904~0.930, and all of each reliability coefficient was 0.908, indicating that high reliability was secured.

**Table 1.** PPM factor reliability and validity analysis results

Factors		factor loading	Eigen-value	Variance explained(%)	Cronbach's $\alpha$
PUSH	5 factors	0.780~0.865	6.218	27.167 (27.167)	0.918
KMO= .919 $\chi^2= 5019.348$ df=325 (p=.000)					
PULL	4 factors	0.558~0.809	2.243	22.791 (49.959)	0.858
KMO= .911 $\chi^2= 2814.359$ df=153 (p=.000)					
MOORING	3 factors	0.747~0.859	1.425	20.655 (70.614)	0.857
KMO= .911 $\chi^2= 2814.359$ df=153 (p=.000)					

**Table 2.** Leisure satisfaction factor reliability and validity analysis results

Factor name	Item	factor loading	Eigen-value	Variance explained(%)	Cronbach's α
Leisure Satisfaction	LS1	0.891	3.726	75.518	0.913
	LS2	0.886			
	LS3	0.874			
	LS4	0.838			
	LS5	0.826			
KMO= .861 $\chi^2= 723.581$ df=10(p=.000)					

**Table 3.** Leisure recommendation intention reliability and validity analysis results

Factor name	Item	factor loading	Eigen-value	Variance explained(%)	Cronbach's $\alpha$
Recommendation Intention	RI1	0.930	2.636	84.524	0.908
	RI2	0.924			
	RI3	0.904			
KMO= .751 $\chi^2= 418.455$ df=3(p=.000)					

## C. Hypothesis Testing

### 1. Effect of PPM Factors on Non-face-to-face Leisure Satisfaction

Variables among independent variables that have significant effects on satisfaction, which is a dependent variable, were identified and the results indicated that among the push factors, new experiences, use of leisure time, and interaction with artists have statistically significant positive (+) effects at the  $p < 0.001$  level. It was found that among the pull factors, practicality ( $p < 0.05$ ), media exposure, online performance benefits, events, and promotion items have significant positive effects at the  $p < 0.001$  level. On the other hand, no significant influencing relationship between variables was found among the mooring factors.

### 2. Effect of PPM Factors on Non-face-to-face Leisure Recommendation Intention

Multiple regression analysis was conducted to verify the effect of PPM on leisure recommendation intention. Variables among independent variables that have significant effects on satisfaction, which is a dependent variable, were identified, and based on the results, significant positive effects (+) were identified in all items of push and pull factors. Among the mooring factors, the items technical issues and environmental issues were identified to have negative (-) effects, but the explanatory power was low, and the regression model was shown to be slightly insignificant at the  $P < 0.05$  level.

### 3. Effect of Leisure Activity Satisfaction on Recommendation Intention

A regression analysis was conducted to verify the

**Table 4.** Results of regression analysis of the influencing relationships between PPM factors and consumer satisfaction in non-face-to-face leisure activities

Independent variable		B	SD	β	t	p	Exp(B): 95%	
							Upper	Lower
push		1.814E-16	.049		.000	1.000	-.097	.097
	New experience	.438	.049	.438	8.924	.000***	.341	.535
	COIVD-blue	.022	.049	.022	.452	.652	-.075	.119
	Rest motivation	.359	.049	.359	7.312	.000***	.262	.456
	Interaction	.430	.049	.430	8.756	.000***	.333	.526
	Thirst for performance	.057	.049	.057	1.152	.251	-.040	.153
		R²= .509	adjR²= .497	F(p)=42.259	Durbin-watson=2.101	p<.000		
pull		5.565E-17	.051		.000	1.000	-.100	.100
	Media exposure	.475	.051	.475	9.381	.000***	.375	.575
	Pursue benefits	.357	.051	.357	7.055	.000***	.258	.457
	Attractiveness	.331	.051	.331	6.539	.000***	.231	.431
	Practicality	.100	.051	.100	1.978	.049*	.000	.200
		R²= .474	adjR²= .463	F(p)=46.112	Durbin-watson=2.130	p<.000		
mooring		1.369E-16	0.069		0.000	1.000	-0.136	0.136
	Lack of information	0.015	0.069	0.015	0.217	0.829	-0.122	0.152
	Technical issues	0.086	0.069	0.086	1.238	0.217	-0.051	0.223
	Environmental issues	-0.024	0.069	-0.024	-0.343	0.732	-0.161	0.113
		R²= .090	adjR²= .060	F(p)=.566	Durbin-watson=1.944	p<.138		

dependent variable) Satisfaction \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$

**Table 5.** Results of regression analysis of the results between the influencing relationships between PPM factors and recommendation intention in non-face-to-face leisure activities.

Independent variable		B	SD	β	t	p	Exp(B): 95%	
							Upper	Lower
push		-3.436E-17	.048		.000	1.000	-.094	.094
	New experience	.415	.048	.415	8.710	.000***	.321	.509
	COVID-blue	.159	.048	.159	3.329	.001**	.065	.253
	Rest motivation	.466	.048	.466	9.768	.000***	.372	.560
	Interaction	.301	.048	.301	6.320	.000***	.207	.395
	Thirst for performance	.175	.048	.175	3.665	.000***	.081	.269
R <sup>2</sup> = .536		adjR <sup>2</sup> = .525	F(p)=47.146	Durbin-watson= 1.908	p<.000			
pull		-8.978E-17	.047		.000	1.000	-.092	.092
	Media exposure	.605	.047	.605	12.864	.000***	.512	.697
	Pursue benefits	.269	.047	.269	5.717	.000***	.176	.361
	Attractiveness	.278	.047	.278	5.921	.000***	.186	.371
	Practicality	.177	.047	.177	3.771	.000***	.085	.270
R <sup>2</sup> = .547		adjR <sup>2</sup> = .538	F(p)=61.860	Durbin-watson=1.816	p<.000			
mooring		6.95E-17	0.067		0	1	-0.132	0.132
	Lack of information	0.102	0.067	0.102	1.522	0.13	-0.03	0.235
	Technical issues	0.147	0.067	0.147	2.176	0.031*	0.014	0.279
	Environmental issues	-0.183	0.067	-0.183	-2.713	0.007**	-0.316	-0.05
R <sup>2</sup> = .122		adjR <sup>2</sup> = .108	F(p)=1544	Durbin-watson= 1.819	p<.051			
dependent variable) Recommendation ***p<0.001, **p<0.01, *p<0.05								

**Table 6.** Results of regression analysis of the influencing relationship between satisfaction with non-face-to-face leisure activities and recommendation intention

Independent variable		B	SD	$\beta$	t	p	Exp(B): 95%	
							Upper	Lower
Satisfaction	Recommendation	-1.398E-16	.047		.000	1.000	-.093	.093
		.728	.048	.728	15.326	.000	.635	.822
		$R^2=$ .530	$adjR^2=$ .528	$F(p)= 238.890$	Durbin-watson =1.982		$p<.000$	

\*\*\* $p<0.001$ , \*\* $p<0.01$ , \* $p<0.05$ 

effect of satisfaction with non-face-to-face leisure activities on recommendation intention and the results indicated that the explanatory power was 53.0%, and that there were significant positive (+) influencing relationships between variables at the  $p<0.001$  level.

## V. Conclusion and Implications

### A. Summary of Study Results

The purpose of this study was to predict the leisure behavior intentions of leisure consumers that were changed due to COVID-19. Regression analysis was conducted to identify the influencing relationships between variables, and the results of the analysis

are summarized as follows. First, the influencing relationships between PPM factors and leisure satisfaction were verified and based on the results, new experiences, relaxation motivation, and interaction were identified as factors that push non-face-to-face(online) leisure activities. Doing leisure activities with relaxation motivation is generally the same result as face-to-face leisure activities, but new experiences and interaction with artists are differentiated from face-to-face leisure activities, and various attractions using digital technology (AR, XR, etc.) and interaction with the artist through a chat window during the performance were identified to increase the satisfaction of online performance visitors as non-face-to-face leisure activities.

Meanwhile, all four sub items of the pull factors were identified to have effects on leisure satisfaction, and this supports the results of Chu (2023)'s study indicating that convenience and presence affect satisfaction with online performances. In addition, since online performances provide more opportunities for performance watching with advantages such as relatively low admission fees, ease of purchasing tickets thanks to the fact that there is no seating restrictions, and convenience of temporal/physical access, it seems that sufficiently satisfactory results were obtained by participants as a leisure activity. That is, since non-face-to-face leisure activities are more accessible than face-to-face leisure activities in terms of time and cost for leisure activities, it is thought that non-face-to-face leisure activities can sufficiently induce active participation of potential consumers.

Second, the influencing relationships between PPM factors and recommendation intention were verified and as a result, positive influence relationships were identified in all items of the push factors and pull factors. In particular, among the push factors, the items relaxation motivation and new experiences showed the greatest influences. Among the pull factors, media exposure appeared to have the greatest effect, and it is identified that performance information and viewing reviews through SNS, etc. lead leisure consumers, which in turn leads to strong recommendation

intentions.

Meanwhile, technical and environmental issues were identified to have a negative (-) effects as factors that hinder the recommendation intention for non-face-to-face leisure. This appears to be a limitation of online music performances as a non-face-to-face leisure activity. Therefore, in order to activate online music performances as a non-face-to-face leisure activity, efforts are needed to highlight their attractiveness that differentiates them from offline ones and attract leisure participants through active promotion through various media, and it is thought that this will lead to recommendation intentions to secure more leisure participants; provided that, technology must be utilized at a level sufficiently acceptable to leisure participants so that leisure activities using digital technology would not act as both advantages and disadvantages, and the advantages of only non-face-to-face performances that can cover the advantages of face-to-face performances must be developed and highlighted.

Third, the influencing relationship between non-face-to-face leisure satisfaction and recommendation intention was analyzed and based on the result, it was found that there was a significant positive (+) relationship. This is a result that is consistent with existing studies that have verified the influencing relationship between satisfaction and recommendation intention (eg., Yoon, 2021; Cho & Chung, 2017). That is, it can be seen that leisure activities are voluntary activities chosen by leisure consumers in the best way under the circumstances given to them and enjoyed by them, and that satisfactory leisure activities lead to recommendation intentions regardless of whether the leisure activities are face-to-face or non-face-to-face. Therefore, the spread and expansion of various non-face-to-face leisure activities such as online music performances is expected to provide new opportunities to consumers who cannot enjoy leisure activities due to time/physical constraints, and this result is interpreted as a result that leads to the prediction of the growth potential of the non-face-to-face leisure industry.

## B. Implications and Limitations

Through this study, theoretical implications are presented as follows. First, this study is significant as the first study that attempted to study the leisure behavior of leisure consumers under an environment changed due to COVID-19. In such non-face-to-face leisure behavior decision-making, there may be various motivators that are different from those for face-to-face leisure behavior, and this study went beyond the examination of traditional motivators and constraints on leisure behavior and comprehensively examined factors newly highlighted after the outbreak of the coronavirus pandemic to predict the behavior intention of potential leisure consumers related to leisure behavior, thereby providing basic data to related fields and researchers.

Second, this study brought about theoretical expansion by presenting motivators and intervening factors to leisure behavior from a new perspective based on the leisure environment changed due to the coronavirus pandemic. This study overcame the limitations of existing studies that were limited to leisure motivators that have traditionally been addressed and examined leisure behavior inducing factors from a new perspective as non-face-to-face leisure activities increased due to the coronavirus pandemic. This can be said to have brought about the derivation and expansion of factors (motivation, constraint factors) that are highly applicable to situations similar to the COVID-19 hereafter. Third, this study presented a model theoretically combined with the PPM model to explain the leisure behavior intentions of non-face-to-face leisure consumers. By applying the PPM model, which has been used to predict conversion intention for certain products and services, to leisure behavior intention, this study suggested its applicability to various fields of leisure and tourism behavior hereafter.

Along with academic contributions, the practical implications can be presented as follows. First, by applying the PPM model to analyze leisure behavior intentions, this study provided comprehensive information on the various factors that may influence the growth

of non-face-to-face leisure demand, from simple motivational (push-pull) factors to mediating factors. In particular, this study provides information from a new perspective considering the situation of leisure activities using digital technology, which can be used as useful data from an industrial perspective to prepare for the development of new non-face-to-face leisure activities.

Second, in modern society, where the importance of leisure activities such as work-life balance is emphasized, non-face-to-face leisure activities can be a way to improve accessibility for leisure consumers who are unable to enjoy various leisure activities due to difficulties in physical accessibility (temporal, economic, and distance). In addition, this study presents the necessity to revitalize non-face-to-face leisure activities such as online music performances for classes (the old, the infirm, and the disabled) alienated from leisure in the fields of culture and arts by policies and institutions at the level of welfare leisure, and it is expected that the information obtained in this study can be used as important data for establishing policies for revitalizing and expanding non-face-to-face leisure at the national level. Lastly, this study provided a new perspective on what areas should be focused to prepare and develop strategies to attract and retain non-face-to-face leisure consumers if the premise that the N-demic era will occur is assumed. The revitalization of non-face-to-face leisure will consequently enable leisure consumers to steadily lead leisure life as they will be provided with opportunities for selection to enjoy diverse leisure activities (face-to-face/non-face-to-face) under any external circumstances.

Although various theoretical and practical implications were derived through this study, this study has several limitations. First, in conducting the study on non-face-to-face leisure behavior, the subjects were limited to online music performances, so that the behavior intentions of various non-face-to-face leisure consumers could not be comprehensively understood and there is a limitation in generalizing the results of this study. In addition, because this study was conducted at the time of the coronavirus pandemic, it is necessary to verify whether leisure

consumers still have the intention to continue non-face-to-face leisure activities even after the coronavirus is over, and follow-up studies should be conducted on the foregoing.

## Conflicts of Interest

The author declare no conflict of interest.

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