

Greenwashing or Greenhushing?: A Quasi-Experiment to Correlate Green Behaviour and Tourist's Level of Trust Toward Communication Strategies in Volunteer Tourism's Website

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Abstract

Volunteer Tourism (VT) is introduced as a form of tourism that gives benefits for both tourists and locals. Even though it has a sustainable goal, VT undergoes the greenwashing's claim because of its marketing strategies. Moreover, the long-term effect of this phenomenon causes distrust among tourists and postpones the development of sustainable tourism products. This research offers greenhushing as an alternative strategy for under-developed VT's operator which cannot implement a vocal green strategy. In this research, greenwashing and greenhushing strategies are tested and correlated with the tourist's green behaviour using a quasi-experimental design. The participants of this research are the international students of Universitas Gadjah Mada, Yogyakarta. The results of this research are there are differences between the greenwashing and greenhushing strategies in gaining trust among tourists. Furthermore, the greenhushing is more trustworthy than the greenwashing.

Keywords: greenwashing; greenhushing; marketing; volunteer tourism; quasi-experiment

A. INTRODUCTION

Volunteer Tourism (VT) is introduced as a form of tourism which gives benefits for both tourist and locals. VT gained its popularity in 2009. After Tsunami wiped out Aceh in Indonesia, the tourism industry starts to notice the potential of volunteering as emerged 'alternative' tourism [61]. Indeed, VT gains a lot of attention to its benefit and positive impact. Nevertheless, it also conveys a new polemic about its negative impact. Lyon et al (2010) argued that VT, naturally, is a business and it is treated more as a commodity. Its orientation tends to be more profitable. Moreover, the business starts to make exaggerating claim about its benefit and local's demand are neglected [52][73]. (Benson & Henderson, 2011; Crossley, 2012; Tomatoz & Cooper, 2012 in Smith & Font, 2014; Guttentag, 2009).

The negative impacts are the results from marketing misrepresentations, as Richter & Norman (2014) explained. VT's operator tends to not give a warning to the tourists about its negative impacts [45]. Nyahunzvi (2013) also stated that VT's operator in Zimbabwe often gives exaggerating and not factual information [40]. This phenomenon leads to distrust among the tourists because the operator cannot prove their claim in reality. This phenomenon not only happens in Zimbabwe but also arises in some nations such as in Sub-Saharan and Indonesia. In Sub-Saharan, Richter & Norman (2014) found that the VT operator for AIDS Orphan gave false data on their advertisement [45]. The operator claimed there were 12.000 children became an orphan because of AIDS. In fact, there are only 2.400 children are affected by the loss of their parents due to AIDS. In Indonesia, there was a new program developed in 2017 about education in a remote area, Sumba, for 3 days but the volunteers only taught the children for a day. On the contrary, the advertisement claims that the program can make a big impact on Indonesia's education without providing valid research evidence related to the impact of their one-day teaching program. This

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kind of marketing claim by the operator's assumption for their benefit using the data manipulation can be concluded as the greenwashing.

The image that the operator gives about the VT is usually about the stereotype of destination and dualism to exploit the altruism side of their potential buyer [46]. Sometimes the greenwashing does not affect the consumer's buying behaviour and their competition to other companies but it affects their business reputation if the consumer realizes the misrepresentation [15]. Moreover, the distrust can affect the continuation of the real sustainable product due to the customer's scepticism [42][59].

Inversini et al (2019) argue that there are 2 main issues commonly discussed in VT research, namely the motivation of tourist and VT impacts to locals [31]. Nevertheless, the relationship between VT and digital technology remains unexplored [31]. Whereas, VT marketing is usually conducted on a website or social media [64]. GoAbroad (www.goabroad.com) became one of the main channels for VT marketing worldwide. In 2019, there are 5791 programs around the world. In Indonesia, the trend of VT is increasing. In 2005, there are 13 VT programs [9] and today there are 114 programs. Hence, the communication strategy became very important and a huge issue to make a sustainable message if the operator considers using the greenwashing strategy. On the other hand, an online channel can be an important part of a marketing communication strategy to cut and avoid the negative impacts of the greenwashing phenomenon.

Greenwashing is hard to identify since it gives too much information and ambiguity [10] (Mitchell and Papavassiliou, 1997; Turnbull et al, 2000 in Chen and Chang, 2012). It restricted the consumer to evaluate the commitment of the company's communication [33] Nowadays, it is hard for the consumer not to be attracted to a green product since a lot of product developments are seen as sustainable products. Yet, as the trend grows, the distrust among the consumer also grows [38]. Consumer awareness of the greenwashing shapes a scepticism and confusion to the green product itself [11]. Studies find that an individual who has a high concern toward the environment can still be manipulated by the greenwashing [59]. Delmas & Burbanos (2011) explained about the encouragement of the greenwashing [17]. The encouragement of this phenomenon comes from internal or external factors of the business. The external factors are the pressure from the investors, public, consumers, and competitors. It can trigger a business to use the greenwashing strategy. The internal factors which able to trigger this event are the characteristics, life cycles, ethics, and transfer knowledge inside the business. Delmas & Burbanos (2011) also stated the importance of individual-level that leads to encourage the greenwashing behaviour, there are narrow decision framing, hyperbolic intertemporal discounting, and optimistic bias [17]. Moreover, the reenwashing position is in the low performance quadrant but has good communication. It is important to not only points out the negative effect of the greenwashing but also business needs to realize other communication strategies and finds another alternative communication strategy that matches their green goals.

In his research, Font et al (2017) argued about green communication [27]. The research mentions Peak District national park as an example which uses a marketing communication strategy named the greenhushing. The greenhushing is a passive communication strategy which has an actualization to the environment [17]. Font et al (2017) argued that the use of the greenhushing among companies cannot be seen as a weakness in communication [27]. The greenhushing has value and purpose to give accurate information to the consumer and maintain their relationship with them. It uses to reduce the misrepresentation of information and maintains the consumer's trust. Even sometimes, the greenhushing also contributes to downplay the consumer to make them feel comfortable. However, in this research, the greenhushing is not seen as a good or bad strategy because not every business can implement good communication and performance at the same time. This research is conducted to get an insight related to the level of trust that is given by the greenhushing strategy to the tourist since it is not explored in the VT field.

The emergence of the greenwashing phenomenon rises the consumer awareness and scepticism to the green product despite trust is essential for the green product development [38]. The research about consumer's level of trust towards greenhushing and greenwashing was conducted by De Jong et al (2018) [15] and Ettinger et al (2020) [23]. Both studies were not conducted in the VT field. It also did not perform specific tests on the green consumer. Therefore, this research was conducted using the green tourists' behaviour as the research subjects for VT with an environment-based program. In this research, the greenwashing and the greenhushing are tested to the green tourists' point of view to see how effective they are in gaining the trust of the green tourists. A quasi-experimental design is applied to the international students of Universitas Gadjah Mada, Yogyakarta. There were 88 participants involved in this study. The participants were divided into two groups namely the control group and the experimental group. This research is conducted online due to COVID-19 pandemic in April to June 2020. This research aims to compare the level of trust between the control group and the experimental group through a double-blind test. Before the post-test is conducted, each group did a screening test which helps them understand their green behaviour. This research purpose is to gain insight about differences between the greenhushing and the greenwashing in gaining trust among certain green behaviour of tourists.

GREENHUSHING AS AN ALTERNATIVE OR ANOTHER GIMMICK?

Font et al (2017) explained green communication that is used in Peak District national park (UK) [27]. In his research, they found the management of Peak District national park using the greenhushing approach. The greenhushing is a passive communication strategy that makes a good performance to the environmental sustainability [17]. Font et al (2017) discovered that the greenhushing shared similarity with the greenwashing. It intended to manipulate consumers for their business [27]. The consumers felt more comfortable when they knew that the business they were involved in making a real contribution to the environment. Font et al (2017) also found that passive communication happened because of the pressure from the management [27]. The management thought rather than making false claims, it would be better to tell the consumers what they had done. Moreover, the management thought that the consumers did not share the same value about the environment. Yet, this research argues that the greenhushing is an alternative for small-medium VT operators who cannot do good communication and performance at the same time.

Table 1. Environmental Communication and performance of Firm

Extensive Communication	Environmental Performance		
		The Greenwashing	The Vocal Green
Limited Communication		The Silent Brown	The Greenhushing
		Bad	Good

Source: Delmas and Burbano (2011)

As shown at table 1 Delmas and Burbano (2011) stated that the greenhushing had a good performance but weak in communication [17]. It makes the greenhushing suitable for a new business or a resilience act for a company or an organization than the vocal green. The vocal green has extensive communication and good performance but not all businesses can perform both of them at the same time due to the barrier that they have to implement the vocal green. For a new business, it is easier to choose between communications and actions. It can be misleading if the greenhushing is applied in a company that can perform good communication but remains silent for the sustainability of the program. Moreover, Ettinger et al (2020) and Font et al (2017) also argued that the encouragement of the greenhushing gave pressure to external business factors and low morality [23][27]. Yet, they used a developed business in their research.

The effect of the greenhushing in small-medium business and how tourists perceived it is not explored yet. A small-medium enterprise has a few resources to devote to the level of research and planning time that a full-blown marketing plan would require [6]. In e-marketing, SMEs have barriers such as lack of finance and business resources [55]. VT in Indonesia, as written in the example above, is developed in 2017. It means that they just start to develop VT in less than 5 years. The barrier that SMEs face can lead them to consciously or unconsciously making exaggerating claims without any research. The research about the greenwashing and SMEs in tourism is needed to avoid the phenomenon.

SHADES OF GREEN TOURIST

The green consumer is a consumer who avoids product that harms the environment [5]. In tourism, the green tourist is there because there is an awareness from society about the emergence of global warming [53]. Dolnicar & Matus (2008) explained that the green tourist influenced the business because of their high demand for more responsible tourism for the environment [19]. Prior research related to the green tourist found that the green tourist had specific characteristics such as higher education and salary [19]. However, that research did not focus on how the green tourist perceived greenwashing or greenhushing. The prior research also did not explain how it's characteristic affecting the greenwashing or the greenhushing. De Jong et al (2018) made a comprehensive research about how consumers perceived green marketing but it did not have any classification of the consumers [15]. Moreover, Ettinger et al (2020) in their research tried to classify the tourists into environmentally friendly tourists and not environmentally friendly tourists related to the greenhushing but the classification is still uncertain [23]. This research uses the shades of the green tourists from Swaabroke (1998) to classify tourists with green behaviour [53]. The green behaviour is divided into commitment, interest, and action. Swaabroke (1998) classified green behaviour of tourists into 7 classifications which namely: Not at all green, Not at all green/light green, Light green, light green/dark green, dark green, dark green/totally green and totally green [53]. However, this research uses 4 main classifications. There are not at all green, light green, dark green, and totally green. The following is the classification on the table 2:

Table 2. Shades of Green Tourists

	Not at all green	Light green	Dark green	Totally green
Action	Reading a brochure about sustainable tourism	Thinking how to reduce water consumption	Join an environmental group for contribution	Using public transportation while traveling
			Boycott hotel which harming environment	Buy environmental friendly tourism package
				Limiting travel to reduce the negative impacts of tourism
Sacrifice	Did not make any sacrifices		Do a little sacrifices	Do many sacrifices
Interest	Having a low interest in environmental sustainability		Have a high interest in environmental sustainability	
Population	Big population		Few Population	

Source: Swaabroke (1998)

CONSUMER'S TRUST IN GREENWASHING AND GREENHUSHING

Ko et al (2013)[72], Urbansqi and Haque (2020), De jong et al (2018), Wehril et al (2017) in their prior research explained the trust among consumers towards the greenwashing [15][59][63].Ko et al (2013) [72] found that the consumers have a hard time evaluating the commitment in the greenwashing.

Urbanski and Haque (2020) also found that even though the consumers have high awareness of the environmental sustainability, it does not guarantee that they can identify the greenwashing products [59]. If the consumers know the manipulation behind the green products, they will give negative feedback to the business [15]. However, Urbanski and Haque's (2020) research did not share any similarities with Wehril et al (2017) research [63]. Wehril et al (2017) found that someone who had higher knowledge of environmental sustainability was not affected by the manipulation given by the green product's advertisement [63]. Furthermore, the research is not conducted specifically in tourism products.

The research related to the greenhushing strategy and its effect on the consumers is conducted by Ettinger et al (2020) [23]. They found that the hotel's consumers are more susceptible to do inappropriate behaviour if the business did not inform their sustainable goals to the customers. However, there are no specific differences between one-way interaction and two interactions from the CSR. Yet, this research did not capture the reason behind the use of the greenhushing in hotel CSR. Instead, it explained the ideal perspective in which hotels should make the vocal green strategy. In the business perspective, Font et al (2017) give a well-written research about the motivation behind the implementation of the greenhushing [27]. Yet, it only explained the business which already developed. Both researches did not explain the implementation of the greenhushing in short and long term usage or who should implement the greenhushing.

In this research, the researcher implements the level of trust framework from McKnight and Chervany (2002)[71]. They research the level of trust in online marketing. Online marketing challenges the business because the consumer cannot access the product directly. It requires different approaches to gain the trust of the consumers. Mcknight and Chevany (2002) [71] did not make their framework for tourism only. They integrate this framework with VT's online marketing. Wilkinson et al (2017) explored 30 VT contents on websites and explained the component in each website to manipulate and integrate the research's instrument. The modifications of McKnight and Chervany (2002) [71] framework in this research are the consumer trust in the business's capabilities, the consumer trust in the product, the quality of the information, the product focus, and the ethic and integrity on the given information.

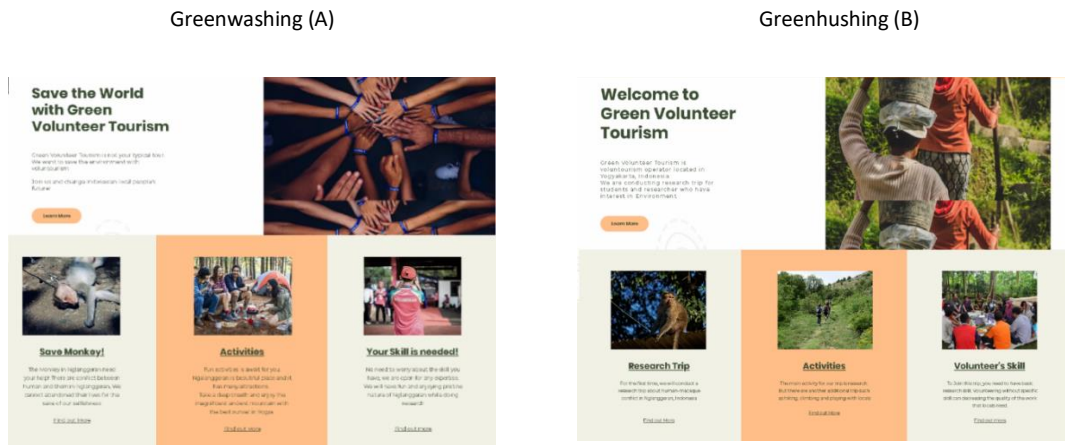
B. RESEARCH METHOD

This research uses a quasi-experimental method with a post-only test design. The quasi-experiment is used to gain data about the trust of the green tourists precisely. The research cannot implement true experiment design since The COVID-19 pandemic breakout. The participants of this research are the international students of Universitas Gadjah Mada (UGM), Yogyakarta. There were 88 respondents involved in this research. The participants were divided into 2 groups namely the control group and the experimental group. The control group examined the greenwashing websites and the experimental group examined the greenhushing websites. The majority of the respondents' age for both control and experimental groups is 20 to 30 years old (36 respondents) and currently pursuing a master degree. The majority of the respondents come from Asia (42) and Europe (31). In each group has almost the same number of male and female students. In the control group, 55 % of the respondents are female students and 45% of them are male students. While in the experimental group 50% of the respondents are female students and 50% of them are male students.

In this research, the manipulation is implemented at 2 websites with the VT program as shown at the Figure 1. The VT programs are made and advertised on 2 websites. The websites that are used in this research are free websites by wixsite.com. Both websites have a similar template and program. The first website implements the greenwashing (A) and the second one implements the greenhushing (B). In website A, the contents are presented with persuasive fake photos and misleading narrative. Otherwise, website B only explains the VT program without any persuasive content. The fake VT operator is a new

business and does not have any review from the past customer. The VT program is also fake but the problem shown in the program is a real situation that happens in the environment. The problem is animal-human conflicts that happen in Nglangeran, Yogyakarta.

Figure 1. Website for Manipulation



Source: <https://mkp2018.wixsite.com/gvtourism2020>, <https://mkp2018.wixsite.com/gvt2020> (2020)

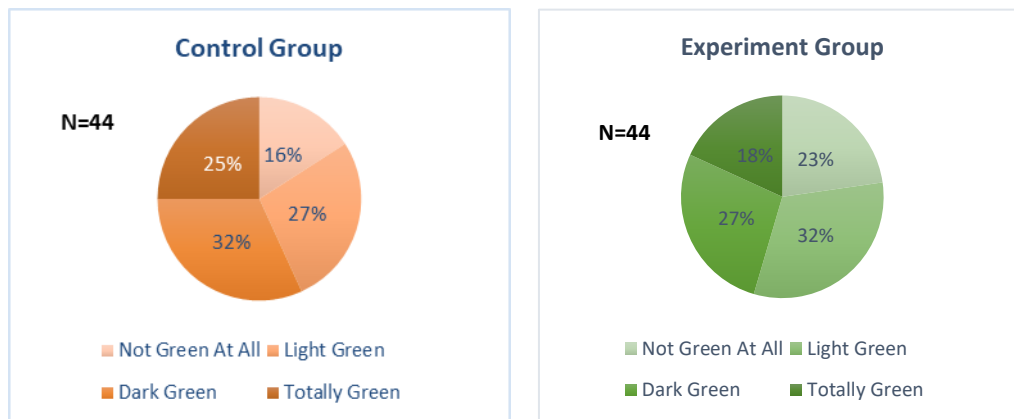
The experiment is implemented in 2 steps. First, the participants must do the screening test. The test is done to classify the tourists into 4 categories in each group. Second, the participants start to examine the website provided by the researcher. The greenwashing website is given to the control group and the greenhushing website is given to the experimental group. After that, each participant fills the questionnaire that is given by the researcher. Each questionnaire has 15 favourable questions with the Likert scale (1-5). The data is analysed with a nonparametric test to examine the differences in trust between each group and the correlation between green behaviour and level of trust. The hypothesis of this research are:

- H₀: Each Group did not have any different level of trust
- H₁: Each Group have differences on the level of trust
- H₀: There is no correlation between green behaviour and the level of trust in each group
- H₂: There are correlations between green behaviour and the level of trust in each group

C. RESULTS AND ANALYSIS

Swaarbroke (1998) divided the tourists' green behaviour into 4 groups. As shown on figure 2, In the control group, there are 7 respondents in the 'not at all green' category, 12 respondents in the 'light green' category, 14 respondents in the 'dark green' category, and 11 respondents in the 'totally green' category [53]. In the experimental group, there are 10 respondents in the 'not at all green' category, 14 respondents in the 'light green' category, 12 respondents in the 'dark green' category, and 10 respondents in the 'totally green' category. The result collected from both groups shares almost similar numbers on each green behaviour category. It means that the international students of UGM know about environmental sustainability and some of them actualize their knowledge into actions.

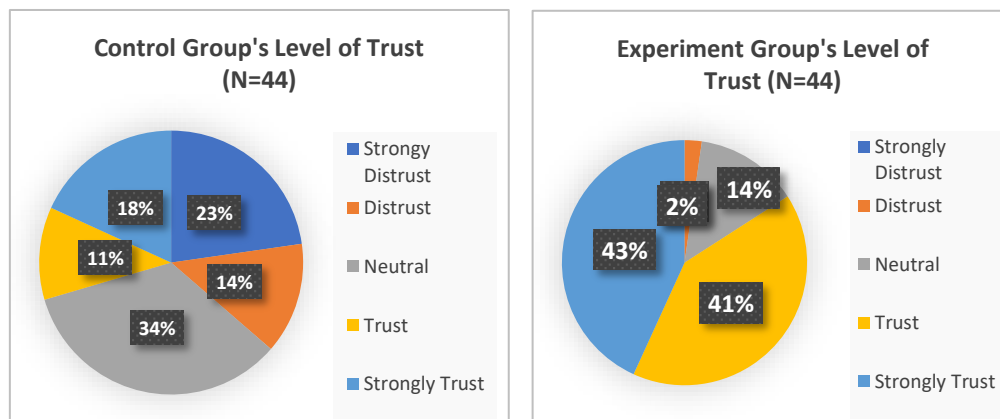
Figure 2. Shades of Green Tourist in Each Group



Sources: Primary Data (2020)

There are significant differences in the level of trust in each group. In the control group, 13 respondents put their trust in the greenwashing website, and in the experimental group, 37 respondents trust the greenhushing website.

Figure 3. Level of Trust in Each Group



Sources: Primary Data (2020)

Furthermore, Mann Whitney U test is used to test the differences that appear in each group. The result shows differences in the level of trust between each group. The result of the test on table 3 shows a value of 0.000 which value is below 0.05. Hence, the H1 is approved.

Table 3. Mann Whitney U Test Result

Mann-Whitney U	369.000
Asymp. Sig. (2-tailed)	.000

Sources: Primary Data (2020)

There are interesting things shown in each category. The respondents' trust in the control group respondents' showed a fluctuating number in each category, while the trust in each category by the

experimental group increased because the respondents have a higher level of green behaviour. The following table 4 is the means value of each group in each category.

Table 4. Level of Trust's Means in Each Category

Level of Trust in Each Category (N=44)		
Category	Control group	Experiment Group
Not Green At all	44,14	53,1
Light Green	54,55	58,07
Dark Green	38,64	60,92
Totally Green	41,82	63,88

Sources: Primary Data (2020)

Moreover, The Spearman rank test is used to see the correlation between the level of trust and the green behaviour. Both do not have any correlation to the demographic variables but they correlate with the green behaviour. The coefficient value of the test results in the control group is 0,270 points. It means both variables have a weak correlation. In the experimental group, the test result as shown on the table 5 the coefficient value of 0.315 points which means the correlation of both variables is moderate. Hence, the H2 hypothesis is approved.

Table 5. Correlation Coefficient in Each Group

<i>Spearman's Coefficient Correlation</i>					
	Age	Sex	Education	Country	Green Behavior
Control Group (N=44)	-0,162	0,003	-0,175	0,076	0,270
Experiment Group (N=44)	-0,262	-0,105	-0,009	-0,187	0,315

Sources: Primary Data (2020)

The table 5 shows the implication of each information that affect the trust. It shows that the respondents from the control group and the experimental group differ in their level of trust in the information on the website. The control group respondents put their trust in the persuasive information but lacks trust VT program information. Whereas, the experimental group believes in the greenhushing because of the VT program information and its quality but lacks trust in persuasive information.

Table 6. Each Group's Level of Trust in Each Category Towards Information

Control Group's Level of Trust in Each Category Toward Information (N=44)					
Element	NG	LG	DG	TT	Total
Business Capabilities	2,21	3,36	2,81	3,27	11,65
Persuasiveness	2,96	3,39	3,02	2,57	8,98
Information's Quality	3	3,27	2,69	2,42	11,38
Focus	2,84	3,24	2,59	2,3	10,97
Ethic and Integrity	3,25	3,39	3	2,64	12,28

Total Each Group	14,26	16,65	14.11	13.2	
Experiment Group's Level of Trust in Each Category Toward Information (N=44)					
Element	NG	LG	DG	TT	Total
Business Capabilities	3,6	3,83	3,87	4,38	15,68
Persuasiveness	3,37	3,55	4,11	3,83	14,86
Information's Quality	3,67	3,88	4	4,59	16,14
Focus	3,57	4,12	4,17	4,34	16,2
Ethic and Integrity	3,43	3,98	4,17	4,17	15,75
Total Each Group	17.64	19.36	20.32	21.31	

Sources: Primary Data (2020)

DISCUSSION

The research aim is to provide insight for the readers on how the tourists perceive the greenwashing and greenhushing according to their level of green behaviour. This research is conducted since there is no research conducted to discuss the greenwashing and the greenhushing from consumer's level of trust in the VT field. The research is important to do to understand how the consumers perceive both strategies. The result of the research can contribute to the marketing production development of VT's SMEs to avoid the greenwashing as their strategy. The hypotheses testing results shows that each group has differences in their level of trust and their level of trust correlates with their green behaviour.

The control group level of trust has a weak correlation to their level of trust. The result shows the totally green category has higher trust than respondents in the dark green category. The totally green is someone who has a high commitment, interest, and action to the environment. The research result did not show the same result as the research of Wehril et al (2017) [63]. They stated that a person who has high environmental knowledge does not like the greenwashing product. However, the research shows a similarity with Urbanski and Haque (2020) research [59]. The research finds that even though someone has a high commitment to environmental sustainability, they still can be manipulated by the greenwashing. In the experimental group, the research result shares a similar perspective with Wehril et al (2017) research [63]. The result on the table shows that the level of trust from the respondents in the experimental group increases because of their high awareness of environmental sustainability. Interestingly, it is caused by the nature of the greenwashing that detains the consumers' evaluation process since it provides ambiguous and complex information (Mitchell and Papavassiliou, 1999; Turnbull et al, 2000 in Chen & Chang, 2012) [10]. Although, the greenhushing does not limit the consumers' evaluation process on the products since it only shares what they have done without ambiguity. Besides, the respondents' diversity may have contributed to these different results. The different competency levels of respondents in perceiving the product can reduce the validity of this research. If the respondents involve in this study are homogeneous, the results obtained from this research could be different.

The greenhushing shows a higher value point on the respondent level of trust in the experimental group. 37 of the respondents believe the offered product by a new operator. Meanwhile, only 13 of the respondents in the control group believe the offered product by the website. Based on the results of this study, SMEs must understand how to act and communicate by their position in the Delmas and Burbano quadrant (2011) [17]. After that, they have to focus on their product development before starting to build extensive communication. Besides, the SMEs

businesses need to understand Ettinger et al (2020) and Font et al (2017) research in their decision-making [23][26]. Ettinger et al (2020) and Font et al (2017) found the greenhushing can be a problem like the greenwashing [23][26]. The businesses which perform good communication and environmental sustainability performance should use vocal green instead of greenhushing. Therefore, the SMEs should examine and evaluate their progress by time. They should stop using the greenhushing to avoid the bad influence of the greenhushing.

This research is conducted using a well-known sustainable product, the VT. The result finds the respondents have different levels of trust in each category of green behaviour to product offered using the greenwashing and the greenhushing. However, if future research uses products that pose high-risk to the environment (i.e. vehicles, electronics, etc.) as their way to manipulate the respondents, the result may differ. Hasan and Vanuzuela (2016) also stated the consumers are more aware of the products that have higher risks to the environment than the environmentally friendly products. Moreover, this research only uses online marketing to manipulate the respondents. If the research uses offline marketing or both, it can affect the level of trust in each group and possibly the result can be different.

In the control group, unexpectedly both variables have a weak correlation and in the experimental group, both have moderate correlation, whereas, the hypothesis about the correlation between green behaviour and level of trust is approved. Online data collection during the COVID-19 pandemic caused high diversity of the respondents and was difficult to control during the experiment. Future research needs to apply true experimental research with homogeneous respondents to get more valid and accurate results.

D. CONCLUSION

The result of this research shows differences level of trust between the control group and the experimental group. There are only 13 respondents of the control group believe in the greenwashing website. Meanwhile, 37 respondents of the experimental group believe in the greenhushing. Moreover, the result shows a correlation between green behavior and level of trust. The control group has a weak correlation due to the ambiguity and complexity of information from the greenwashing. In this group, the greenwashing is preferred by everyone in the 'light green' category. Moreover, the experimental group has a correlation value of 0.315 which means it has a moderate correlation. The greenhushing communication is preferred by everyone in the 'dark green' and 'totally green' categories.

LIMITATION

In the process of writing this research, there are controllable and uncontrollable limitations. In the controllable limitations, this research uses Swaabrooke (1998) framework which needs to be developed in further research [53]. Since the framework is developed in 1998, the green behavior may have a trend that cannot be captured in this research.

The manipulation in this research is made using a free website and limited tools (*wixsite.com*). There is a possibility that some of the respondents like or dislike the website used in this research, even though the introduction of the experiment it is stated that the respondents need to focus on texts and pictures. It can affect the respondents in the process of conducting the research. If the manipulations are changed into offline manipulations such as brochures or posters, the result may be different.

There is an uncontrollable limitation in this research. The COVID-19 pandemic changes the method that the researcher uses to collect the data needed for the research. Before the pandemic, the researcher used an offline questionnaire to collect the data needed for the research. It is easier to control respondents to fit the criteria in collecting the required data by using offline

questionnaires. However, since the Covid-19 pandemic, the data collection process has been replaced using an online questionnaire. The first questionnaires are sent to 360 respondents via email. After filling in the first questionnaires, the respondents are asked to investigate the directed website and fill out a second questionnaire. Since the researcher cannot control the respondents who are involved in the research, the respondents have high diversity of competencies to perceive the product on each website. It influences the result of this research. In the future, researcher have to prepare everything to deal with unexpected situations such as COVID-19 pandemic.

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