

Spring 2015

# The Role of Attitude on Local Seafood Purchase Intention of Tourist Couples Visiting South Carolina: A Multi-Level Approach

Guliz Coskum  
*Clemson University*

William C. Norman  
*Clemson University*

DeWayne Moore  
*Clemson University*

Follow this and additional works at: [https://tigerprints.clemson.edu/hehd\\_awards](https://tigerprints.clemson.edu/hehd_awards)

---

## Recommended Citation

Coskum, Guliz; Norman, William C.; and Moore, DeWayne, "The Role of Attitude on Local Seafood Purchase Intention of Tourist Couples Visiting South Carolina: A Multi-Level Approach" (2015). *Health, Education and Human Development Awards*. 21.  
[https://tigerprints.clemson.edu/hehd\\_awards/21](https://tigerprints.clemson.edu/hehd_awards/21)

This Poster is brought to you for free and open access by the Research and Innovation Month at TigerPrints. It has been accepted for inclusion in Health, Education and Human Development Awards by an authorized administrator of TigerPrints. For more information, please contact [kokeefe@clemson.edu](mailto:kokeefe@clemson.edu).

# The Role of Attitude on Local Seafood Purchase Intention of Tourist Couples Visiting South Carolina: A Multi-Level Approach

Güliz Coşkun, William C. Norman, and DeWayne Moore  
Parks, Recreation and Tourism Management, Clemson University

## Introduction

Research on family travel decision making has shown that the roles of husband, wife and children have evolved through the years. In a research conducted about 40 years ago husbands were found more dominant in travel decisions (Jenkins, 1978). This study was replicated by Litvin, Xu and Kang (2004) more recently and a decrease in husband's influence and increase in joint decisions were observed. Local food preference being one of the decisions made during travel, creates positive impact on the region through backward linkages between local food producers and tourism industry (Cohen, & Avieli, 2004; Torres, 2002; Telfer & Wall, 2000). An understanding of tourist preference of local food will serve this aim by providing information to tourism planners and local food producers.

## Problem Statement

Despite the collective nature of tourism activity, the research focusing on group behavior in tourism literature is limited. Since most people travel with groups, usually their families, it is important to collect information from all family members and to use it to understand the individual and collective experience.

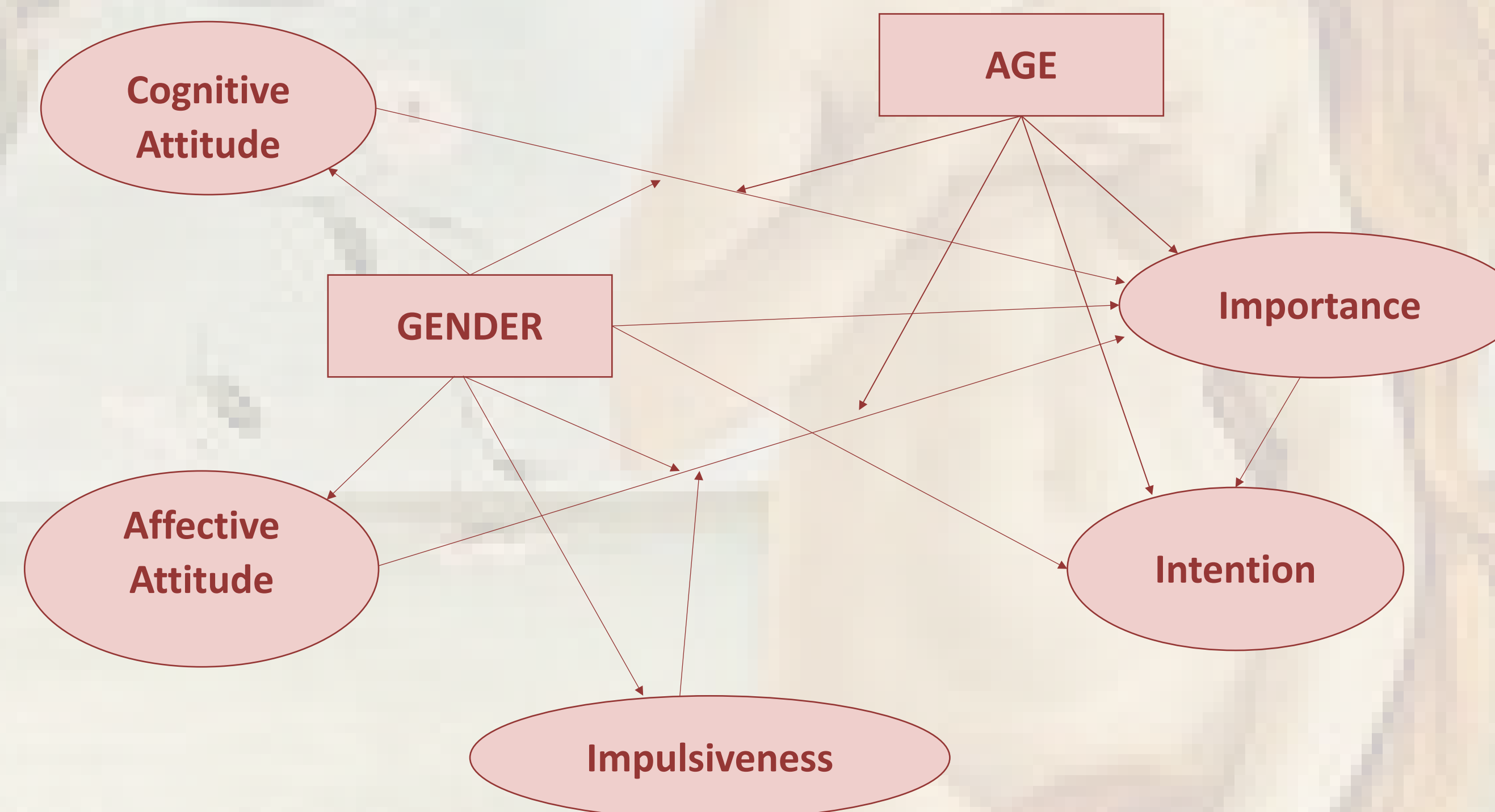
## Purpose Statement

The purpose of this study is to understand the influence of affective and cognitive attitude on the local seafood purchase intention of tourist couples visiting coastal areas of South Carolina by detecting the interdependency of these variables among couples through the use of Hierarchical Linear Modelling(HLM) as data analyzing technique.

## Methods

<b>Who?</b>	<b>How old?</b>
Mixed gender couples	Over 18
<b>Where?</b>	<b>Criteria?</b>
Charleston and Beaufort, SC	Not resident
<b>When?</b>	Eat oysters
October 2014	Travelling together

## Conceptual Model



## Implications

### Methodological

- High Inter-class correlation among variables indicated the cases in this study were dependent on each other.
- The interdependency of couples' answers were detected by measuring the variables at two levels
- Multi-level model provided more accurate results which decrease the chance of Type I and Type II errors.

### Practical

Women has negative attitude towards oysters!

The negative image of oysters could be changed by positioning and presentation of oysters through media channels.

Wildcaught oysters are still priority for all segments!

The information on the importance of aquaculture for sustaining natural resources should be conveyed to tourists.

## Limitations

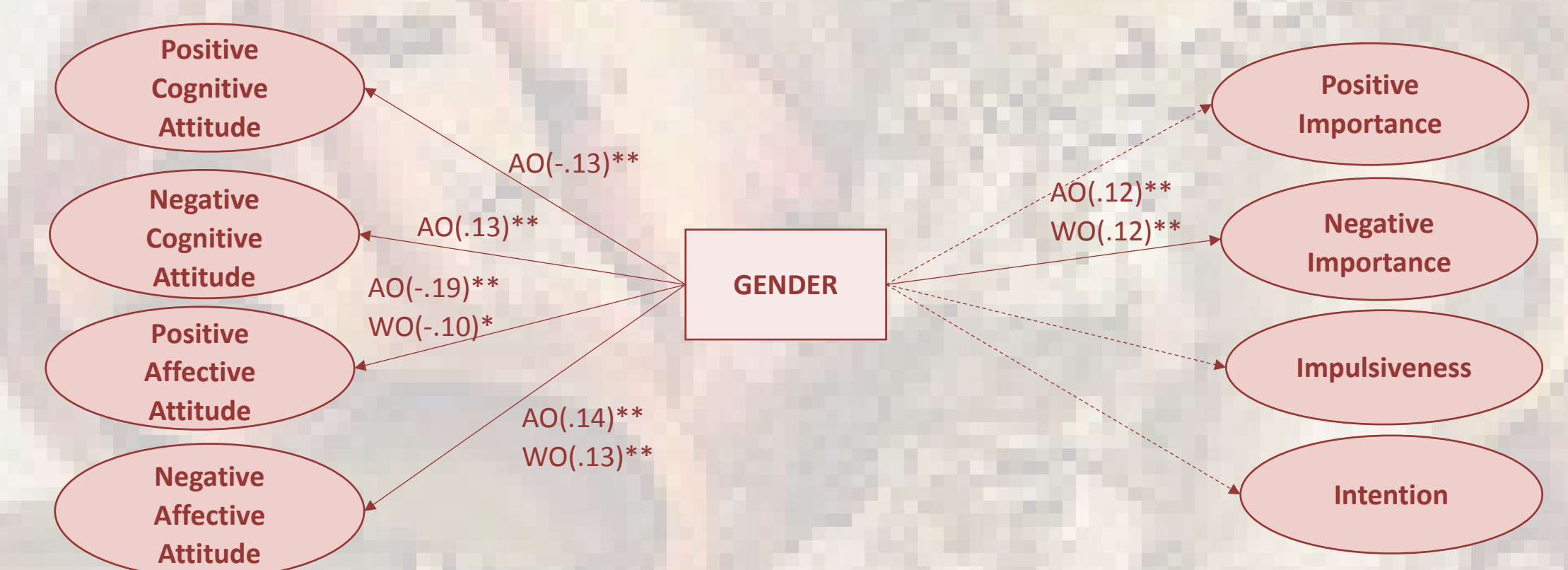
- Exclusion of same sex couples
- Oysters being main target
- Couples with children
- Interaction between couples
- Lack of knowledge on actual behavior
- Tourists' knowledge on source of food

## References

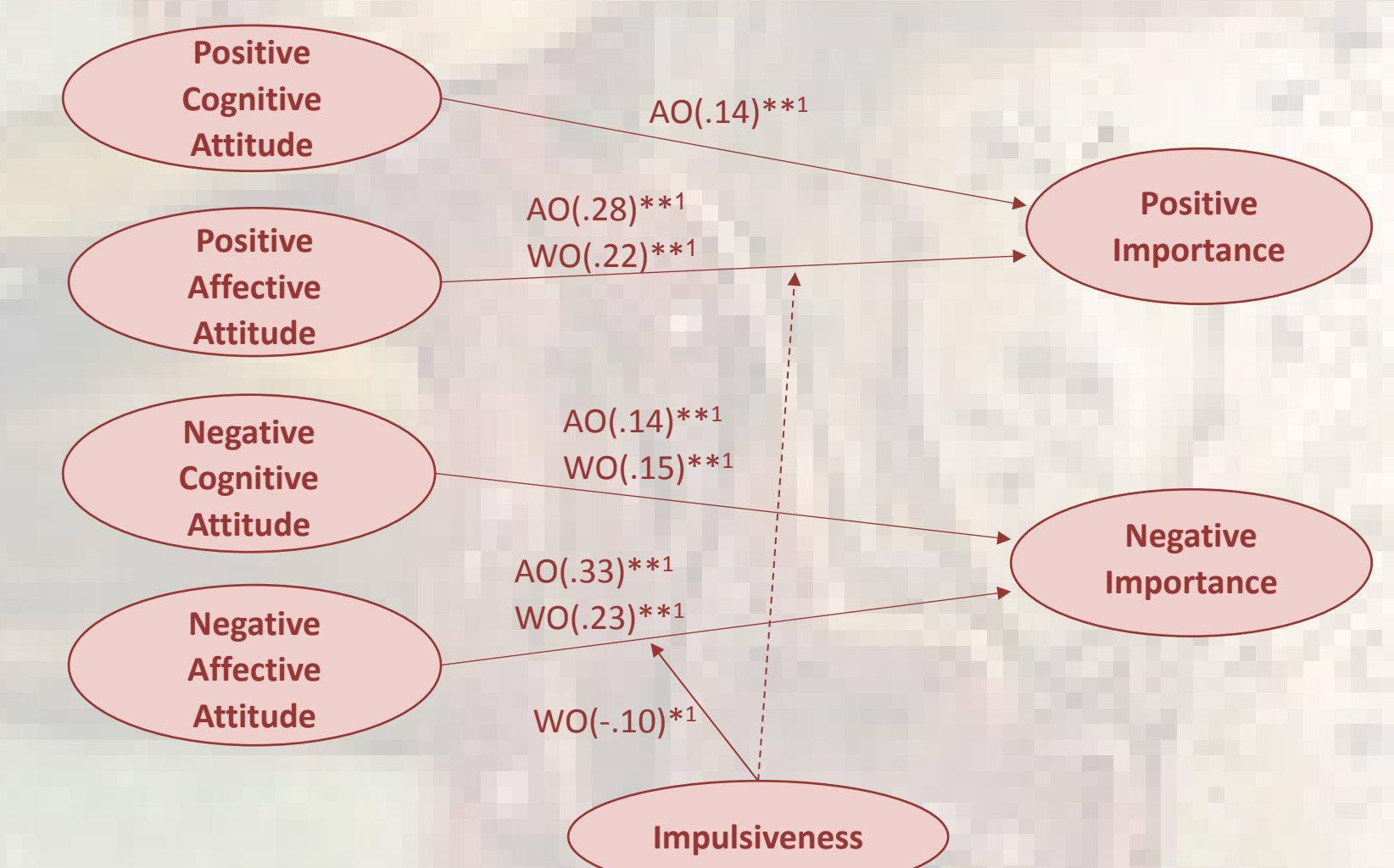
Cohen, E., & Avieli, N. (2004). Food in tourism: attraction and impediment. *Annals of tourism Research*, 31(4), 755-778.  
 Jenkins, R. L. (1978). Family vacation decision-making. *Journal of Travel Research*, 16(4), 2-7.  
 Litvin, S. W., Xu, G., & Kang, S. K. (2004). Spousal vacation-buying decision making revisited across time and place. *Journal of Travel Research*, 43(2), 193-198.  
 Telfer, D. J., & Wall, G. (1996). Linkages between tourism and food production. *Annals of Tourism Research*, 23(3), 635-653.  
 Torres, R. (2002). Toward a better understanding of tourism and agriculture linkages in the Yucatan: Tourist food consumption and preferences. *Tourism Geographies*, 4(3), 282-306.

## Results

RQ1: How does intention to purchase local oysters and the factors influencing it differ between men and women travelling together on vacation?



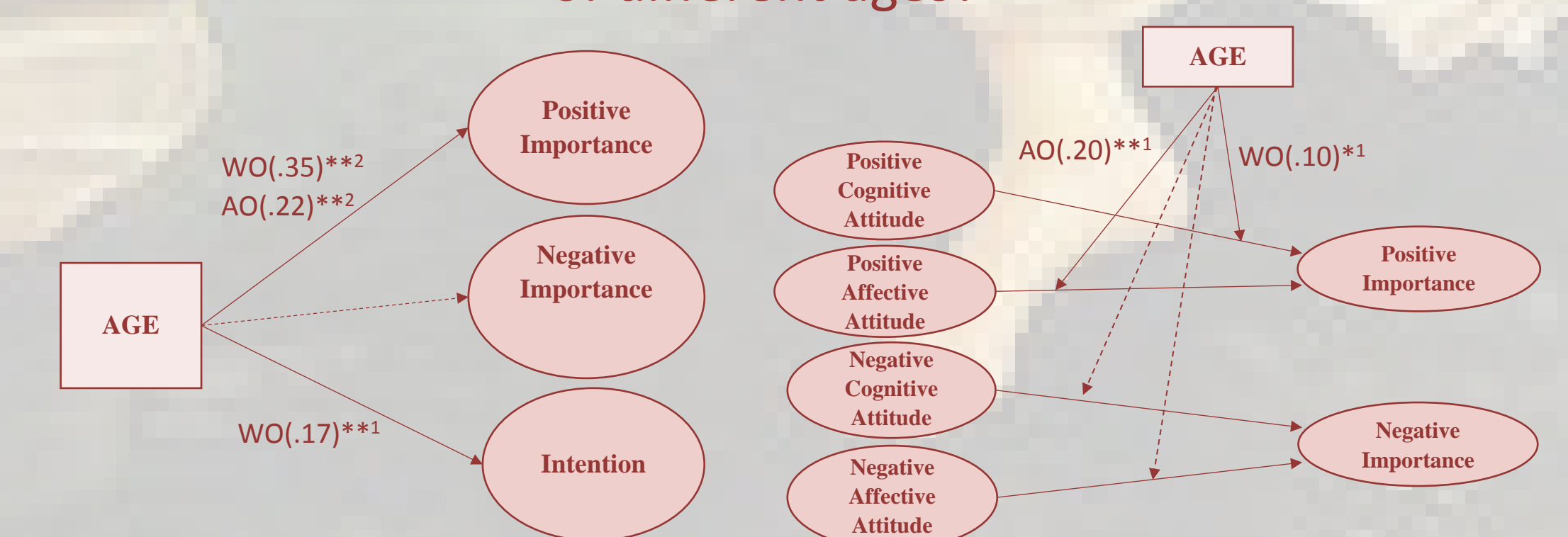
RQ2: How do cognitive and affective attitudes influence the importance of eating local oysters during a vacation?



RQ3: How does importance of eating local oysters influence intention to purchase local oysters?



RQ4: How do local oyster consumption intention and the factors influencing it differ between individuals and couples of different ages?



Note: WO: Wildcaught Oysters AO: Aquacultured Oysters \*P-value is significant at .05 level, \*\*P-value is significant at .01 level. No significant difference was showed by dashed lines. <sup>1</sup> significant at Level 1, <sup>2</sup> Significant at level 2