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Guliz Coskum
Clemson University

William C. Norman
Clemson University

DeWayne Moore
Clemson University

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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 dominant in travel decisions (Jenkins, 1978). This study evolved through the years. In a research conducted 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
Who?
- Mixed gender couples

Where?
- Charleston and Beaufort, SC

When?
- October 2014

How old?
- Over 18

Criteria?
- Not resident

Eat oysters
- Travelling together

Limitations
- Interaction between couples
- Lack of knowledge on actual behavior
- Tourists’ knowledge on source of food

Conceptual Model


References

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?