FOOD IN TOURISM:

EXPLORING INHERENT INFLUENTIAL FACTORS

IN FOOD DECISION PROCESSES OF TRAVELERS

By

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DEDICATION

To the ones I love…

My amazing wife Mayra

My inspiring mother Heyda

My caring grandmother Gina

My remarkable brothers Julio, Eduardo & Carlitos

My adorable nieces and nephews

And to my dearest friends…

Luz, Ricardo, Erwin, Manolo, Philippe & Silvio

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Abstract:

Food is a central aspect to the tourist experience and plays an important role to the millions of tourists worldwide. The purpose of this research was to explore the factors that have significant effects on the gastronomic choices of travelers who visit destinations with dissimilar food choices than those available in their home environments. An empirical analysis was performed to test an existing conceptual model (Mak, Lumbers, Eves, & Chang, 2012) was be modified and tested. The interaction between the predicting and the predicted variables was analyzed and a moderating variable, represented by involvement in the decision, was introduced into the existing model. The findings of the study report the factors that influence the decision making process with regard to local food purchases.

Base on the responses to a questionnaire by 330 U.S. based participants, the analysis revealed the significant factors in choosing to consume local cuisine at a destination. The dissertation's findings highlight the key role that Culture, Motivational Factors, and Food-related Personality Traits contribute to the propensity of travelers to consume local foods at a destination.

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CHAPTER I

INTRODUCTION

Introduction

Tourism serves as a mode for people to experience new things and to get away from the everyday patterns and routines they encounter in their lives. It is considered to be a way to meet "otherness" at the same time that it adds to the whole concept of leaving behind everyday parts of life while traveling away from home (Lee & Crompton, 1992). Food is a central aspect to the tourist experience (Quan & Wang, 2004; Richards, 2002). To some individuals, food is more influential than to others, but it nevertheless plays an important role to the millions of tourists worldwide. As a support factor, where the main reason for travel is different than a gastronomic focus, food also plays an important role in the satisfaction travelers will sense at the end of their trip (Mak et al., 2012b). For many, food becomes an important aspect of the memories they bring back from the experience (Fields, 2002).

Food is an essential element of the travel experience, not only for the obvious biological reasons; it is an instant approach into gaining access to another culture, being an integral factor of the overall travel experience (Croce & Perri, 2010). Studies show that food is widely recognized as an important factor in tourism, but its specific role is not always clearly defined (Tsai, 2013). Therefore, it is the purpose of this research to study the factors involved in a traveler's food

consumption choices while away from home and to improve the understanding of the role that food plays on travelers' experiences. The limited availability of research on the topic prompted the interest of the researcher in searching and developing for an improved understanding of said relationship. Mak et al. (2012b), in their conceptual research effort, developed a model that closest approaches the direction that this study pursues. In their conceptual model, presented in Figure 1.1, a series of five factors are indicated as having an impact on the tourist food consumption at a destination. In the current study, the researcher's intent is to utilize the Mak et al. (2012b) model and test it empirically, while at the same time examine the introduction of a moderator, and present the likelihood of an effect on the predicted variable.

Purpose of Study

The purpose of this research is to explore and to provide empirical evidence of the factors that impact food choices travelers make while away from home. The planned focus is specific to understanding the factors that impact food consumption of local fare and the significance of these different variables affecting their decision.

This study will explore the factors that have significant effects on the gastronomic choices of travelers who visit destinations with dissimilar food choices than those available in their home environments. The concepts and models of consumer choice were used in order to validate the proposed framework related to food choice for tourists, as well as formulating the research questions.

The area of gastronomy and its relationship with tourism and hospitality has a limited amount of literature available, therefore this study seeks to add to that body of knowledge specifically looking at the role that food plays within tourism and traveler's choices.

Background

Human food choice is a complex function of a multitude of influences (Furst et al., 1996). After years of viewing food at tourist destinations as a support element to the traveler experience (Godfrey et al., 2000), new ways moving forward view food as an important component of the destination's offerings. Moving forward in tourism research includes arguing that "local food" has the potential to enhance the visitor experience by connecting consumers to the region and its perceived culture and heritage (Sims, 2009). A growing interest is being fueled by an increasing number of destinations utilizing their gastronomic resources for promoting and differentiating themselves from other destinations, including countries like Australia, New Zealand, Italy, and Singapore (Chang et al., 2010; Cohen & Avieli, 2004; Scarpato, 2002).

In order to explore the behavior of tourists as it relates to their food consumption while traveling, it is imperative to look at the factors involved in the decision process. It is generally acknowledged that human eating behavior, which is influenced by cues from foods, the body, and the social and physical environment, is affected by and associated with emotions (Desmet & Schifferstein, 2008). Travelers experience food with their senses and create greater memories of such occasions that trigger either positive or negative feelings (Hall et al., 2003). Traditionally, sensory aspects of foods have been proven to be the most important factor in food choice (Magnusson et al., 2001; Torjusen et al., 2001; Wandel & Bugge, 1997). These determinants include sensory aspects of food like taste, odor, texture characteristics, combined with the influence of non-food effects like cognitive information, the physical environment, social factors (Bell et al., 1995; Eertmans et al., 2001; Rozin & Tuorila, 1993). Although various food choice models reflect the complexity of understanding food choice behavior (Caplan et al., 1998; Conner, 1993; Furst et al., 1996; Parraga, 1990; Shepherd, 1989), few studies have investigated the potential influences of the food-related personality traits (Eertmans et al., 2005), specifically those associated with the foods choices while traveling.

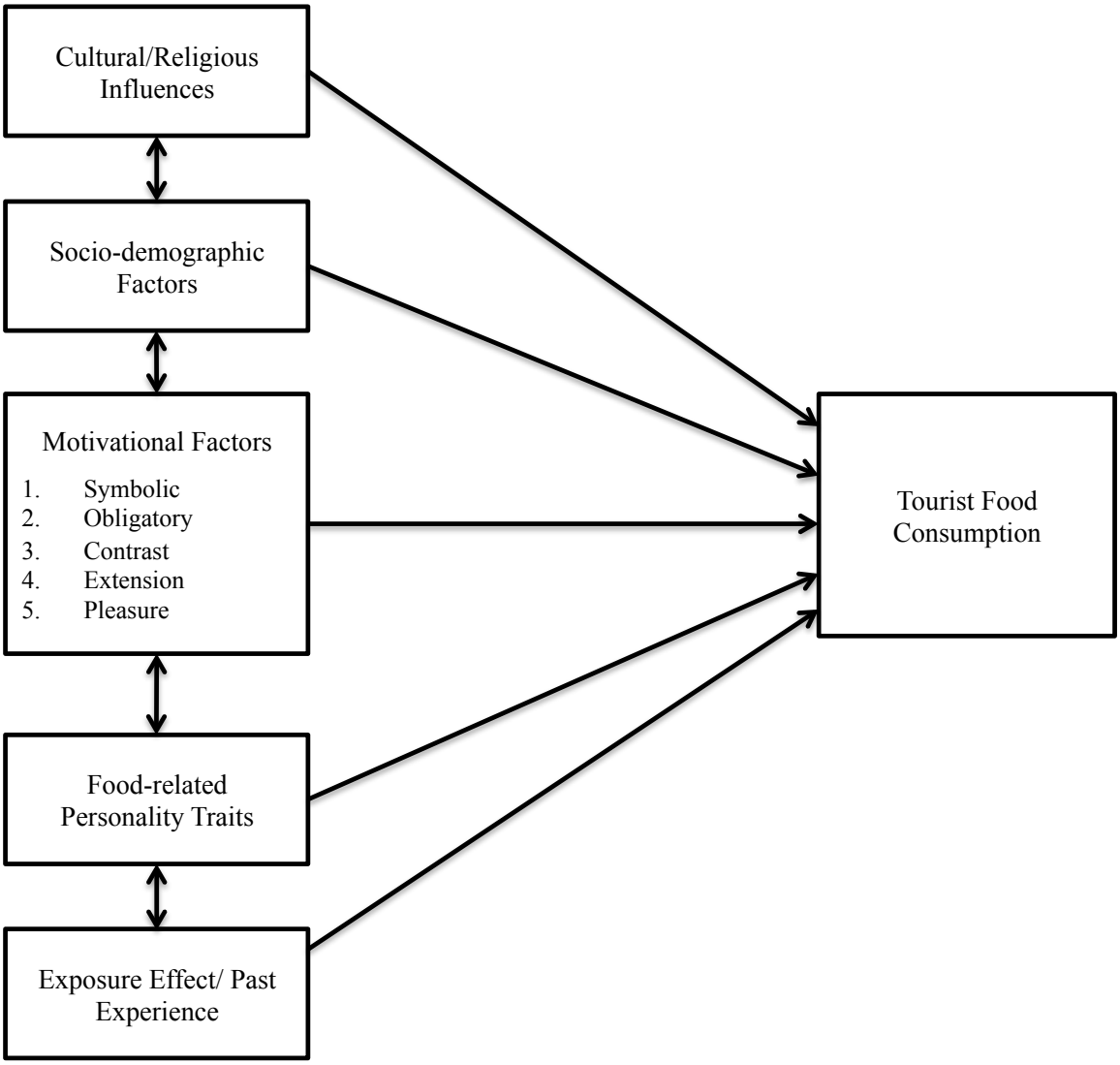
Previous studies in the area of social psychology and marketing have found great success in using a behavioral intention model, the Theory of Planned Behavior (TPB), to explain the consumer's food choice behavior (De Cannière et al., 2009). Relevant literature on the topic reiterates that:

> "Studies of consumer behavior in the area of food tourism are rare and, as a result, the picture we have of the food tourist, is at best sketchy, and considerable amount o f research is required to understand food tourism consumer behavior more effectively. To date the material that does exist has been borrowed from more general tourism studies or has been inferred from studies not directly related to tourism" (Hall et al., 2003, p. 80)

Considering the previous statement, it is one of the interests of this study to understand what motives determine the consumer's attitudes, based on past experiences, towards new or unknown foods while traveling away from home.

In their research, Mak et al. (2012b), identify the prominent factors affecting tourist food consumption. By using a multidisciplinary approach. Their study conveys a comprehensive understanding of the phenomenon that forms the basis for the current research. The researchers reviewed previous studies in the hospitality and tourism and synthesized insights from food consumption and sociological research. They identified five socio-cultural and psychological factors influencing tourist food consumption: cultural/religious influences, socio-demographic factors, food-related personality traits, exposure effect/past experience, and motivational factors. Their findings serve as the basis for the current research, the model is presented below, on Figure 1.1.

Figure 1.1: The Mak et al. (2012b) conceptual framework explaining the factors influencing tourist food consumption



Need for the Study

Tourist food consumption, a crucial form of tourist consumption, has largely been neglected in the hospitality and tourism literature (Cohen & Avieli, 2004). This neglect was due to the traditional notion that food is a supporting resource (Godfrey et al., 2000) which supplements a destination's appeal to its tourists, and also to the conventional view that eating

while traveling is a supporting consumer experience (Quan & Wang, 2004). The need for research on this essential aspect of hospitality and tourism, for travelers, businesses and destinations, has been urged by a number of researchers (Chang et al., 2010; Cohen & Avieli, 2004; Stewart et al., 2008).

Recent years have witnessed a surge of research interest in food consumption in tourism, covering areas such as food service (Sheldon and Fox, 1988), local food consumption (Kim et al., 2009; Ryu and Jang, 2006; Torres, 2002), food/gastronomic experiences in tourism (Chang et al., 2011; Kivela and Crotts, 2006, 2009), and tourist food preferences and choice (e.g., Chang et al., 2010; Torres, 2002). In the effort of continuing the research in this area, the study seeks to answer unasked questions in the subject, since little research has systematically and comprehensively explored the factors affecting tourist food consumption (Mak et al., 2012b).

Objectives for Study

There are three objectives to the study:

1. Explain the relationship between the factors influencing travelers' food decisions and their propensity to consume local foods at the tourist destination.
2. Explore if and to what degree the factors impact each other within the group of predicting variables.
3. Identify if and how the aspect of involvement in the food decision process moderates the relationship between the factors influencing travelers' food decisions and their propensity to consume local foods at the tourist destination.

Research Questions

Research Question 1: Can the propensity for local food consumption of travelers be empirically tested utilizing the conceptual model proposed by Mak et al. (2012b)?

Research Question 2: Does the level of involvement in the food purchase decision, by an individual, impact the relationship between the main factors in the model and the propensity for travelers to consume local foods?

Significance of the Study

The focus of the current literature on the subject tends to be on developing theoretical understanding, and conceptual in nature. There is a noticeable lack of empirical studies that relate to the tourists' food choices while away from home, in particular when looking at local food consumption. It is the intent to assist in filling this gap by providing a realistic picture of what the tourist behavior is and the role that food plays in the travelers' experience.

The study seeks to add an empirical explanation of travelers' food related-behaviors to the literature in Tourism and Hospitality. The contributions are not limited to the academic literature body, but also will offer managers and service providers a better understanding of targeted travelers that reach their destinations. The study provides practical information that may assist in better strategic planning, marketing plan development, and product and/or service development that focuses on the travelers' preferences for local food items.

Definition of Terms

For the purposes of this research study, the following terms will be used throughout; therefore a set of definitions is provided:

Culinaria

A country's or region's dishes, foods, and food preparation techniques, which give rise to the country's or region's distinctive cuisine.

Culinary Tourism

Experiencing and participating in the food ways of other people which include but are not limited to consumption, preparation, and presentation of food items (Long, 2004). Food tourism is the "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food and tasting and / or experiencing the attributes of a specialist food production region are the primary motivating factors for travel" (Hall and Mitchell, 2001). Culinary tourism is not only associated with eating and drinking, but also events ranging from food festivals to farm visits (Canadian Tourism Commission, 2002).

Exposure effect

Food consumption literature identifies that the exposure to certain foods leads to an increased preference for those particular foods, as familiarity increases with repeated exposure. Previous experience with a food that impact food consumption behavior of the individual. Barker

(1982) found that in the case where individuals' past experiences with food items contribute to the development of food memories, associated with the sensory attributes of the food.

Food neophilia

In this study, food neophilia is defined as the love for new or novel food items. It can be defined as the inclination of individuals to consume new foods.

Food neophobia

Food neophobia, being the antithesis of food neophilia is defined as the unwillingness of individuals to consume new and different foods.

Food-related personality traits

Defined as the characteristics that exert influence on a broad range of food-related behaviors. The two main types of traits can be identified from the tourism literature are food neophobia and variety-seeking.

Gastronomy

Defined for this research as study of food and culture. It involves the study of food, wine and culinaria.

Gastronomic tourism

Expands on the definition of culinary tourism to include culinaria and wine aspects to the reasons for traveling to a destination.

Gastro-tourist

The person that plans their travels around activities that involve gastronomic aspects, including visitations to producers, food and beverage establishments and other gastronomic related activities such as festivals. In starting to define who the gastronomic tourist is, Kivela and Crotts (2006) state that it is someone who is seriously involved in gastronomy is often involved in tasting, preparing, experiencing, experimenting, researching, discovering, understanding, and writing about food, and, usually but not exclusively, about wine.

Involvement

The level of a consumer's personal relationship with a product or service including perceived importance, value, and risk

Local Food Consumption

For the purpose of this study it is defined as the purchase of items distinctive, characteristic or indigenous to the destination.

Limitations of the Study

Food consumption behavior is affected by a wide range of interacting factors (Köster, 2009), the proposed framework, although a step in the right direction, does not incorporate all possible factors, described in the second chapter, that affect tourist food consumption.

Additionally, several marketing studies have demonstrated that the tourist market is not homogeneous. Surprisingly, however, examination of segment-based satisfaction has attracted only limited attention from researchers Yüksel and Yüksel (2003).

Organization of the Study

Chapter 2 reviews the literature relevant to the factors involved in the tourists' gastronomic choices and how these influence the outcome of how they choose what to eat. Chapter 3 provides the model to be tested in the study, the testing methodology and sources of data for the study. Chapter 4 will present the analyses of findings of the study. Chapter 5 will discuss the conclusion and makes recommendations for further research.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The focus of this chapter is to present a review of the literature associated with food consumption in tourism, emphasizing the relation between the factors involved in the decision process to consume local food and beverage when away from home. A review of the theoretical constructs in the study provides a better understanding of the proposed model in order to study tourist food consumption. The constructs in the study are cultural and religious influences, socio-demographic factors, motivational factors, food-related personality traits, exposure effect and past experience. Involvement is introduced as a moderating variable to better understand the relationship between the previously mentioned factors and the local food purchase decision of the traveler, focusing in particular in the consumption of local foods at the travelers' destination.

Food Consumption Away from Home

An essential aspect while traveling is to be able to consume food in order to satisfy the biological need of the individual. It is of importance for many to combine the aspect catering to this biological need with the social elements involved in this activity (Mak et al., 2012b). Eating out, as a concept, is described as a form of food consumption, involving the preparation of food

items by another person, in a different environment, with a social element to it (Warde & Martens, 2000). The eating-away-from-home concept has evolved from the public eateries of the Sung Dynasty in China, Ancient Greece and Rome, the inns and taverns of the Middle Ages, to the more relevant restaurant concepts of the 18th century in France (Warde & Martens, 2000). By the 20th century, dining out was established as a form of entertainment and pleasure, becoming part of a social lifestyle (Burnett, 2013). The evolution of the eating-out concept continues, as people's interests constantly change. Non-traditional trends are gaining traction in the foodservice options preferred by travelers to certain destinations, including the food truck concepts and a strong preference for food hawkers' fares (Henderson et al., 2012). These movements are appealing to both locals and travelers in various world regions.

Individual appreciation for food varies with each person, as well as the circumstances. For some, eating out is a way to acquire a convenient meal option, for others, it becomes an opportunity to enjoy something new, to share with others and to learn about items they have never tried (Köster, 2009). Apart from the satisfaction of the biological need for eating, restaurant establishments provide with an environment where people can spend time enjoying food and beverage items with their friends and/or family (Warde & Martens, 2000). Individuals differ in their preferences for elements like where food is prepared and provided, from simple service of basic foods to the upscale environment where luxury items are served. The reasons are different as well as the goal achieved, not only by individual, but by situation within the same individual (Khan, 1981).

Dining while Traveling

Based on the preferences of the individual embarking on a trip, food serves a different purpose. When observing the pattern of consumption by individual, it is possible that there is a fluctuation dependent on the situation or circumstances (Khan, 1981). For example, it may vary

by trip taken, for the same individual, within the same trip; a person traveling for business purposes, that partakes in a business lunch meeting in a local full service restaurant, and later the same day, dines in a completely different environment with his or her partner, colleague or friends. The restaurant chosen for each activity will reflect the needs they are trying to fill in that particular instance. An important consideration, other than purpose of travel, is the budget available to spend on food and beverage, as well as the source of that budget (Hong et al., 2005). In the study analyzing household food expenditures while on trips, Cai (1998) finds the average to be 28% of the trip budget. The research found that in the case of a business trip, individuals tend to be more flexible with their spending, although not with their time, while the opposite tends to be the case for a leisure traveler. Another consideration for travelers is the time spent on food related activities and the variation that occurs depending on factors like time constraints, level of interest in food, nationality, etc. According to Hamrick et al. (2011), there is significant difference between the time spent on food related activities dependent on factors such as the nationality of the individual partaking in the activity.

As mentioned in prior sections, there is a predominant perception in which food is seldom the key reason for visiting a destination, and more often than not, is only considered as part of the overall destination experience (Hjalager & Richards, 2003). However, food is fast becoming one of the most important attractions, or drivers, as tourists seek new and authentic experiences and alternative forms of tourism (Crouch & Ritchie, 1999). Nowadays, food has surpassed the functionality of satisfying tourist physiological needs as part of the basic requirement for tourist consumption (Quan & Wang, 2004). In the following section, a concept highlighting the importance many individual travelers attribute to food related activities as a tourism driver is presented.

Gastronomic Tourism

According to Kivela and Crotts (2006), gastronomy is the study of the relationship between culture and food and closer look at the concept shows that it is a body of knowledge with roots in all major classical civilizations; however, in the hospitality and tourism contexts, gastronomy is a relatively new area of study. It has gained an important role in today's society, and the peculiarities that make it distinctive for each culture have brought it to the top of many people's interests when traveling to new destinations(Ab Karim & Chi, 2010).

Considering the many reasons and motivations that people have for traveling, gastronomy is increasingly identified as a motivator for choosing a destination (Fields, 2002; Kivela & Crotts, 2006). Gastronomy is fundamentally known as the art of cooking and good eating. This definition, although useful in providing a basic understanding of the concept of food related interests, does not provide with a complete panorama. A more complex representation of the concept is provided by Kivela and Crotts (2006), where gastronomy as a subject encompasses not only food, also wine and what they define as *culinaria*. The term culinaria refers to a country or region's dishes, foods, and food preparation techniques, which give rise to their distinctive cuisine. It is the study of the relationship between food, beverages and culture. According to Deneault (2002), culinary tourism goes well beyond the dining experience, it includes a variety of cuisine and/or agro-tourism activities developed for visitors involving food and beverages. Deneault (2002) states that these can range from food festivals to farm visits and factory tours, and often involve the cultural discovery of a region's unique dishes. It encompasses the activities of preparing, tasting, experiencing, experimenting, researching, discovering, writing about, and understanding what we eat. It is a complex and multidisciplinary activity that includes elements of science, history, literature, music, philosophy, anthropology, sociology, psychology, agronomy, geology, and geography.

Gastro-tourism, or culinary tourism, involves activities planned with a food and beverage focus as a primary activity during the travel. Even though gastronomy is a body of knowledge with roots in all major classical civilizations, in the hospitality and tourism context, it is a relatively new area of study (Kivela & Crotts, 2006). The concept can also be interpreted as the type of tourism where travel is organized around cooking schools, wineries, restaurants, and food festivals (Long, 2004). Culinary tourism is not only associated with eating and drinking, but also events ranging from food festivals to farm visits (Ab Karim & Chi, 2010). Gastronomic tourism is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being, it is about the experiencing of food in a mode that is out of the ordinary, that steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference (Long, 2004). Understanding that there are numerous factors involved in the decision processes of food consumption at a destination, with a particular interest on local fare, this research pursues to study such factors, and to obtain a better understanding of the motivators that drive tourists in their decisions to seek foods at their chosen destinations.

Factors Impacting Travelers' Food Consumption Away from Home

Food researchers coincide in the understanding that the factors impacting food consumption while away from home can be grouped into three general classifications: the individual, the food, and the environment (Randall & Sanjur, 1981). The food items contribute sensory attributes such as flavor, aroma, texture, and appearance. The environment provides cultural, social, economic and physical influences. The individual, socio-cultural, psychological, and physiological factors are recognized to exert direct or indirect effects on food consumption behavior. Among the categories, factors relating to the individual are widely accepted to be

extremely crucial in explaining the variations in food consumption (Rozin, 2006), these being the focus for the current research.

In developing a theoretical model to explain the factors influencing tourists' food related decisions, Mak et al. (2012b) adapted the theoretical model Randall and Sanjur (1981) established, that categorizes the factors influencing food preferences into the individual, the food itself, and the environment. In the present study, the Mak et al. (2012b) proposed model is adapted to include the potential factors affecting food consumption in the context of tourism, as it is presented, in addition to studying a moderating effect by an additional variable, while focusing in local food consumption.

Food in the destination presents factors like sensory attributes, food content, and cooking methods. The destination environment contributes factors such as gastronomic identity, marketing efforts, service encounter, and service landscape (Chang et al., 2011). These factors can be more complex than food consumption in the travelers' home settings, since there is substantial variation in the food and the environment factors. Travelers' previous attitude towards food and eating may change, and a different set of motivations may influence their preferences and choices for food in the away-from-home environment. The focus of this study is on the travelers' food consumption of local food consumption, the influential factors relating to the travelers' propensity to consume local foods at a destination are elaborated on in the following sections.

Cultural & Religious Influences

Culture and religion have traditionally been acknowledged as significant factors that affect the overall food consumption of individuals (Saroglou & Cohen, 2011). Religion, according to Cohen (2009), is a socially sustained system of transmitted beliefs, values, norms, symbols, and practices, can be conceived as itself constituting culture, a form of culture, in the

same way that ethnicity, region, and socioeconomic status define distinct cultural systems, each with its own beliefs, values, norms, symbols, and practices. With this in mind, combining both culture and religion as one variable for this study is justified. Cohen (2009) continues with the following rationale, the possibility of implying bidirectional influences between religion and culture.

Culture is the prime determinant of consumers' attitudes, behaviors and lifestyles, and therefore, the needs that consumers satisfy through the acquisition and use of goods and services (Cleveland & Laroche, 2007). The researchers continue to define culture as very abstract and complex, and consequently, few have agreed on a common definition for the concept. According to Goodenough (1981), culture is a system of shared cognitions. It can additionally be described as a system of knowledge and beliefs (Rossi & O'Higgins, 1980). A culture is seen as a unique system for recognizing and systematizing material singularities, behaviors, things, events, and emotions by Goodenough (1981), which continues to define it as a shared set of characteristics, attitudes, behaviors, and values that help groups of people choose what to do and what approach to take. Culture is generated by the human mind by means of a set of rules or an unconscious logic (Rossi & O'Higgins, 1980). Among the many existing definitions of culture, several common threads are identifiable: culture is a learned, transmitted, and shared phenomenon (Cleveland & Laroche, 2007). It guides the behavior of a particular group in all affairs of life and designates the socially standardized activities of people, including the human foodways (Mak et al., 2012b).

In food-related matters, culture is a major determinant affecting the types of ingredients that a person considers appropriate to eat (Atkins & Bowler, 2001; Logue, 2004). It defines how food is classified as acceptable or unacceptable, good or bad within a particular shared group (Mäkelä, 2000). Culture in the same way forms a perception in the individual regarding the foods and food qualities that are adequate in terms of their sensory properties (Prescott et al., 2002).

This process is manifested in the existence of culturally specific flavor principles and profiles. Basic foods, cooking techniques, and flavor principles are the three key factors that differentiate a cuisine (Rozin & Rozin, 1981). Flavor principles and profiles referring to the distinctive seasoning combinations characterize the different cuisines.

Another perspective regarding the impact of culture on food-related behavior points to understanding the process of consumer acculturation. Consumer acculturation is a subset of acculturation, focusing on how individuals acquire the knowledge, skills, and behaviors that are appropriate to consumer culture (Peñaloza, 1989). From a consumption perspective, in certain situations, this results in the direct adoption of the alternative, foreign or global behavior, a mixing of alternative behavior with local elements, hyper-identification with the culture of origin, or in other situations, the outright rejection of consumption behavior (Cleveland & Laroche, 2007).

Focusing on the second element of the variable, the religious upbringing of individuals has a crucial effect on their food choice and consumption (Khan, 1981). Religious beliefs have strong influence on food consumption when certain foods are prohibited as is the example in Islam and Judaism, particular preparation methods are mandated (e.g., halal, kosher), or fasting or feasting practices are observed (e.g., Ramadan) (Packard & McWilliams, 1993). These practices and restrictions can result in stable and rigid food habits (Khan, 1981) and thus, not just affect food consumption in a person's home environment, but also when traveling. In the example of Muslim tourists, Islamic teachings regarding food consumption have organized the food broadly into halal and haram, translating into acceptable or prohibited. It is obligatory for Muslims to eat only halal food even when they are in foreign destinations (Bon & Hussain, 2010). Hassan and Hall (2003) present one of the few attempts in examining how religious beliefs have impacted the food consumption behavior of Muslim tourists visiting New Zealand. They found that a large proportion of the sample (82.2%) would always look for halal food when traveling in New

Zealand, and a majority of them (39.6%) stated that they always prepared their own meals due to a lack of knowledge of the availability of halal food in New Zealand. Alternatively, (Cohen & Avieli, 2004, p. 760) indicate that "while on tour, many Israelis tend to relax their avoidance of non-kosher food, but remain extremely worried about hygiene and about culturally unacceptable food such as dog, cat, and reptile meat". This reiterates the argument that given the transient nature of tourism, even kosher-observant tourists might take on greater psychological openness to experimentation with new foods or foodways when on vacation (Rotkovitz, 2004).

Religion's impact on food throughout history is evident, this because both religion and food are part of life and part of the celebrations of major lifetime milestones, the two remain entwined in every modern culture (Dugan, 1994). In their research, Just et al. (2007), present the idea that belief systems and their resulting social norms have a substantial impact on food decisions. Religious beliefs impact food decisions directly as would be the case for those individuals following kosher and halal laws (Regenstein et al., 2003). They establish that it is not enough to know the distribution of religious populations, but that it is important to understand their level of observance as this has a direct impact on food choice.

According to Dugan (1994), religious practices and teachings have promoted or prohibited various foods, have dictated the planting and harvesting of crops, and were an early source of information on healthy versus unhealthy food substances. Some religions have incorporated alcohol into religious ceremonies, while others have discouraged or forbidden its use altogether (Dugan, 1994).

When looking at culture and religion in a combined variable, past tourism studies have recognized their impacts on food consumption of travelers. In their study, Pizam and Sussmann (1995) indicate that in observing Japanese, French, and Italian tourists there was noticeable avoidance of local foods while in host destination and preference of always eat their culture's

cuisine; while in American tourists there was observation of minor but noticeable preference for local foods in the host destination. In a related study, March (1997) study, which involved interviews with several stakeholders in the travel industry, identified a number of behavioral parallels and variances between travelers from five Asian outbound markets (Indonesia, Japan, South Korea, Taiwan and Thailand). One of the behavioral variances is food consumption pattern, which was affected by cultural or religious factors. As March (1997, p. 234) states, 'as Muslims, Indonesians require specially prepared halal food, while Koreans have a strong preference for their own cuisine'. In their study on the role of food service in destination choice, Sheldon and Fox (1988) found that Japanese tourists tended to be less willing to try new foods as compared to U.S. and Canadian travelers vacationing in Hawaii. Another study found discernible differences in food consumption and preferences amongst Yucatan tourists of different nationalities and tourist-types (Torres, 2002). Torres (2002) found that while there was considerable demand for Mexican food, tropical fruits, and organic foods amongst all tourists in the sample, demand appeared to be greater amongst non-American and 'off- beat' tourists. Interestingly, many of the above studies lend support to (Cohen & Avieli, 2004, p. 775) argument that "Asians abroad tend to be less disposed than Westerners to partake of the food of *others*, and are more dependent than the later on establishments providing their own national cuisines".

Mak et al. (2012b) found that relatively little is known about the extent to which, and in what specific aspects, culture and religion have impacted food consumption in tourism. A number of tourism studies have shed more light on the topic, for example, Tse and Crotts (2005) propose a link between tourist culinary choice and their national culture. Their findings indicate that respondents from low uncertainty avoidance index countries (Hofstede, 2001), that is where people are less risk-averse, patronized a greater number and diversity of culinary offers in Hong Kong, compared with respondents from high uncertainty avoidance countries. This presents an interesting proposition that national culture, in particular the risk-aversion domain, can exert

significant collective influence on tourist food consumption. On the other hand, Chang et al. (2010) found that tourists' culturally specific core eating behavior is a crucial factor affecting their food preferences on vacation. Tourists are generally more willing to accept changes in secondary foods (i.e., foods eaten widely and often, but not daily) and peripheral foods (i.e., foods eaten sporadically) on vacation yet tend to remain loyal to core foods (i.e., staples that are consumed almost daily). This supports the core and peripheral foods model in food consumption literature (Kittler & Sucher, 2004), which suggests that core foods are closely associated with culture and religion and face the biggest resistance to be changed or modified. Likewise, Chang et al. (2011) found that tourists' own food culture can exert a great deal of influence on their perceptions and evaluation of foreign foods, predominantly in terms of flavor and cooking method. The findings highlights the importance of understanding cultural distance (McKercher & So-Ming, 2001) and culturally specific flavor principles (Rozin & Rozin, 1981) between tourists' native food culture and the host food culture and the impact on the travelers' food consumption.

To sum up, food behavior has social, cultural and religious connotations resulting from acquired knowledge as well as carefully selected and maintained traditions, food has historically been intimately woven into the life fabric of a society (Shatenstein & Ghadirian, 1998). In Axelson's (1986) study, reference is made to a number of different studies alluding to how cultural and religious differences within the US impact food choices of different populations. The impact of culture and religion on food preference is immense and varied (Axelson, 1986). Traditions regulate the pattern of exposure to foods, the nature of foods, their flavoring and preparation (Rozin & Vollmecke, 1986). Based on the gap in literature regarding the role of culture and religion in travelers' local food consumption the following hypotheses were developed and tested.

H_{1A}: A person's culture predicts his/her propensity for local food consumption while traveling away from home.

H_{1B}: A person's religion predicts his/her propensity for local food consumption while traveling away from home.

Socio-demographic Factors and Food Consumption

The second variable in the study focuses on an individual's socio-demographic factors, generally including indicators like gender, marital status, age, education, income, and occupation. These aspects reveal the socio-economic and demographic status of a person. Socio-demographic factors are related to cultural background and assist in investigating socio-economic and demographic variables as within-culture determinants of the consumption of food. In previous food consumption research, socio-demographic factors are documented as being important variables in clarifying variations in food consumption in different contexts (Furst et al., 1996; Khan, 1981; Randall & Sanjur, 1981). Evidence points out that age, gender, and social status are important in accounting for variations in food preferences. Khan (1981) explains that due to the diminished taste and olfactory sensitivity, the elderly tend to display different preferences towards food when compared to a younger population. In the case of Rozin (2006), the researcher explains that avoidance of meats, concerns about weight, and low-calorie foods preference are greater in women in the United States.

In another example, the functional relationship between factors like household income and food consumption (most often measured as monetary value of food consumed) is expressed by the Engel demand curve. According to Engel's law, when there is an increase in personal income, there is a decrease in the relative importance given to the sum of money spent on food purchases as compared to other expenses, this may result in an absolute increase in expenditure (Axelson, 1986). Prior tourism research shows how tourist food consumption is swayed by socio-demographic factors. Tse and Crotts (2005) found that tourists' age was negatively correlated

with the number and range of their culinary explorations. It proposes that the elderly traveler may consume a lesser range of foods offered in a destination. Kim et al. (2009) also identified gender, age, and education as socio-demographic variables that affect travelers' food consumption at a destination. Female interviewees were found to be more interested in and excited about tasting local food when on vacation. Elder individuals and people with a higher education level were found to be more concerned about health and had a stronger desire to understand and experience foreign cultures through local food consumption (Kim et al., 2009). With the previous facts in mind, it is important to understand that using socio-demographic factors to explain variations in tourist food consumption is not completely straightforward. Khan (1981) indicates that factors like education, occupation, and age, which fall in the socio-demographic category, have an interrelationship. The previous researcher argues that people with a higher education level might have a higher social-status occupation and can be older; therefore these factors are not independent from each other. Even with this shortcoming, socio-demographic factors provide important means to examine how socio-economic and demographic variables serve as within-culture determinants of tourist food consumption.

Food being considered a social marker, helps identifies an individual's group (Rozin, 2006), continuing to argue that social status is one of the pervasive factors affecting types and quantities of foods eaten and the observed meanings of such foods. From a sociological perspective, Barthes (2012) establishes that food preferences vary according to the social class to which the individual belongs to. The researcher emphasizes the suggestive power of food in stating that certain foods can be used to signify concepts such as tradition, modernity, masculinity, femininity, superiority, and inferiority (Wood, 1995). Food reflects the social status and self-identity of an individual (Mak et al., 2012b). Bourdieu (1984) emphasizes that the differences in food preferences are related to social class. For example, middle-class individuals who are rich in cultural capital (knowledge and experience that people gain through the course of

their lives which facilitates success, perhaps more than someone with less cultural capital) tend to be keen to cultivate a taste for exotic and foreign foods to maintain distinctiveness (Bourdieu, 1984). Heldke (2003) assures that this cultivated taste in foreign cuisine can enhance an individual's sophistication level, which is important for fostering stature in other social situations. Cultural capital theory is particularly relevant in explaining social class differences in food consumption behavior in tourism. Chang et al. (2010) recognized that a number of middle-class Chinese travelers believed that eating Australian local food would enable them to acquire new food knowledge so that they could have the capacity to discuss and evaluate Australian food. Other than socio-economic and demographic status, social class and cultural capital are important notions in understanding the variations in tourists' food consumption behavior. Taking into consideration the discussions above presented the following hypotheses were developed and tested.

H_{2A}: A person's age predicts his/her propensity for local food consumption while traveling away from home.

H_{2B}: A person's income predicts his/her propensity for local food consumption while traveling away from home.

H_{2C}: A person's education level predicts his/her propensity for local food consumption while traveling away from home.

H_{2D}: A person's marital status predicts his/her propensity for local food consumption while traveling away from home.

H_{2E}: A person's gender predicts his/her propensity for local food consumption while traveling away from home.

H_{2F}: A person's ethnicity predicts his/her propensity for local food consumption while traveling away from home.

Food Choice Motivational Factors

There are a number of studies that demonstrate that motivational factors can significantly affect the traveler's food consumption. Studies explore how food can be the major, or one of the major, motivations to travel to a destination for some (Hall & Mitchell, 2001; Hjalager & Richards, 2003; Long, 2004). Kivela and Crotts (2006) indicate that motivation to travel for food or gastronomy is a valid construct, and that food plays an important role in affecting the overall tourist experience and intention to revisit a destination. Ignatov and Smith (2006) found that travel motivations and activities fluctuated significantly amongst different Canadian culinary tourist segments. Fields (2002) adopts the typology of tourist motivators suggested by Goeldner et al. (2000) to elaborate on the interaction between food consumption and tourism. The four motivators are: physical, cultural, interpersonal, and status and prestige motivators. Food can be a physical motivator as the act of eating is predominately physical in nature, involving sensory perceptions to appreciate the food or tourists' need for nutrition (Goeldner et al., 2000). At the same time, it can be a cultural motivator since tourists experience new local cuisines. Travelers simultaneously experience a new culture, which according to Mak et al. (2012b) might also serve as an interpersonal motivator when meals taken on a vacation serve a social function (including building new social relations and strengthening social bonds). Finally, local delicacies can be a status and prestige motivator, as tourists build their knowledge of the local cuisine by eating as locals do, and exploring new cuisines and food that they or their friends are unlikely to find at home (Mak et al., 2012b).

Even though the suggestion by Fields (2002) lacks empirical evidence, it suggests a theoretical linkage between tourist motivation and motivational factors underlying food consumption in tourism. Tourist motivation is recognized as an important construct in understanding tourist choice and behavior (Crompton & McKay, 1997). It can be defined as the "global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior, and experience" (Pearce et al., 1998, p. 215). Tourist motivation embraces psychological as well as physiological facets because travel is expected to satisfy different levels of needs such as psychological (e.g., intrinsic, personal, and interpersonal rewards) and physiological needs (e.g., food, shelter, safety, health, and fitness) (Mak et al., 2009; Witt & Wright, 1992). Since tourist motivation exerts significant influence over tourist choice and behavior, it can be a significant force affecting tourist food consumption. For example, a tourist motivated to visit a destination by its cultural factors may be more inclined to try local traditional food in order to explore the local food culture.

In regards to motivations underlying food consumption, Fields (2002) suggests that these can be regarded as multi-dimensional. Factors that motivate individuals in purchasing food items, according to Chen (2007) are health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity, political values, religion, environmental protection, animal welfare. The following recent studies provide additional empirical evidence to substantiate this contention. Based on a series of qualitative interviews, Kim et al. (2009) identified nine motivational factors underlying the consumption of local food: exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment. In an effort to develop on the motivational factors involved in the local food purchase decision of the traveler, Chang et al. (2010) classified Chinese tourists' food preferences into three distinct categories: Chinese food, local food, and non-fastidious about food selection. These fundamental motivational factors for favoring each preference were identified as:

(1) Chinese food: core eating behavior, familiar flavor, and appetizing assurance; (2) local Australian food: explore local culture, authentic travel experience, learning/education opportunity, prestige and status, reference group influence, and subjective perception; (3) non-fastidious about food selection: group harmony, compromising in supporting experience, and prejudiced advocacy. Based on these findings, motivational factors underlying tourist food consumption can be conceptually classified into five key dimensions: symbolic, obligatory, contrast, extension, and pleasure. The symbolic dimension refers to the motivators that signify the symbolic meanings of food consumption to the tourists, and includes factors such as explore local culture, authentic experience, learning/education, prestige and status (Mak et al., 2012a). The obligatory dimension reflects the essentiality of food consumption in tourism, and includes factors such as health concern, and the physical need for sustenance. The contrast dimension denotes the motivation to seek distinction from the tourists' daily routine experience (Quan & Wang, 2004), and includes factors such as exciting experience and exploring new food. The extension dimension refers to the motivations to seek food experiences that extend the tourists' daily routine, and their core eating behavior, and familiar flavor. Finally, the pleasure dimension covers the motivations to seek pleasure from the food experience, and includes factors such as sensory appeal and togetherness.

The classification of factors into symbolic, obligatory, contrast, extension, and pleasure dimensions is based on the following theoretical underpinnings. From the tourist product perspective, food in tourism can be seen as an attraction (Hjalager & Richards, 2003), and yet, can also be viewed as an impediment which discourages tourists from visiting a destination (Cohen & Avieli, 2004). This split is principally based on different emphases on the symbolic and obligatory dimensions of food consumption in tourism. Food consumption in tourism is recognized as a symbolic form of consumption (Mak et al., 2012a). Certain cultural theories pertaining to food consumption and dining out in the general context are adopted to explicate the

symbolic nature of food consumption in tourism, for example, the cultural capital theory discussed above. On the other hand, food consumption in tourism also possesses an obligatory nature (Richards, 2002). Described as Quan and Wang (2004, p. 302) present it, "a large portion of food consumption in tourism can be seen as the supporting experience for tourists to complete or realize their main purpose of travel". From the tourist experience perspective, food consumption in tourism can be conceptually distinguished into supporting consumer experience and peak touristic experience (Quan & Wang, 2004). This distinction is based on food consumption's relationship to tourists' daily routine, whether it is contrasting, intensifying, or merely extending the daily routine experience. In other words, this approach accentuates the importance of the 'contrast' and 'extension' dimensions in interpreting food consumption in tourism. Lastly, tourism and gastronomy are often regarded as hedonic products (Kemperman et al., 2000; Kivela & Crotts, 2006), for which fun, pleasure, or enjoyment is a primary benefit (Carroll & Aaron, 2006). Therefore, the pleasure dimension can be an inherent dimension in food consumption in tourism. As in the case of the previous variables discussed in the study, the following hypothesis was developed and tested.

H_3: Food choice motivational factors predict a person's propensity for local food consumption while traveling away from home.

Food-related Personality Traits

A significant kind of psychological variable becoming significant in current literature and affecting tourist food consumption is designated as Food-related Personality Traits. The variable indicates the individual characteristics that exert a general influence on a broad range of food-related behaviors. In particular, two main types of traits can be identified from the tourism literature: food neophobia and variety-seeking (Mak et al., 2012b). Food neophobia, or the

unwillingness to consume new foods (Pliner & Salvy, 2006), is at the core of the mechanism that guides food choice in people. As omnivorous, humans will try various food sources, although, at the same time they will be cautious not to consume harmful foods. Food neophobia is described as a "natural biological correlate of omnivorous exploratory behavior" (Köster et al., 2007, p. 99). According to Pliner and Salvy (2006), food neophobia can be described as a personality trait that involves a relative predilection for familiar food items over new ones. They continue to state that the condition is unchanging over time, at the same time that it is consistent across different situations, although there are individual differences in the range of food neophobia. Pliner and Hobden (1992) developed the Food Neophobia Scale, a ten-item instrument that measures differences in food neophobia. Research shows that when measured with the scale, individuals who happen to be more neophobic tend to have a higher expectation that new foods will taste worse than the less neophobic individuals; therefore will normally be less agreeable to trying new foods (Pliner & Hobden, 1992; Tuorila et al., 1998; Tuorila et al., 1994).

Fischler (1988, p. 278) draws a distinction by taking a sociological perspective, between neophobic and neophilic tendencies in individual's taste, suggesting that the individuals have a natural tendency to dislike or suspicion of new or unfamiliar foods, describing this as neophobic behavior. The opposite case being neophilic behavior, where the individual has a propensity to search for new foods. The researcher continues to describe the tension between the neophobic and neophilic leanings as the "omnivore's paradox", one that regularly occurs in the fluctuation between the two poles of neophobia. One being carefulness, fear of the unknown, resistance to change and neophilia, described as the tendency to explore, the need for change, novelty and variety. In previous tourism literature, the concept of food neophobia has been used to explain the difference in travelers' food consumption behavior. Cohen and Avieli (2004) argue that the local cuisines of a destination can be an obstacle instead of an attraction to many travelers. Even when considering that tourists will typically be keen or willing to participate in new and unusual

experiences, or engage in neophilic behavior, eating involves the actual consumption of unfamiliar foods in the destination therefore neophobic tendency might become more prominent. In the case of Torres (2002), the study cites that many previous findings suggest that tourists generally prefer foods that they are used to and normally will resist trying local ones. Kim et al. (2009) identified food neophobia and neophilia as two of the factors that affect travelers' predisposition to consume local food on vacation. They found that tourists, who have a predisposition to be neophobic, and seem to be unwilling to eat what they perceive to be exotic foods. Chang et al. (2011) proposes that the concept of neophilia provides an explanation for travelers' inclination to seek new dining experiences when away from home.

Another food-related personality trait that can affect tourist food consumption is that of variety-seeking. Variety-seeking is defined in the related literature as "the tendency of individuals to seek diversity in their choices of services and goods" (Khan, 1981, p. 139). This trait can be measured using the VARSEEK scale developed by van Trijp and Steenkamp (1992). The concept of variety-seeking has been widely adopted in food consumption studies (Mak et al., 2012b). Inman (2001) found that consumers were inclined to switch more intensively between flavor than brand of tortilla chips and cake mixes. The study proposes that consumers are more likely to seek variety on sensory attributes than non-sensory attributes. The idea of optimum stimulation level provides a basis for understanding variety-seeking behavior (Mak et al., 2012b). According to van Trijp (1995), individuals tend to seek additional stimulation by adding variety or new stimuli when the level of stimulation falls below optimum; this idea contrasts with the fact that they tend to avoid new stimuli or variety if the level of stimulation is above the optimal point. Consequently, customers tend to deviate from choosing an item consumed during the previous occasion. By selecting alternatives that have not been chosen recently, individuals may achieve optimum stimulation level, at the same time preventing boredom and alleviating attribute satiation (Ratner et al., 1999; van Trijp, 1995).

Previous research indicates that variety-seeking behavior frequently occurs in the case of hedonic consumption for which diversity between features is a significant consideration (Ratner et al., 1999). Hedonic products can be denoted as products for which fun, pleasure, or enjoyment will be a primary benefit, and tend to generate stronger emotional responses in the individual (Carroll & Aaron, 2006). Tourism and gastronomy usually are regarded as hedonic products, therefore can be subject to the influence of variety-seeking behavior. In the case of Kemperman et al. (2000), they found that theme park choice is partly influenced by variety-seeking tendencies. Quan and Wang (2004) suggest that variety-seeking behavior can significantly affect food consumption in tourism. Chang et al. (2011) study concludes that variety is a valid key attribute affecting travelers' evaluation of a destination when focusing on their food experience. Based on the gap in the literature regarding the role food-related personality traits in travelers' local food consumption the following hypothesis was developed and tested.

H_4: Food-related personality traits predict a person's propensity for local food consumption while traveling away from home.

Food Exposure Effect & Past Experience

Following the rationale indicated with the food neophobia concept, people normally prefer foods they are familiar with, and the exposure effect offers corroboration for this contention (Mak et al., 2012b). Exposure to certain foods tends to increase preference for those foods, as familiarity increases with repeated exposure (Birch et al., 1987; Luckow et al., 2006; Pliner, 1982; Stein et al., 2003). Past experience with a food can also significantly impact food consumption behavior. Barker (1982) finds that an individual's past experience with a food contributes to the development of food memories associated with the sensory attributes of the food.

The exposure effect refers to a "positive repetition-affect relationship that results from exposure alone" (Obermiller, 1985, p. 18). Food consumption literature identifies that the exposure to certain foods leads to an increased preference for those particular foods, as familiarity increases with repeated exposure (Birch et al., 1987; Luckow et al., 2006; Pliner, 1982; Stein et al., 2003). Past experience with food can considerably impact food consumption behavior as Barker (1982) found in the case where individual's past experiences with food items contribute to the development of food memories, associated with the sensory attributes of the food.

Exposure effect and past experience are found to be important factors affecting traveler food consumption in the related literature. Travelers' exposure to the local cuisine of a destination, developed through previous visits, can increase the awareness of that cuisine and therefore potentially enhance their preference towards it. Tse and Crotts (2005) support this claim through their study, indicating that repeat visits to a destination was correlated positively with the number and range of tourists' culinary explorations, compared to first-time visits that were negatively correlated. Researchers Ryu and Jang (2006) also support the finding and established that past experience is one of the significant predictors of travelers' intention to eat local foods at a destination.

Travelers can have additional exposure to foreign cuisines through the increased globalization effect (Mak et al., 2012b). Considering the rising influence of globalization, travelers have become more mobile, therefore, the food they consume also becomes more global (Hall & Mitchell, 2002; Richards, 2002). Adding to this trend, there is an observable increase in available ethnic restaurants in travelers' place of origin and there is greater access to information sources about the available foreign cuisines (Cohen & Avieli, 2004), which in turn provide travelers with the opportunity to become familiar with a variety of foreign cuisines before they travel to the destination where these foreign cuisines originated. This leads to changes in their travel food consumption behavior (Mak et al., 2012b), though a valid argument is that foreign

cuisines at the home setting can greatly vary from those in the originating country, still increased exposure and familiarity to foreign cuisine arises. Increased exposure and familiarity would not only impact the consumption of foreign cuisine in their place of origin, but also impact the consumption of the foreign cuisine while traveling. Chang et al. (2010) presents disparities in food consumption behavior between Hong Kong, Taiwanese and Mainland Chinese tourists, with varying degrees of exposure to Western cuisines in their place of origin. Travelers' fluctuating levels of exposure were associated with the different motivational factors and attitudes towards food consumption in tourism. Based on the lack of empirical evidence in the literature regarding the role food-related exposure effect and past experience in travelers' local food consumption the following hypothesis was developed and tested.

H_5: Food exposure and past experience with different foods predicts a person's propensity for local food consumption while traveling away from home.

Involvement in Local Food Purchase Consumption

The concept of product or leisure involvement is used by Mitchell and Hall (2003) to explain the differences observed between various food consumption experiences like eating at home compared to eating out and eating out while on vacation. The notion of involvement is well established within the theory of consumer behavior (Juhl & Poulsen, 2000) and it has been used in the literature by Havitz and Dimanche (1999), who define it as an unobservable state of motivation, arousal or interest toward a recreational activity or associated product or how people think about it, within a multifaceted construct that includes attraction, symbolism, centrality, and risk. According to Antonides and van Raaij (1998), involvement "is the level of a consumer's personal relationship with a product or service including perceived importance, value, and risk".

Involvement is an important concept in travel as the decision-making process for tourism activities requires high levels of involvement (Swarbrooke & Horner, 2007). Havitz and Dimanche (1999) found that product for the most part score low on involvement, leisure activities, food included have some level of involvement. This distinction between product and leisure activities is important for food consumption as the nature of the consumption experience determines how food and the experience of eating are viewed. Eating has a functional component in that it is sustenance (Beardsworth & Keil, 1997) and in our day to day eating there is a tendency to treat food as a functional product. It is important to note that eating is also a culturally ascribed activity (Beardsworth & Keil, 1997) rich in symbolism and meaning (Trosslöv, 1995). The higher the level of involvement in food and eating, the higher the symbolism and the deeper the meaning (Mitchell & Hall, 2003). Furthermore, involvement has been shown to influence cognitive complexity, interest, commitment, frequency of usage or consumption, and enjoyment (Juhl & Poulsen, 2000).

Eating out in certain circumstances has more symbolic aspects than eating in, it can transform emotions into commodities which are sold back to use (Beardsworth & Keil, 1997), the case in the example of a romantic dinner for two or celebratory dinner, where restaurants are a place where both the provider and the consumer act in a highly choreographed and symbolic manner (Bell & Valentine, 1997). When on vacation the meaning of eating is further strengthened as the nature of the travel experience intensifies the individual's sensory awareness and imagination, calling on high levels of involvement with greater symbolic significance (Mitchell & Hall, 2003). Food consumption with high involvement is not limited to eating out or while on vacation. Special occasions at home such as birthday parties, dinner parties, anniversaries and family reunions can also have a high level of involvement. Bell and Valentine (1997) suggest that kitchen table tourism has replaced armchair tourism as a form of vicariously exploring, where eating at ethnic restaurants, cooking from ethnic cookbooks and watching food and travel videos

allow people to travel without leaving the comfort of their home. By vicarious exploration Fridgen (1984) refers to the situation where people can have the same emotional and symbolic experience of a vacation before leaving home or after returning from vacation. Zelinsky (1998) alludes to the case where patrons in an ethnic restaurant seek the exotic dining experience that in a way could be catalogued as a manner of food tourism. Mitchell and Hall (2003) delve further to point that the occasion is critical in determining the level of involvement of individuals in relation to food consumption, and that it is imperative to understand that the involvement varies as well from person to person. Bell and Marshall (2003) conclude in their research that food involvement may be an important mediator/moderator for a wide range of food choice behaviors and emphasize that it should be considered when undertaking eating behavior research.

Another related concept that deserves attention is that of cultural capital (Bourdieu, 1984), a theory of stratification, which lays the claim that the consumption of food is a socially constructed affair. People increase cultural capital by extending their knowledge, involvement, and familiarity with eclectic foods and cuisines. Prior studies found that cultural capital is a function of level of education in a person and cultural background, exposure, knowledge and ability to appreciate varied cultural activities like music, visual arts, literature, cuisines, movies, and leisure practices (DiMaggio & Mohr, 1985;Gartman, 1991; Glynn, Bhattacharya, & Rao, 1996; Katz-Gerro & Shavit, 1998; Ostrower, 1998; Wilson, 2002). The reason for this relationship is that education transmits culture inter-generationally in the form of dispositions, tastes, and knowledge, in the sense that once preferences change, passing from one generation to another by educational reinforcement (DiMaggio & Mohr, 1985; Holt, 2000). In a current context and practical approach, the cultural omnivore perspective of cultural capital, views the range of knowledge about several cultural forms and practices as unrelated to social class, better representative of the modern society. Food-wise, cultural capital may occur in knowledge about gourmet foods, exotic flavors, foods considered to be acquired tastes, and familiarity with

advanced cooking techniques (Adema, 2000). The growing popularity of cooking television programs, concern for where food originates from, a desire to resist the prevailing culture of franchised restaurants, and a quest for obscure local and regional cuisines and artisan-produced foods are all suggestive of cultural capital (Pietrykowski, 2004; Warde, 2004). The mentioned factors are determinants of the level of involvement an individual demonstrates when making food decisions, particularly in the context of being in a different destination, where the opportunity exists to consume foods of a diverse nature.

Based on the lack literature focusing on involvement and the relationship with travelers' propensity for local food consumption and the effect on the other variables explained, the following hypotheses were developed and tested.

H_{6A}: Involvement in the food purchase decision impacts the effect of a person's culture and religion on the consumption behavior regarding local foods while traveling away from home.

H_{6B}: Involvement in the food purchase decision impacts the effect of a person's socio-demographic factors on the consumption behavior regarding local foods while traveling away from home.

H_{6C}: Involvement in the food purchase decision impacts the effect of a person's motivational factors on the consumption behavior regarding local foods while traveling away from home.

H_{6D}: Involvement in the food purchase decision impacts the effect of a person's food-related personality traits on the consumption behavior regarding local foods while traveling away from home.

H_{6E}: Involvement in the food purchase decision impacts the effect of a person's exposure effect / past experience on the consumption behavior regarding local foods while traveling away from home.

H_{6F}: Involvement in the food purchase decision impacts a person's food consumption behavior regarding local foods while traveling away from home.

Synopsis of the Chapter

This chapter reviewed the literature on Food Consumption Away from Home, Dining while Traveling and Gastronomic Tourism. The predicting variables for the study were introduced and a revision of literature focusing on each individual factor was presented. The variables in the study are: Cultural and Religious Influences, Socio-demographic Factors, Motivational Factors, Food-related Personality Traits, Exposure Effect and Past Experience, as well as the effect of Involvement interacting with these independent variables while predicting for local food purchase decisions.

In the first section, the development of food and eating away from home were presented and followed by an analysis of food as a motivating factor when people travel. Also, a lengthy definition and conceptualization of the relationships between food and tourism were explained in this section. Previous research was also presented in order to find out the current status of study of food in tourism. It was found that most of the previous studies were not directly related, although they did provide background information for the current study.

The second part of the chapter provides an insight into the factors affecting the food purchase decisions of travelers while away from home. After the review of the relevant literature, the hypotheses were presented under each individual factor. In the following chapter, the model of the study is presented and the discussion of the research design and methods used is provided.

CHAPTER III

METHODS

Introduction

This chapter provides a description of the methods used to address this dissertation's research questions. The hypotheses are stated followed by a description of the construction of the survey instrument and the operationalization of variables. The chapter includes a discussion on pre-testing the survey followed by an examination of the unit of analysis, describes the population of the study and the sampling design. The chapter concludes with the data collection processes and its analysis is discussed.

Purpose of the study

1. Explain the relationship between the factors influencing travelers' food decisions and their propensity to consume local foods at the tourist destination.

2. Explore if and to what degree the factors impact each other within the group of predicting variables.

3. Identify if and how the aspect of involvement in the food decision process moderates the relationship between the factors influencing travelers' food decisions and their propensity to consume local foods at the tourist destination.

Presentation of the Hypotheses

The hypotheses are stated successively as they relate to the research questions of the study, presented in chapter one.

Research Question 1: Can the propensity for local food consumption of travelers be empirically tested utilizing the conceptual model proposed by Mak et al. (2012b)?

H_{1A}: A person's culture predicts his/her propensity for local food consumption while traveling away from home.

H_{1B}: A person's religion predicts his/her food consumption behavior while traveling away from home.

H_{2A}: A person's age predicts his/her propensity for local food consumption while traveling away from home.

H_{2B}: A person's income predicts his/her propensity for local food consumption while traveling away from home.

H_{2C}: A person's education level predicts his/her propensity for local food consumption while traveling away from home.

H_{2D}: A person's marital status predicts his/her propensity for local food consumption while traveling away from home.

H_{2E}: A person's gender predicts his/her propensity for local food consumption while traveling away from home.

H_{2F}: A person's ethnicity predicts his/her propensity for local food consumption while traveling away from home.

H_3: Food choice motivational factors predict a person's propensity for local food consumption while traveling away from home.

H_4: Food-related personality traits predict a person's propensity for local food consumption while traveling away from home.

H_5: Food exposure and past experience with different foods predicts a person's propensity for local food consumption while traveling away from home.

Research Question 2: Does the level of involvement in the food purchase decision, by an individual, impact the relationship between the main factors in the model and the propensity for travelers to consume local foods?

H_{6A}: Involvement in the food purchase decision impacts the effect of a person's culture and religion on the consumption behavior regarding local foods while traveling away from home.

H_{6B}: Involvement in the food purchase decision impacts the effect of a person's socio-demographic factors on the consumption behavior regarding local foods while traveling away from home.

H_{6C}: Involvement in the food purchase decision impacts the effect of a person's motivational factors on the consumption behavior regarding local foods while traveling away from home.

H_{6D}: Involvement in the food purchase decision impacts the effect of a person's food-related personality traits on the consumption behavior regarding local foods while traveling away from home.

H_{6E}: Involvement in the food purchase decision impacts the effect of a person's exposure effect / past experience on the consumption behavior regarding local foods while traveling away from home.

H_{6F}: Involvement in the food purchase decision impacts a person's food consumption behavior regarding local foods while traveling away from home.

Conceptual Framework

Figure 3.1 illustrates the conceptual framework that was tested in the study. The model was the basis for generating the research questions and hypotheses. The model shows the following: (1) a relationship between cultural and religious influences and the tourist's propensity for local food consumption, (2) a relationship between socio-demographic factors and the tourist's propensity for local food consumption, (3) a relationship between motivational factors and the tourist's propensity for local food consumption, (4) a relationship between food-related personality traits and the tourist's propensity for local food consumption, and (5) a relationship between exposure effect/ past experience and the tourist's propensity for local food consumption.

Figure 3.1: Conceptual framework for the factors influencing travelers' food consumption

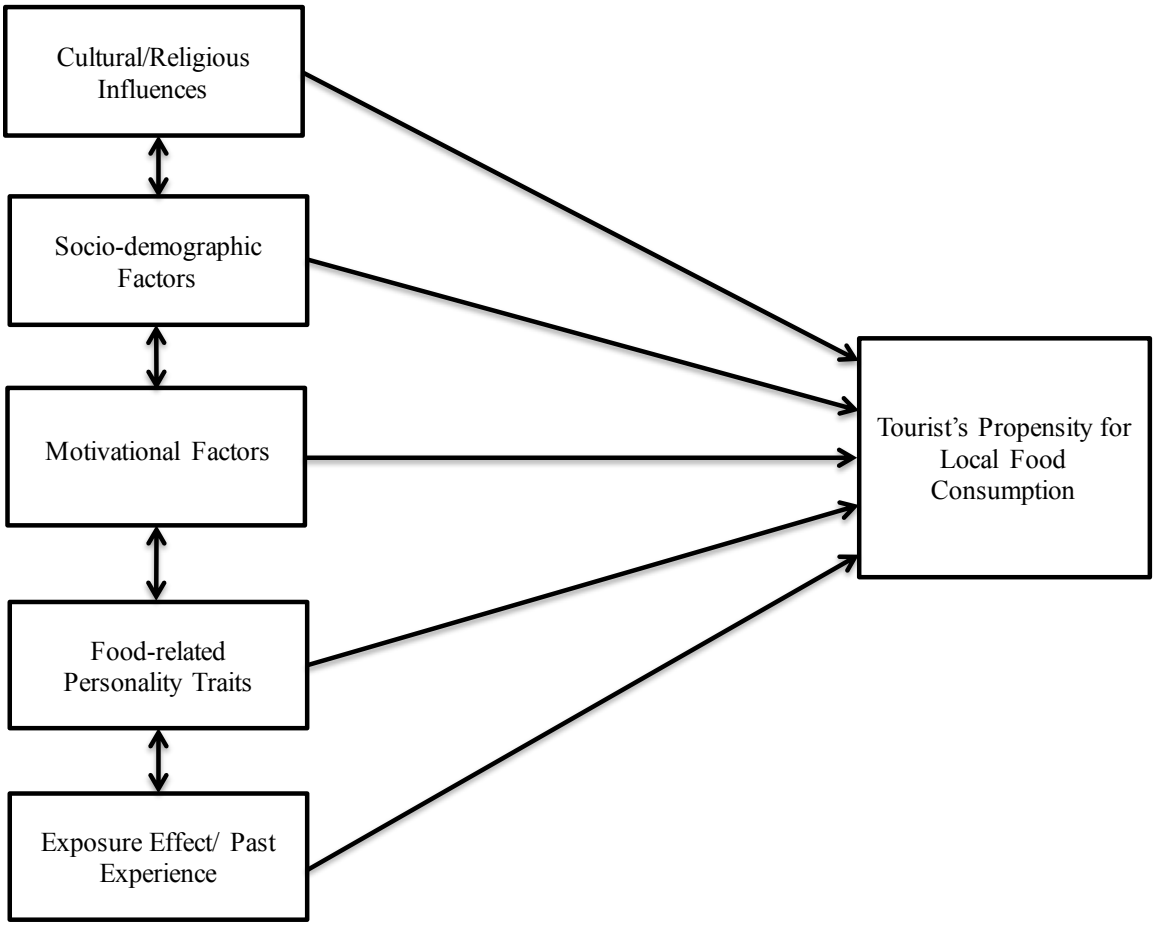
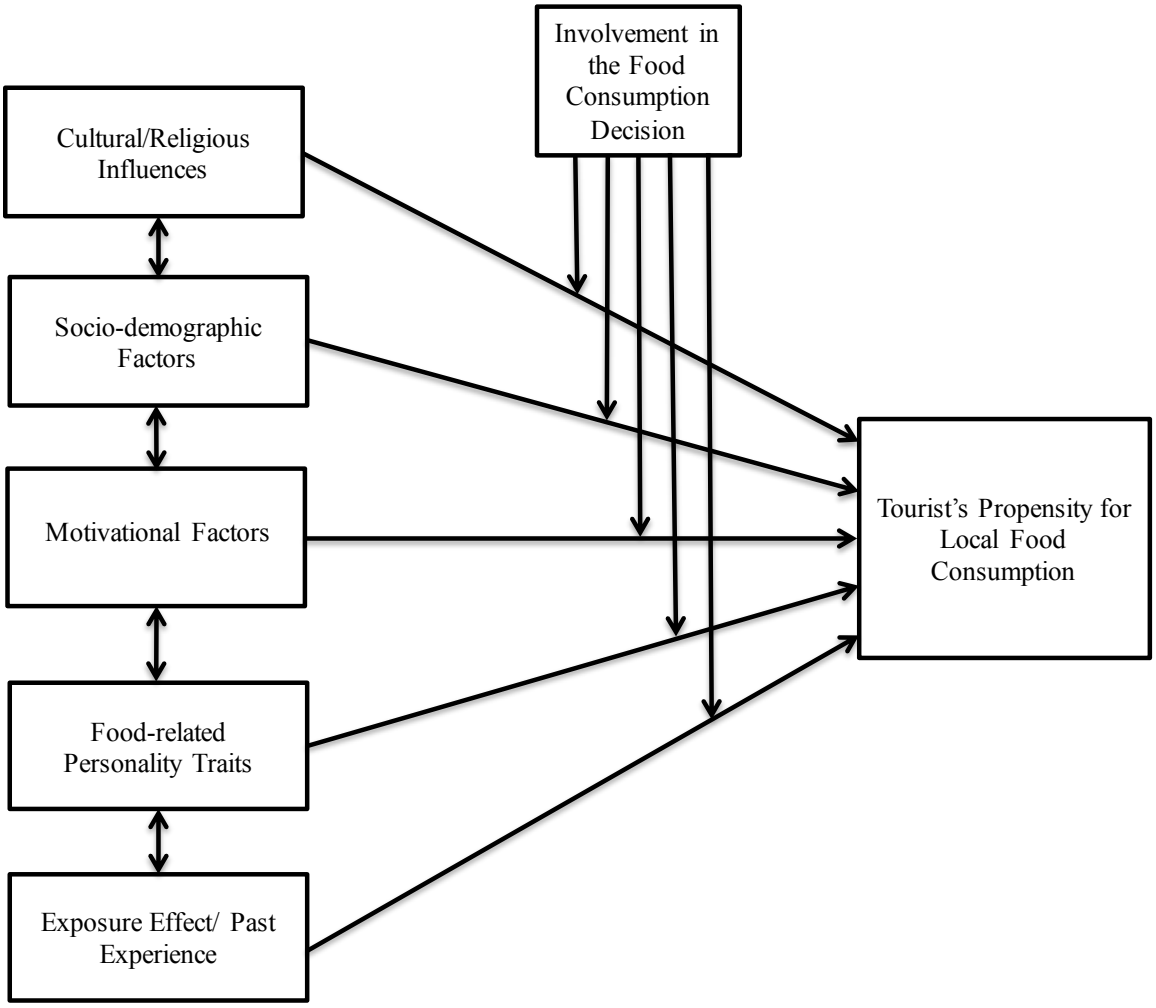


Figure 3.2 depicts the previously introduced conceptual framework tested in this study, while introducing the effect of travelers' involvement in the food purchase. The interaction between the predicting and the predicted variables is represented as being impacted by the moderator variable (Involvement).

Figure 3.2: Conceptual framework for factors influencing travelers' food consumption showing the moderation by the Involvement variable (research question #2)



Research Design

A quantitative approach was utilized in the study with the intent of obtaining quantitative descriptions of attitudes, behaviors, opinions, and/or trends of the population sample; a survey design was used (Babbie, 1990; Creswell, 2013). The target population of this investigation was individuals who visited an international destination away from their place of origin. According to

the United Nations World Tourism Organization (2014) over six billion tourists left their home setting.

Population

The target population of the study was individuals that traveled, at some point, to a location with food-related characteristics different from the location they live in or have lived in at the time of travel. In the fourth chapter, a description of the relevant demographic characteristics of the population represented in the study is disclosed.

Sampling Technique and the Sample Size

Sample size for the dissertation was determined by utilizing a Monte Carlo simulation on the Mplus program (Muthén & Muthén, 1998), version 7.3, to perform and calculate a power analysis. Looking forward at the study's most complicated analysis, and considering that it has 18 parameters, the researcher followed the recommendation of 10 observations per parameter (Muthén & Muthén, 2002). A Cohen's d effect size was taken into consideration at a 0.2 level, to account for low-level effects. Based on the simulation results, the sample size should comprise 180 to 200 individuals. In order to plan for attrition and missing data, the sample for the study consisted of 300 individuals.

The development of the Internet and its subsequent widespread adoption has provided researchers with an additional medium for conducting studies (Mason & Suri, 2012). The sampling method for the study was a probability-based approach, utilizing Amazon Turk to administer the Qualtrics survey. The term "crowdsourcing" has its origin in an article by Howe (2006), who defined it as a job outsourced to an undefined group of people in the form of an open

call. The key benefit of these platforms to researchers is that they provide access to a persistently available, large set of people who are willing to do tasks, including participating in research studies (Mason & Suri, 2012). The crowdsourcing site with one of the largest subject pools is Amazon's Mechanical Turk. The benefits of using this method of administering the online survey instrument, according to Mason and Suri (2012) include that participants tend to be from a very diverse background, spanning a wide range of age, ethnicity, socio-economic status, language, and country of origin. With the implicit goal in research to maximize the efficiency with which one can go from generating hypotheses to testing them, analyzing the results, and updating the theory, this method has been chosen for the study.

In seeking to justify this approach to gathering the data for the study, it is important to mention that Mason and Suri (2012) addressed the concerns of researchers regarding the results of studies conducted on Mechanical Turk and found that they are comparable to results obtained in other online domains, as well as offline settings. To this end, Buhrmester et al. (2011) compared Mechanical Turk subjects with a large Internet sample with respect to several psychometric scales and found no meaningful differences between the populations, as well as high test–retest reliability in the Mechanical Turk population. Additionally, Paolacci et al. (2010) conducted research experiments on Mechanical Turk, in conjunction with subjects recruited through online discussion boards and subjects recruited from the subject pool at a large university. They found very slight quantitative differences between the results from Mechanical Turk and subjects recruited using the other methods, and qualitatively, the results were identical. This is similar to the results of Birnbaum (2000), who found that Internet users were more logically consistent in their decisions than were laboratory subjects. Additionally, experience with studies done via the Web and in the lab indicates that if web studies are properly designed, it is possible to replicate lab results according to Birnbaum (2004).

Data Collection Process

The data collection was within the context of individuals who have traveled to destinations away from their home setting, representative of the study's population, employing the appropriate qualification settings in Amazon Turk (it has the capability to limit respondents by geographic locations of choice), and qualifying questions was administered to eliminate non-representing individuals. The process was divided into three data collection phases, presented in the survey administration schedule section below. The first phase was done promptly after IRB approval of the survey mechanism. The second and third survey dates followed after a two-week period hiatus in between them. The online survey instrument availability window was one-week period each.

Survey Administration Schedule

Following the procedure presented in the previous section to collect the data, pilot study was conducted, followed by the deployment of a self-administered online questionnaire in three phases. After IRB approval of the survey instrument the data collection began following the schedule presented in Table 3.1.

Table 3.1: Data gathering schedule

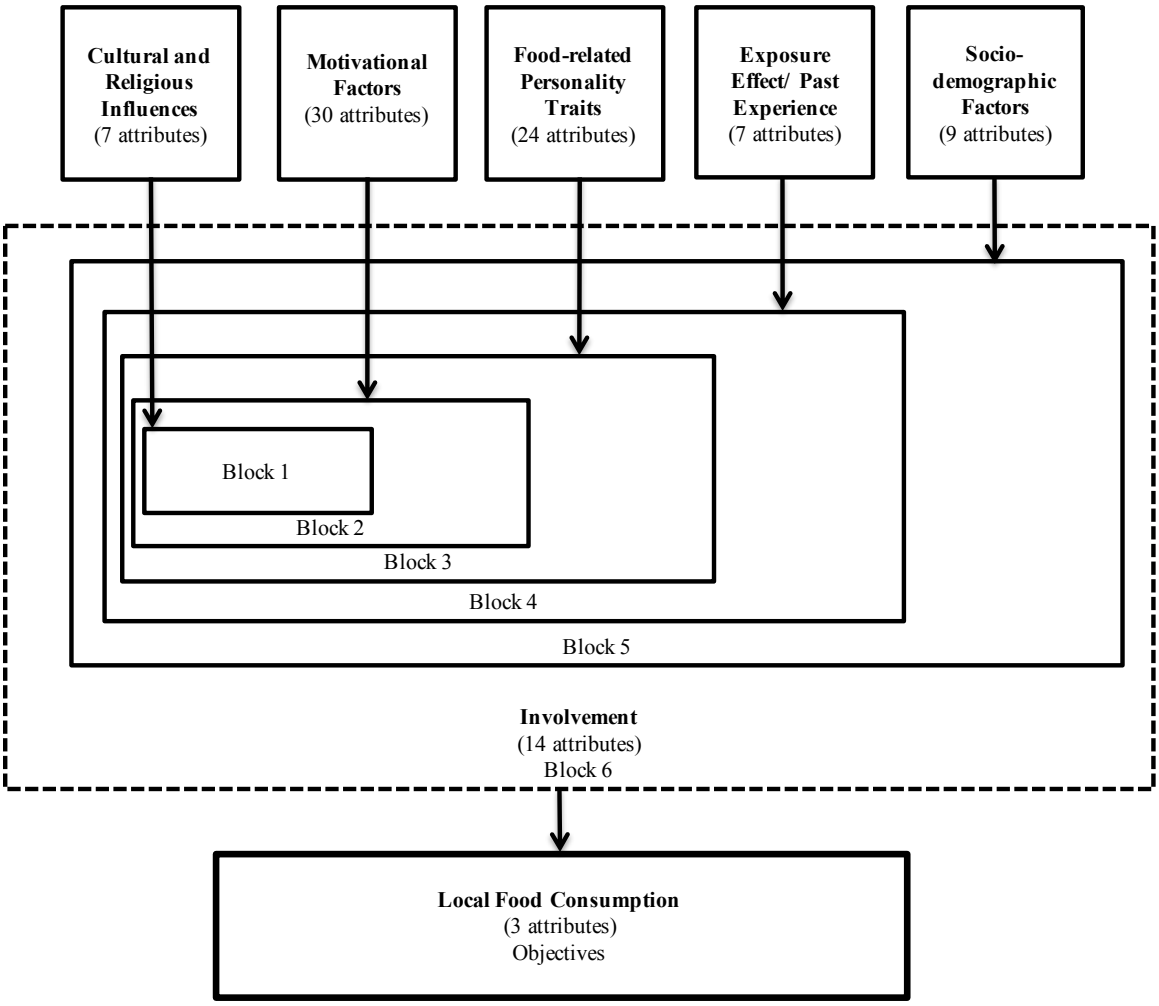
	May	June	July	August	September
Apply for IRB	**X**				
Pilot Study Data Collection	**X**				
Pilot Study Data Analysis	**X**				
Data Collection 1		**1st half of the month**			
Data Collection 2		**2nd half of the month**			
Data Collection 3			**1st half of the month**		
Analysis of Data			**2nd half of the month**	**X**	**X**

Questionnaire Construction

This dissertation employed an electronic online survey powered by Qualtrics to collect data. The questionnaire (see Appendix H) consists of seven (7) sections. The first section consisted of several limiting items to make sure that the participants qualify for the purpose of this study. The second section measured respondents' cultural and religious influences in their food item selection at the destination, followed by a third section that included the motivational factors involved in such decision. The fourth section measured respondents' food related personality traits. The fifth section focused on exposure effect/ past experiences with food. The sixth section measured the involvement with food related activities. Finally, the last section gathered the demographic and socioeconomic status of the participants. The survey included for the majority of it, a five-point Likert-type scale, and employed interval and nominal scales for the demographics section. In the Likert-type section, respondents were asked to rate the level of agreement ranging from 1 = "strongly disagree" to 5 = "strongly agree".

The survey instrument was submitted to the Office of Research and Compliance at Oklahoma State University for review and approval, and was approved with no revisions necessary. As is the case in most academic research, the participants' responses were confidential. A pilot study was conducted to test the survey and methods of analysis. The main purpose of the pilot study was to validate the items generated as indicators of the factors impacting food choices of travelers. For the pilot study, an online Qualtrics survey with the previously mentioned sections was sent via email to a convenience sample. Figure 3.3 represents the framework of the study. The questionnaire was designed to answer the objectives of the study.

Figure 3.3: Research Framework showing the survey questionnaire utilized in the study.



Validity and Reliability

Validity refers to the degree to which the instruments can quantify the differences between individuals on the construct one seeks to measure (Churchill, 2001). In this study, content validity was determined by an in-depth literature review and the use of validated survey instruments from earlier peer-reviewed research. An in-depth literature review was conducted to ensure that the instruments covered the concepts intended for this study. The instruments were examined by a panel of subject matter experts in the area of Hospitality and Tourism to ensure the content, readability and validity. They were asked to identify any of the scale items that were not relevant and to offer suggestions for improving the proposed scale. Based on their observations, changes were made to the final version of the questionnaire. Additionally, a pilot study was performed after the scales were chosen. During the pilot testing, a convenience sample including additional subject matter experts was surveyed. Their input regarding the instrument was obtained and the instrument was improved based on those recommendations. A factor analysis and reliability measures (see Appendix C) were performed, the results were utilized to improve the instrument further.

The reliability analysis (Cronbach's Alpha) was performed to test the reliability and consistency of all of the dimensions, which was obtained from an exploratory factor analysis. The Cronbach's Alpha result should be that of .70 or above, which is accepted as a cut off point (Nunnally & Bernstein, 1994). The result of the pilot study provided helpful information on the questionnaire design, wording, and measurement scales. The questionnaire did not need modification of its design, wording, and measurement scales based on the findings.

Statistical Approach to Hypotheses

In order to test the hypotheses and to describe the sample of the study, the Statistical Package for the Social Sciences: SPSS 21.0 was utilized. The analyses consisted of the following steps:

1. Screening the Data

Descriptive analyses of all the variables under study were performed for screening the dataset. The data was checked for accuracy of data entry, missing values, and detects univariate and multivariate outliers. In addition, the data was checked for fit between the distributions of all the variables and to verify if the data met the assumptions of multivariate analysis.

2. Confirming the Factor Structure and Reliabilities of the Scales in the Study

The scales to be utilized in the current study to operationalize the independent variables were tested for their factor structure and reliabilities. Factor analysis is a statistical technique that can be applied to a group of variables in which there are no independent or dependent variables. It differs from other multivariate techniques in that it summarizes large number of correlated variables to a smaller number of factors, and provides an operational definition for an underlying process by using observed variables (Tabachnick & Fidell, 2001). Therefore, factor analysis was conducted to verify whether the measurement scales used to operationalize the independent variables show similar underlying dimensions as the original scales.

Further, these scales were tested for their reliabilities by examining their Cronbach's alpha. Cronbach's alpha is the most commonly used measure of reliability for a set of two or more construct indicators. It indicates how well a set of items measures a construct. It is a function of the number of items and the average inter-item correlation among the items, in that, as the number of items increase, the Cronbach's alpha increases, and as the average inter-item correlation increases, the Cronbach's alpha increases. Their values range between zero and one,

with higher values indicating a better reliability of the construct (Hair, Anderson, Tatham, & Black, 1995).

3. Testing Hypotheses

To test the hypotheses that local food consumption is not composed of multiple factors or components, the data reduction techniques of exploratory factor analysis (EFA) was performed. A hierarchical regression was performed using the variables in the study. The process of building on with the addition of each variable in the study was accomplished with sic steps or blocks in the nested regression.

Moderation

The hypothesis that involvement in the food purchase decision moderates the relation between the independent variables: culture and religion, socio-demographic factors, motivational factors, food related personality traits and exposure/ past experience effects, and propensity for local food consumption (dependent variable) was tested by regressing (1) moderating variable on the independent variables, (2) dependent variable on independent variables, and (3) dependent variable on both independent variable and moderating variables using a hierarchical regression (Baron & Kenny, 1986).

Results of the bivariate correlations were provided and explained between variables taking into consideration multicollinearity between predictors. If the regression test is indicative of a moderating effect, the Preacher and Hayes (2004) Bootstrap Method were used to assess the extent to which the moderator (involvement) carries the effect of the independent variables (culture and religion, socio-demographic factors, motivational factors, food related personality traits, and exposure/ past experience effects) on the dependent variable (propensity for local food consumption).

Synopsis of the Chapter

This chapter discussed the methods used to guide the dissertation. First, the hypotheses for each of the research questions of the dissertation were presented. The chapter discussed the population and research design. Next, the construction of the questionnaire was discussed with an examination of each section of the questionnaire. Finally, the method of analysis and the moderation effect of the involvement variable were discussed. The findings are presented in Chapter Four.

CHAPTER IV

FINDINGS

Introduction

This chapter presents the results of the study and is divided into four sections. The first section describes the procedures used to examine and prepare the data for hypothesis testing. The second section reports the results and discussion of the travelers' demographic profiles and their travel behaviors. The third section presents the results on hypothesized model testing and identification of the final model utilized. The fourth section, presents the results of testing for a moderating independent variable (involvement) that impacts the other factors in the study.

Screening of Data

Prior to the analysis of the dataset certain checks were performed to avoid statistical difficulties in the results. The data was downloaded from Qualtrics and checked for accuracy and missing values. The total number of surveys started was 354, of those, 335 were completed. Five were deleted due to large sections of incomplete responses in them, leaving 330 cases for analysis. In the resulting dataset there were no significant missing values. The highest incidence of missing values for the variables studied was within the demographics variables, with the largest missing value being 0.9 percent for age, followed by 0.6 percent for level of education, and by marital status at 0.3 percent.

Normality and linearity was investigated, testing for multicollinearity was performed in order to prevent errors due to highly correlated variables (see Appendix D), no such instances were found. In preparation for the hypothesis testing, the data was prepared further by calculating the averages for each scale within the mechanism. In the case of the variables involving interactions, these were standardized by calculating their standardized score to properly fit the hypothesis testing model. To facilitate the hierarchical regression analysis, Dummy variables were created for the demographics variables of gender, ethnicity, and marital status. The analysis differs in its order from the questionnaire, since the survey instrument was constructed with demographics questions in the last section in order to maintain respondents engaged first in the topic at hand.

Participants' Demographic Profile

Table 4.1 presents the demographic characteristics of the travelers in the study. Approximately 52.6 percent of the travelers in the study were male and 47.4 percent were female. The majority of travelers were Caucasian at 73.0 percent, and 93.0 were citizens born in the U.S. The majority of travelers in the study were single, with 44.7 percent of respondents. The largest share of travelers in the study had a four-year college degree with 38.7 percent. The prevalent group in terms of household income was found between $25,001 and $49,999 with 31.2 percent of respondents.

Table 4.1: Travelers Demographic Profile

Profile	n	%
Gender		
Male	173	52.6
Female	156	47.4
Age Category		
18-24	39	11.9

25-34	136	41.6
35-44	75	22.9
45-54	41	12.5
55-64	25	7.6
65 and above	11	3.4
Ethnicity		
White/Caucasian	241	73.0
African American	22	6.7
Hispanic	35	10.6
Asian	31	9.4
Other	1	0.3
Citizenship		
U.S. citizen by birth	307	93.0
U.S. citizen by naturalization	20	6.1
Non-U.S. citizen	3	0.9
Marital Status		
Single	147	44.7
Live-in Partner	49	14.9
Married	105	31.9
Separated	5	1.5
Divorced	19	5.8
Widowed	4	1.2
Education Level		
Less than High School	1	0.3
High School / GED	33	10.1
Some College	70	21.3
2-year College Degree	40	12.2
4-year College Degree	127	38.7
Masters Degree	40	12.2
Doctoral Degree	8	2.4
Professional Degree (JD, MD)	9	2.7
Household Income		
Under $25,000	65	19.7
$25,001 - $49,999	103	31.2
$50,000 - $74,999	82	24.8
$75,000 - $99,999	33	10.0
$100,000 - $149,999	34	10.3
$150,000 - $199,999	8	2.4
$200,000 - $249,999	3	0.9
$250,000 and over	2	0.6

Table 4.2 presents the travel behavior of questionnaire respondents as it relates to the current study. The majority of travelers or 83.0 percent had traveled more than five times to another city within the United States. The larger group of travelers, 42.4 percent, has been abroad. The prevalent length of stay was four to six nights with 40.3 percent. A large percentage of the

participants agree and strongly agree, 76.4 percent combined, that they consume local cuisine when traveling, being the dependent variable in the study.

Table 4.2: Participants' Travel-related Behaviors

Travelers' Behavior	n	%
Traveled to another city within U.S.		
1-2 times	22	6.7
3-4 times	34	10.3
5+ times	273	83.0
Traveled abroad		
Never	60	18.2
1-2 times	140	42.4
3-4 times	59	17.9
5+ times	71	21.5
Length of stay		
0 nights	2	0.6
1-3 nights	86	26.1
4-6 nights	133	40.3
7-10 nights	77	23.3
10+ nights	32	9.7
Consume local cuisine when traveling		
Strongly disagree	0	0.0
Disagree	12	3.6
Neither agree nor disagree	66	20.0
Agree	203	61.5
Strongly agree	49	14.8

Results of the Hierarchical Regression

A hierarchical linear regression was calculated to predict for the dependent variable (DV) of local cuisine consumption, based on the independent variables of Culture and Religion, Socio-demographic factors, Motivational Factors, Food Trait Personality, and Exposure Effect/Past Experience. Refer to Table 4.3 for the R^2 and significance of each block of the hierarchical regression tested. For the first block a significant regression equation was found ($F(2,322) = 37.12$, $p < 0.001$), with an R^2 of 0.187. Participants' predicted local food consumption is equal to 3.90 + 0.05 religion + 0.28 culture, where religion and culture are coded or measured as 1 =

Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Participants' propensity for local cuisine increased 0.05 in the level of preference for each unit increase in the religion scale and 0.279 for each unit increase in the culture scale.

In Block 1, when studied individually, religion was not a significant predictor of propensity for local cuisine, ($p = 0.370$); culture was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$).

Table 4.3: Hierarchical Regression Blocks

Regression Block	R^2	R^2 **Change**	**F**	**Sig. F Change**	***p***
Block 1	0.187		37.12	<0.001	<0.001
Culture and Religion					
Block 2	0.246	0.059	34.96	<0.001	<0.001
Culture and Religion					
Motivational Factors					
Block 3	0.349	0.103	42.96	<0.001	<0.001
Culture and Religion					
Motivational Factors					
Food-Related Personality Traits					
Block 4	0.353	0.003	34.74	0.212	<0.001
Culture and Religion					
Motivational Factors					
Food-Related Personality Traits					
Exposure Effect / Past Experience					
Block 5	0.386	0.033	10.69	0.221	<0.001
Culture and Religion					
Motivational Factors					
Food-Related Personality Traits					
Exposure Effect / Past Experience					
Socio-Demographic Factors					
Block 6	0.423	0.037	5.86	0.436	<0.001
Culture and Religion					
Motivational Factors					
Food-Related Personality Traits					
Exposure Effect / Past Experience					
Socio-Demographic Factors					
Involvement					
Involvement's Moderating Effect on the Main Factors					

In the second block, a significant regression equation was found (F (3,321) = 34.96, $p <$ 0.001), with an R^2 of 0.246. Participants' predicted local food consumption is equal to 3.90 + 0.03 religion + 0.21 culture + 0.18 motivational factors, where religion, culture and motivational factors are coded or measured as 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Participants' propensity for local cuisine increased 0.03 in the level of preference for each unit increase in the religion scale, 0.21 for each unit increase in the culture scale, and 0.18 for each unit in the motivational factor scale.

In Block 2, when studied individually, religion was not a significant predictor for the propensity for local cuisine, ($p = 0.370$), culture was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), and motivational factors was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$).

The third block's regression equation was found to be significant (F (4,320) = 42.96, $p <$ 0.001), with an R^2 of 0.349. Participants' predicted local food consumption is equal to 3.90 + 0.01 religion + 0.07 culture + 0.17 motivational factors + 0.26 food-related personality traits, where religion, culture, motivational factors and food-related personality traits are coded or measured as 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Participants' propensity for local cuisine increased 0.01 in the level of preference for each unit increase in the religion scale, 0.07 for each unit increase in the culture scale, 0.17 for each unit in the motivational factor scale, and 0.26 for each unit in the food-related personality traits scale.

In Block 3, when studied individually, religion was not a significant predictor for the propensity for local cuisine, ($p = 0.862$), culture was not a significant predictor for the propensity for local cuisine, ($p = 0.078$), motivational factors were found to be a significant predictor for the

propensity for local cuisine, ($p < 0.001$), and food-related personality traits were found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$).

The fourth block's regression equation was found to be significant (F (5,319) = 34.74, $p < 0.001$), with an R^2 of 0.353. Participants' predicted local food consumption is equal to 3.90 + 0.01 religion + 0.07 culture + 0.15 motivational factors + 0.26 food-related personality traits + 0.04 exposure effect / past experience, where religion, culture, motivational factors, food-related personality traits and exposure effect / past experience are coded or measured as 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Participants' propensity for local cuisine increased 0.01 in the level of preference for each unit increase in the religion scale, 0.07 for each unit increase in the culture scale, 0.15 for each unit in the motivational factor scale, 0.26 for each unit in the food-related personality traits scale, and 0.04 for each unit in the exposure effect / past experience scale.

In Block 4, when studied individually, religion was not a significant predictor for the propensity for local cuisine, ($p = 0.836$), culture was not a significant predictor for the propensity for local cuisine, ($p = 0.081$), motivational factors was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), food-related personality traits was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), and exposure effect / past experience was not a significant predictor for the propensity for local cuisine, ($p = 0.212$).

The fifth block's regression equation was found to be significant (F (18,306) = 10.69, $p < 0.001$), with an R^2 of 0.386. Participants' predicted local food consumption is equal to 4.05 + 0.02 religion + 0.08 culture + 0.17 motivational factors + 0.26 food-related personality traits + 0.02 exposure effect / past experience + socio-demographic factors of gender - 0.05, Ethnicity + 0.17 (African American), + 0.22 (Hispanic), + 0.18 (Asian), + 0.46 (Other Ethnicity), Marital

status + 0.08 (Live with partner), -0.08 (Married), +0.10 (Separated), -0.07 (Divorced), +0.16 (Widowed), Age + 0.01, Education level -0.05, and Household Income -0.02.

Religion, culture, motivational factors, food-related personality traits and exposure effect / past experience are coded or measured as 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Gender is coded as 0 = male, 1 = female. Ethnicity is coded 1 = White/Caucasian, 2 = African American, 3 = Hispanic, 4 = Asian, 5 = Native American, 6 = Pacific Islander, and 7 = Other. Marital status is coded 0 = Single, 1 = Live-in partner, 2 = Married, 3 = Separated, 4 = Divorced, and 5 = Widowed. Age is coded 0 = Under 18, 1 = 18-24, 2 = 25-34, 3 = 35-44, 4 = 45-54, 5 = 55-64, and 6 = 65 and above. Education level is coded 0 = Less than High School, 1 = High School / GED, 2 = Some College, 3 = 2-year College Degree, 4 = 4-year College Degree, 5 = Masters Degree, 6 = Doctoral Degree, and 7 = Professional Degree (JD, MD). Finally, Household Income is coded 0 = Under $25,000, 1 = $25,001 - $49,999, 2 = $50,000 - $74,999, 3 = $75,000 - $99,999, 4 = $100,000 - $149,999, 5 = $150,000 - $199,999, 6 = $200,000 - $249,999, and 7 = $250,000 and over.

Participants' propensity for local cuisine increased 0.01 in the level of preference for each unit increase in the religion scale, 0.08 for each unit increase in the culture scale, 0.17 for each unit in the motivational factor scale, 0.26 for each unit in the food-related personality traits scale, 0.02 for each unit in the exposure effect / past experience scale. When looking at demographics specifically, the propensity for local cuisine decreased by 0.05 in the level of preference for female participants in the study. In ethnicity, the propensity for local cuisine increased 0.17 for African Americans, 0.22 for Hispanics, 0.18 for Asians, 0.46 for other ethnicities. When studying marital status, the propensity for local cuisine increased 0.08 for participants living with their partner, decreased 0.08 for married, increased 0.10 for separated, decreased 0.07 for divorced, and increased 0.16 for widowed participants. With every increase in the age range scale, there is an increase of 0.01. The increase in one unit in the level of education scale decreases propensity

for local cuisine by 0.05. Lastly, an increase in household income by one unit in the scale, decreases propensity for local cuisine increased by 0.02.

In Block 5, when reviewed individually, religion was not a significant predictor for the propensity for local cuisine, ($p = 0.604$), culture was found to be a significant predictor for the propensity for local cuisine, ($p < 0.05$), motivational factors were found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), food-related personality traits were found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), and exposure effect / past experience was not a significant predictor for the propensity for local cuisine, ($p = 0.539$). Looking at socio-demographic factors, gender was not a significant predictor for the propensity for local cuisine, ($p = 0.491$), in ethnicity, Hispanic, ($p = 0.491$) was significant, while the rest of the ethnicities were not significant predictors: African American ($p = 0.198$), Asians ($p = 0.127$), and ($p = 0.421$) for other ethnicities. When studying marital status as a combined variable, it was not a significant predictor for the propensity for local cuisine, participants living with their partner ($p = 0.408$), married ($p = 0.383$), separated ($p = 0.702$), divorced ($p = 0.629$), and widowed participants ($p = 0.581$). The age range scale was not a significant predictor for the propensity for local cuisine, ($p = 0.749$). Level of education scale was found to be a marginally significant predictor for the propensity for local cuisine, ($p = 0.06$). Finally, an increase in household income was not a significant predictor for the propensity for local cuisine, participants living with their partner ($p = 0.458$).

The sixth and final block of the hierarchical regression, results in Table 4.4, includes the presence of the moderating independent variable (Involvement). The block contained the largest number of variables, and the moderation effect on these. It was found to be significant ($F(36,288) = 5.86$, $p < 0.001$), with an R^2 of 0.423. Participants' predicted local food consumption is equal to 3.972 + 0.01 religion + 0.05 culture + 0.16 motivational factors + 0.25 food-related personality traits + 0.01 exposure effect / past experience + socio-demographic factors of gender

(female) - 0.04, Ethnicity + 0.21 (African American), + 0.25 (Hispanic), + 0.21 (Asian), + 0.50 (Other Ethnicity), Marital status + 0.12 (Live with partner), -0.04 (Married), +0.27 (Separated), -0.10 (Divorced), +0.15 (Widowed), Age + 0.03, Education level -0.04, and Household Income -0.03.

Other variables included in this block include are Involvement with -0.05 and following the interactions: Involvement on Religion -0.01, Involvement on Culture -0.09, Involvement on Motivation Factors -0.00, Involvement on Food-related Personality Traits +0.09, Involvement on Exposure Effect / Past Experience +0.03, Involvement on Gender (female_x_involv) -0.04. For ethnicity, Involvement on African American (AfricanAmer_x_involv) +0.10, Involvement on Hispanic (Hispanic_x_involv) -0.04, Involvement on Asian (Asian_x_involv) +0.03. For Marital Status, Involvement on Live in partner (LivePartner_x_involv) +0.01, Involvement on Married (Married_x_involv) +0.04, Involvement on Separated (Separated_x_involv) +0.13, Involvement on Divorced (Divorced_x_involv) -0.16, Involvement on Widowed (Widowed_x_involv) -0.13. Involvement on Age (Moder_Age_x_Involv) +0.05, Involvement on Education level (Moder_Educ_x_Involv) +0.07, and finally, Involvement on Household Income (Moder_Income_x_Involv) -0.02.

Religion, culture, motivational factors, food-related personality traits and exposure effect / past experience are coded or measured as 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Gender is coded as 0 = male, 1 = female. Ethnicity is coded 1 = White/Caucasian, 2 = African American, 3 = Hispanic, 4 = Asian, 5 = Native American, 6 = Pacific Islander, and 7 = Other. Marital status is coded 0 = Single, 1 = Live-in partner, 2 = Married, 3 = Separated, 4 = Divorced, and 5 = Widowed. Age is coded 0 = Under 18, 1 = 18-24, 2 = 25-34, 3 = 35-44, 4 = 45-54, 5 = 55-64, and 6 = 65 and above. Education level is coded 0 = Less than High School, 1 = High School / GED, 2 = Some College, 3 = 2-year College Degree, 4 = 4-year College Degree, 5 = Masters Degree, 6 = Doctoral Degree,

and 7 = Professional Degree (JD, MD). Finally, Household Income is coded 0 = Under $25,000, 1 = $25,001 - $49,999, 2 = $50,000 - $74,999, 3 = $75,000 - $99,999, 4 = $100,000 - $149,999, 5 = $150,000 - $199,999, 6 = $200,000 - $249,999, and 7 = $250,000 and over. The Involvement variable introduced in this model is coded as 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree.

Participants' propensity for local cuisine increased 0.01 in the level of preference for each unit increase in the religion scale, 0.05 for each unit increase in the culture scale, 0.16 for each unit in the motivational factor scale, 0.25 for each unit in the food-related personality traits scale, 0.01 for each unit in the exposure effect / past experience scale. When looking at demographics specifically, the propensity for local cuisine decreased by 0.04 in the level of preference for female participants in the study. In ethnicity, the propensity for local cuisine increased 0.21 for African Americans, 0.25 for Hispanics, 0.21 for Asians, 0.50 for other ethnicities. When studying marital status, the propensity for local cuisine increased 0.12 for participants living with their partner, decreased 0.04 for married, increased 0.27 for separated, decreased 0.10 for divorced, and increased 0.15 for widowed participants. With every increase in the age range scale, there is an increase of 0.03. The increase in one unit in the level of education scale decreases propensity for local cuisine by 0.04. An increase in household income by one unit in the scale, decreases propensity for local cuisine increased by 0.03.

Studying the variables related to the moderating effect: an increase by one unit in Involvement results in a decrease of 0.05 in propensity for local cuisine. and following the interactions: Involvement on Religion -0.01, Involvement on Culture -0.09, Involvement on Motivation Factors -0.00, Involvement on Food-related Personality Traits +0.09, Involvement on Exposure Effect / Past Experience +0.03, Involvement on Gender (female_x_involv) -0.04. For ethnicity, Involvement on African American (AfricanAmer_x_involv) +0.10, Involvement on Hispanic (Hispanic_x_involv) -0.04, Involvement on Asian (Asian_x_involv) +0.03. For Marital

Status, Involvement on Live in partner (LivePartner_x_involv) +0.01, Involvement on Married (Married_x_involv) +0.04, Involvement on Separated (Separated_x_involv) +0.13, Involvement on Divorced (Divorced_x_involv) -0.16, Involvement on Widowed (Widowed_x_involv) -0.13. Involvement on Age (Moder_Age_x_Involv) +0.05, Involvement on Education level (Moder_Educ_x_Involv) +0.07, and finally, Involvement on Household Income (Moder_Income_x_Involv) -0.02.

An individual review of the variables In Block 6 shows that religion was not a significant predictor for the propensity for local cuisine, ($p = 0.783$), culture was found to be a significant predictor for the propensity for local cuisine, ($p = 0.199$), motivational factors was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), food-related personality traits was found to be a significant predictor for the propensity for local cuisine, ($p < 0.001$), and exposure effect / past experience was not a significant predictor for the propensity for local cuisine, ($p = 0.820$). Looking at socio-demographic factors, gender was not a significant predictor for the propensity for local cuisine, ($p = 0.510$), in ethnicity, Hispanic, ($p < 0.05$) was significant, while the rest of the ethnicities were not significant predictors: African American ($p = 0.115$), Asians ($p = 0.083$), and ($p = 0.386$) for other ethnicities. When studying marital status as a combined variable, it was not a significant predictor for the propensity for local cuisine, participants living with their partner ($p = 0.232$), married ($p = 0.693$), separated ($p = 0.323$), divorced ($p = 0.522$), and widowed participants ($p = 0.642$). The age range scale was not a significant predictor for the propensity for local cuisine, ($p = 0.411$). Level of education was found to be a non-significant predictor for the propensity for local cuisine, ($p = 0.089$). Finally, an increase in household income was not a significant predictor for the propensity for local cuisine, participants living with their partner ($p = 0.358$).

Studying the variables related to the moderating effect significance in Block 6, Involvement is not a significant predictor for propensity for local cuisine consumption, ($p =$

0.606). The interaction of Involvement on Religion is not a significant predictor for propensity for local cuisine consumption, ($p = 0.822$). Involvement on Culture was found to be a significant predictor for the dependent variable in the study, ($p < 0.05$). Involvement on Motivation Factors is not a significant predictor for propensity for local cuisine consumption, ($p = 0.985$). Involvement on Food-related Personality Traits was found to be a predictor variable for the dependent variable in the study, ($p < 0.05$). Involvement on Exposure Effect / Past Experience is not a significant predictor for propensity for local cuisine consumption, ($p = 0.423$). Involvement on Gender (female_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.548$). For ethnicity, Involvement on African American (AfricanAmer_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.515$). Involvement on Hispanic (Hispanic_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.753$). Involvement on Asian (Asian_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.812$). For Marital Status, Involvement on Live in partner (LivePartner_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.924$). Involvement on Married (Married_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.653$). Involvement on Separated (Separated_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.497$). Involvement on Divorced (Divorced_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.320$). Involvement on Widowed (Widowed_x_involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.685$). Involvement on Age (Moder_Age_x_Involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.158$). Involvement on Education level (Moder_Educ_x_Involv) was found to be marginally significant, ($p = 0.079$), and finally, Involvement on Household Income (Moder_Income_x_Involv) is not a significant predictor for propensity for local cuisine consumption, ($p = 0.695$).

Table 4.4: Results of Block 6 of the Hierarchical Regression

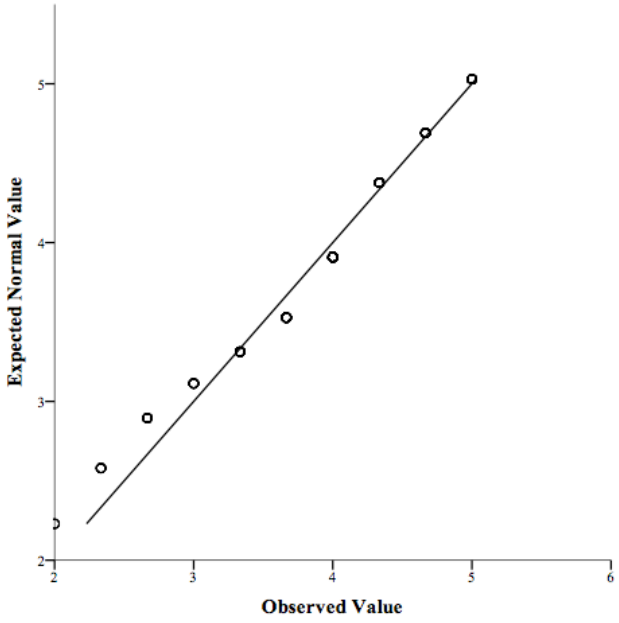
Coefficients					
	Unstandardized Coefficients		Standard Coeff.	t	Sig.
Variables	**B**	**Std. Error**	**Beta**		
Constant	3.972	.117		34.009	.000
Religion	.009	.034	.014	.276	.783
Culture	.053	.041	.079	1.287	.199
Motivational Factors	.157	.040	.233	3.918	.000
Food-Related Personality Traits	.250	.045	.371	5.525	.000
Exposure Effect / Past Experience	.009	.038	.013	.227	.820
Socio-Demographic Factors					
Gender	-.044	.066	-.032	-.660	.510
Ethnicity					
African American	.208	.131	.077	1.581	.115
Hispanic	.248	.114	.108	2.181	.030
Asian	.206	.119	.088	1.738	.083
Other Ethnicity	.499	.574	.041	.869	.386
Marital Status					
Live with Partner	.119	.100	.063	1.198	.232
Married	-.035	.089	-.024	-.396	.693
Separated	.267	.270	.049	.989	.323
Divorced	-.103	.160	-.035	-.641	.522
Widowed	.145	.311	.024	.465	.642
Age	.025	.031	.047	.823	.411
Education Level	-.044	.026	-.091	-1.707	.089
Household Income	-.025	.028	-.054	-.921	.358
Involvement	-.052	.101	-.077	-.517	.606
Moderation of Involvement on Religion	-.007	.031	-.011	-.225	.822
Moderation of Involvement on Culture	-.093	.043	-.150	-2.193	.029
Moderation of Involvement on Motivational Factors	-.001	.040	-.001	-.019	.985
Moderation of Involvement on Food-Related Pers. Traits	.086	.038	.148	2.271	.024
Moderation of Involvement on Exposure Effect / Past Exp.	.026	.032	.044	.803	.423
Moderation of Involvement on Gender	-.044	.073	-.042	-.601	.548
Moderation of Involvement on African American	.101	.155	.033	.652	.515
Moderation of Involvement on Hispanic	-.036	.113	-.017	-.315	.753
Moderation of Involvement on Asian	.033	.136	.012	.238	.812
Moderation of Involvement on Live with Partner	.010	.104	.006	.096	.924
Moderation of Involvement on Married	.043	.096	.034	.449	.653
Moderation of Involvement on Separated	.133	.195	.037	.680	.497
Moderation of Involvement on Divorced	-.162	.162	-.055	-.997	.320
Moderation of Involvement on	-.134	.331	-.021	-.406	.685

Widowed					
Moderation of Involvement on Age	.046	.032	.202	1.417	.158
Moderation of Involvement on Education Level	.067	.038	.103	1.761	.079
Moderation of Involvement on Household Income	-.015	.038	-.024	-.393	.695

Hypothesis Testing

To test the hypotheses in the study Block 6 was emphasized in the analysis, as it included all variables in the study, necessary for testing the hypotheses in the dissertation. The block had an R^2 of 0.423 (refer to Table 4.3), consequently, it counts with the higher explanatory power. Prior to the analysis, the assumption of normality was assessed. The assumption is met if the points do not deviate strongly from the normality line. The assumption of homoscedasticity was assessed with a residuals scatterplot for the dependent variable of local food consumption (Figure 4.1). The assumption is met if the points are not unevenly distributed and no curvature is apparent, the case in this study of the variable.

Figure 4.1: Normal Q-Q Plot of Average for Local Food Consumption



Research Question 1: Can the propensity for local food consumption of travelers be empirically tested utilizing the conceptual model proposed by Mak et al. (2012b)?

To examine the first research question, a hierarchical regression was conducted to assess whether there was a significant relationship between the independent variables and the dependent variable in the study. For the first set of hypotheses, Culture and Religion were tested as predictors on the propensity for local food consumption. The results of the linear regression were significant, F (36,288) = 5.86, $p < 0.001$, $R^2 = 0.42$, suggesting that Culture and Religion, among the other variables (socio-demographic factors, motivational factors, food-related personality traits, and exposure effect/past experience), accounted for 42 percent of the variance in local food consumption. The individual predictors were examined further.

H_{1A}: A person's culture predicts his/her propensity for local food consumption while traveling away from home.

Culture was not a significant predictor of propensity for local food consumption, B = 0.53, p = 0.199. The hypothesis was supported.

H_{1B}: A person's religion predicts his/her food consumption behavior while traveling away from home.

Religion was not a significant predictor of propensity for local food consumption, B = 0.01, p = 0.783.

To examine the second set of hypotheses, a multiple linear regression was conducted to assess whether there was a significant relationship between a person's age, income, education, marital status, gender and ethnicity, amongst other variables (socio-demographic factors, motivational factors, food-related personality traits, and exposure effect/past experience), on the

propensity for local food consumption. The results of the linear regression were significant, $F(36,288) = 5.86, p < 0.001$, $R^2 = 0.42$, suggesting that a person's age, income, education, marital status, gender and ethnicity, among other variables, accounted for 42 percent of the variance in the dependent variable. The individual predictors were examined further.

H_{2A}: A person's age predicts his/her propensity for local food consumption while traveling away from home.

Age (Age) was not a significant predictor of propensity for local food consumption, $B = 0.03$, $p = 0.411$.

H_{2B}: A person's income predicts his/her propensity for local food consumption while traveling away from home.

Income was not a significant predictor of propensity for local food consumption, $B = -0.03$, $p = 0.358$.

H_{2C}: A person's education level predicts his/her propensity for local food consumption while traveling away from home.

Education level was not a significant predictor of propensity for local food consumption, $B = -0.04$, $p = 0.089$.

H_{2D}: A person's marital status predicts his/her propensity for local food consumption while traveling away from home.

Marital status was divided and it was found to be not a significant predictor of propensity for local food consumption, Live with Partner, $B = 0.12$, $p = 0.232$, Married, $B = -0.04$, $p = 0.693$, Separated, $B = 0.27$, $p = 0.323$, Divorced, $B = -0.10$, $p = 0.522$, and Widowed, $B = 0.15$, $p = 0.642$.

H_{2E}: A person's gender predicts his/her propensity for local food consumption while traveling away from home.

Gender (Gender) was not a significant predictor of propensity for local food consumption, $B = -0.04$, $p = 0.510$.

H_{2F}: A person's ethnicity predicts his/her propensity for local food consumption while traveling away from home.

Ethnicity (Ethnicity) was divided into dummy variables and found to be a significant predictor of propensity for local food consumption for the Hispanic population in the study, 0.25, $p < 0.05$, and marginally for Asian participants, $B = 0.21$, $p = 0.083$. African American $B = 0.21$, $p = 0.115$, and for Other Ethnicity, $B = 0.50$, $p = 0.386$ were not significant predictors of local food consumption while traveling away from home.

To examine relationship between the food choice motivational factors (symbolic, obligatory, contrast, extension, and pleasure) and travelers' propensity for local food consumption, a multiple linear regression was conducted to assess whether there was a significant relationship between food choice motivational factors, among other variables, and the propensity for local food consumption.

H_3: Food choice motivational factors predict a person's propensity for local food consumption while traveling away from home.

The results of the linear regression were significant, $F(36,288) = 5.86$, $p < 0.001$, $R^2 = 0.42$, suggesting that food choice motivational factors among other the other variables in the study, accounted for 42 percent of the variance in local food consumption. The predictor was examined further, food choice motivational factors was a significant predictor of propensity for local food consumption, $B = 0.16$, $p < 0.001$.

To examine the association between travelers' propensity for local food consumption and their food-related personality traits, a multiple linear regression was conducted to assess whether there was a significant relationship between food-related personality traits and the propensity for local food.

H_4: Food-related personality traits predict a person's propensity for local food consumption while traveling away from home.

The results of the linear regression were significant, F (36,288) = 5.86, $p < 0.001$, R^2 = 0.42, suggesting that food-related personality traits among other the other variables in the study, accounted for 42 percent of the variance in local food consumption. The predictor was examined further. Food-related personality traits was a significant predictor of Propensity for local food consumption, $B = 0.25$, $p < 0.001$.

To examine the fifth hypothesis, a multiple linear regression was conducted to assess whether there was a significant relationship between a person's food exposure and past experience with food items, among other variables, and the propensity for local food consumption.

H_5: Food exposure and past experience with different foods predicts a person's propensity for local food consumption while traveling away from home.

The results of the linear regression were significant, F (36,288) = 5.86, $p < 0.001$, R^2 = 0.42, suggesting that Exposure effect / past experience among other the other variables in the study, accounted for 42 percent of the variance in local food consumption. The predictor was examined further. Exposure effect / past experience was not a significant predictor of Propensity for local food consumption, $B = 0.01$, $p = 0.820$.

To examine if the level of involvement of an individual in the food purchase decision impact the relationship between the main factors of the study and the propensity for a traveler to consume local foods, a multiple linear regression was conducted to assess whether there was a significant relationship between the main factors of the study, their interaction with the involvement variable, among other variables, and the propensity for a traveler to consume local foods.

The results of the linear regression were significant, F (36,288) = 5.86,$p < 0.001$, R^2 = 0.42, suggesting that Religion, Culture, Motivational Factors, Food-Related Personality Traits, Exposure Effect/ Past Experience, Gender, Ethnicity, Marital status, Age, Education level, Household income, Involvement, Moderation of Involvement on Religion, Moderation of Involvement on Culture, Moderation of Involvement on Motivational Factors, Moderation of Involvement on Food-Related Personality Traits, Moderation of Involvement on Exposure Effect and Past Experience, Moderation of Involvement on Gender, Moderation of Involvement on Ethnicity, Moderation of Involvement on Marital status, Moderation of Involvement on Age, Moderation of Involvement on Education level and Moderation of Involvement on Household Income, among other variables, accounted for 42 percent of the variance in local food consumption. The predictors were examined further for each hypothesis.

H_{6A}: Involvement in the food purchase decision impacts the effect of a person's culture and religion on the consumption behavior regarding local foods while traveling away from home.

The results of the hierarchical regression show that the moderation of Involvement on Religion (see Table 4.5) was a not a significant predictor of Propensity for local food consumption, B = -0.01, p = 0.822. The moderation of Involvement on Culture was a significant predictor of Propensity for local food consumption, B = -0.09, $p < 0.05$.

Table 4.5: Regression results for Moderation on Culture and Religion

Coefficients	*B*	*p*
Moderation of Involvement on Religion	-0.01	0.822
Moderation of Involvement on Culture	-0.09	0.029

H_{6B}: Involvement in the food purchase decision impacts the effect of a person's socio-demographic factors on the consumption behavior regarding local foods while traveling away from home.

The results of the hierarchical regression including the following demographics moderation effects in the study: Moderation of Involvement on Gender, Moderation of Involvement on Ethnicity, Moderation of Involvement on Marital status, Moderation of Involvement on Age, Moderation of Involvement on Education level and Moderation of Involvement on Household Income was a not a significant predictor of Propensity for local food consumption, see Table 4.6.

Table 4.6: Regression results for Moderation on Socio-demographic Factors

Coefficients	*B*	*p*
Moderation of Involvement on Gender	-0.04	0.548
Moderation of Involvement on Ethnicity		
African American	0.10	0.515
Hispanic	-0.04	0.753
Asian	0.03	0.812
Moderation of Involvement on Marital status		
Live with Partner	0.01	0.924
Married	0.04	0.653
Separated	0.13	0.497
Divorced	-0.16	0.320
Widowed	-0.13	0.685
Moderation of Involvement on Age	0.05	0.158

Moderation of Involvement on Education level	0.07	0.079
Moderation of Involvement on Household Income	-0.02	0.695

H_{6C}: Involvement in the food purchase decision impacts the effect of a person's motivational factors on the consumption behavior regarding local foods while traveling away from home.

The results of the hierarchical regression including the moderation effect of Involvement on Motivational Factors was a not a significant predictor of Propensity for local food consumption, $B = -0.001$, $p = 0.985$.

H_{6D}: Involvement in the food purchase decision impacts the effect of a person's food-related personality traits on the consumption behavior regarding local foods while traveling away from home.

The results of the hierarchical regression including the moderation effect of Involvement on Food-Related Personality Traits was a significant predictor of Propensity for local food consumption, $B = 0.09$, $p < 0.05$.

H_{6E}: Involvement in the food purchase decision impacts the effect of a person's exposure effect / past experience on the consumption behavior regarding local foods while traveling away from home.

The results of the hierarchical regression including the moderation effect of Involvement on Exposure Effect and Past Experience was a not a significant predictor of Propensity for local food consumption, $B = 0.03$, $p = 0.423$.

H_{6F}: Involvement in the food purchase decision impacts a person's food consumption behavior regarding local foods while traveling away from home.

The results of the hierarchical regression show that the Involvement variable was a not a significant predictor of Propensity for local food consumption, $B = -0.05$, $p = 0.606$.

Synopsis of the Chapter

Chapter Four investigated the objectives related to the purpose of the study by first describing the respondent characteristics, followed by the findings of the hierarchical regression. The chapter's focus on the sixth block to present the testing results of the different hypotheses was selected, as it was the block of the hierarchical regression that included the variables necessary to test the model, and involved the variables required to answer the research questions of the study. The results of the hypotheses testing and conclusions are described in the next chapter.

CHAPTER V

CONCLUSION

Introduction

This final chapter discusses the conclusions and implications of the study. The chapter contains three sections. The first section discusses the results related to the objectives of the study. The second section addresses the conclusions and the recommendations. The last section includes the limitations of the study and suggests future research in travelers' food consumption.

Discussion

The purpose of this study was to empirically test a conceptual model of the relationship between the factors that influence travelers' food-related decisions while away from home, with particular interest in the consumption of local food items. Testing was performed in order to gain understanding among the constructs, based on the literature review. The objectives for the study were to examine the relationship of the five main factors influencing tourist local food consumption at a destination, both with the dependent variable and amongst them. Assessing the moderating effect of involvement or lack thereof, on the main factors involved in the study in the food decisions process; specifically on the five main variables, while predicting for propensity for

local food consumption. Table 5.1 presents the objectives in combination with the findings in a summarized form.

Table 5.1: Summary of Findings

Objective	Findings
Explain the relationship between the factors influencing travelers' food decisions and their propensity to consume local foods at the tourist destination.	Of the study's five main predicting factors, Culture within the Culture and Religion variable, Motivational Factors, and Food-related Personality Traits were consistently significant predictors of local food consumption. Within socio-demographic factors, specifically being of Hispanic ethnicity was found to be a significant factor attributing to a tendency for local foods. Within socio-demographic factors, Education level was a marginally significant predictor of local food consumption.
Explore if and to what degree the factors impact each other within the group of predicting variables.	Observed that by adding Food-related Personality Traits on Block 3, Culture ceased to be a significant predictor. In Block 5, Socio-demographic factors were added, and Culture became a significant predictor again, increasing the propensity to consume local foods. Education Level became a marginally significant predictor. Motivational Factors, and Food-related Personality Traits were consistently significant predictors of local food consumption, throughout all blocks tested.
Identify if and how the aspect of involvement in the food decision process moderates the relationship between the factors influencing travelers' food decisions and their propensity to consume local foods at the tourist destination.	With the inclusion of the Involvement moderating variable, the main effect of the Culture variable became a non-significant predictor. With the inclusion of Involvement moderation, Asian ethnicity became marginally significant predictor by increasing the predicting effect. The moderation effect on Culture and Food-related Personality Traits show to be significant. The moderation effect on Education Level shows to be marginally significant.

Relationship of Local Food Consumption when Traveling and Independent Variables

This dissertation followed the Mak et al. (2012b) conceptual model with the inclusion of a moderating effect from the Involvement variable. The five main factors included in the model are cultural and religious factors, socio-demographic factors, motivational factors, food-related personality traits, and exposure effect / past experience. Presented in this section is the attempt to accomplish the objective of measuring the impact of the five factors discussed, as being the independent variables, on the propensity for local food consumption when traveling, the dependent variable.

Local Food Consumption

The dependent variable consisted of three items with a mean score of 3.82 and showed a coefficient alpha of 0.665, refer to Appendix C. The intent with the dependent variable was to gain an understanding of the preference of travelers for the local cuisines of a destination, with the understanding that travelers understand the difference between foods available at the destination and foods that are local to that destination, as presented in the introduction of this study. The independent variable is then predicted by the independent variables making-up the basis of the theoretical model, and discussed in the continuation of the chapter.

Cultural & Religious Influences

In reference to the Cultural and Religion variable, the hierarchical regression with six blocks was analyzed. Religion was not found to be significant in them. Culture was significant in three of the blocks, marginally significant in two blocks, and not significant in the last block, which included a large number of other variables. Appendix C summarizes the summative mean, standard deviation, and reliability coefficient of the Culture and Religion variable for the data in this study and consisted of seven items.

The factor of culture and religion according to Saroglou and Cohen (2011), have been traditionally acknowledged as significant factors affecting the overall food consumption of individuals. Mak et al. (2012b) discovered a lack of research about the extent to which, and in what specific aspects, culture and religion have impacted the food consumption of travelers. With the intent of measuring the impact of culture and religion on local food consumption the hierarchical regression in this study found that religion does not play an important role in local food consumption at a destination, while the opposite is true of culture. The Culture and Religion variable would benefit from further research, as they are two different, although very related concepts that seem to benefit from being studied individually. Noteworthy is the result manifested throughout the blocks of the hierarchical regression, and the fact that by adding the Food-related Personality Traits variable, the ability of the Culture aspect of the variable diminished in its level of significance to predict local food consumption.

Socio-Demographic Factors

In previous research on travelers' behavior (Mak and Moncur, 1980, McIntosh and Goeldner, 1986, Woodside and Carr, 1988, Zimmer et al, 1995), socio-demographic variables were found to have impacted the travelers' decisions while away from home. Studies also argue that a person's socio-demographic characteristics will predict their choices (Wall and Mathieson, 2006). In the case of this study, the general finding was that socio-demographic factors were non-significant, with the exception of Ethnicity, where one population represented, Hispanics, showed to be significant throughout the blocks in which it was present (Blocks 5 and 6). Asian proved to be marginally significant in the last block. The other variable that showed a marginal level of significance was Education level, in both blocks where it was present. Household income, age, gender, and marital status proved to be non-significant predictors for local food consumption in this study.

Food Choice Motivational Factors

In reference to Food Choice Motivational Factors five of the six blocks of the hierarchical regression analyzed in the study incorporated the variable. The factor was significant in all of the blocks where present with minimal fluctuation in its coefficient (see Appendix E). The Food Choice Motivational Factors independent variable consisted of thirty items with a mean score of 3.63. It showed a coefficient alpha of 0.782. Appendix C summarizes the summative mean, standard deviation, and reliability coefficient of the independent variable for the data in this study, while presenting the items in the scale related to the independent variable.

Fields (2002) suggests a theoretical linkage between travelers' motivation and motivational factors underlying food consumption in tourism, although lacking empirical evidence. This study found motivational factors to be a significant predictor of local food consumption throughout the five blocks of the hierarchical regression in which it was present. It is a feasible conclusion, from the study's data analysis that traveler motivational factors exert a significant influence over participants' choice and behavior, and can be a significant force affecting travelers' local food consumption.

Food Related Personality Traits

The Food-related Personality Traits independent variable consisted of twenty-four items with a mean score of 3.67. It showed a coefficient alpha of 0.942. Four of the six blocks of the hierarchical regression analyzed in the study included the variable's construct. The factor was significant in all of the blocks where it was present (see Appendix E) with minimal fluctuation in its coefficient. Appendix C summarizes the summative mean, standard deviation, and reliability coefficient of the independent variable for the data in this study, while presenting the items in the scale related to this variable.

In regards to food-related personality, Cohen and Avieli (2004) argued that the local cuisines of a destination can be an obstacle instead of an attraction to many travelers. Tourists will typically be keen or willing to participate in new and unusual experiences, or engage in neophilic behavior, eating involves the actual consumption of unfamiliar foods in the destination therefore neophobic tendency might become more prominent. Torres (2002) further states that many previous findings suggest that tourists generally prefer foods that are familiar to them, and normally resist trying local cuisines. This study found this variable to be a significant predictor of local food consumption throughout the four blocks of the hierarchical regression in which it was present. It is a feasible conclusion, from the study's data analysis, that Food-related Personality Traits exerts a significant influence over travelers choice and behavior affecting tourist local food consumption.

Exposure Effect / Past Experience

The last independent variable of the five main factors in this section consisted of seven items with a mean score of 2.79 with a coefficient alpha of 0.831. Three of the six blocks of the hierarchical regression analyzed in the study contained the variable's construct. The factor was not found to be a significant in any of the blocks where it was present (see Appendix E) with constant fluctuation in its coefficient. Appendix C summarizes the summative mean, standard deviation, and reliability coefficient of the independent variable for the data in this study, while presenting the items in the scale related to this variable.

Proposed by previous research to be a significant factor in the travelers' decision process, exposure to certain foods tends to increase preference for the food items (Birch et al., 1987; Luckow et al., 2006; Pliner, 1982; Stein et al., 2003). From the literature reviewed, there is a belief that past experience with a food item can have a significant effect on its consumption.

Barker (1982) found that an individual's past experience with a food contributes to the development of food memories associated with the sensory attributes of the food. This study found this variable to be a non-significant predictor of local food consumption throughout the three blocks of the hierarchical regression in which it was included. It is then, a conclusion in this study, that Exposure Effect / Past Experience does not exert a significant influence over a traveler's choice for local food consumption.

Relationship Between the Independent Variables

In an effort to achieve the second objective of the dissertation, the study gauged the interaction between the predicting variables. The hierarchical regression provided the opportunity to perceive the impact of adding the different variables in the blocks, sequentially, and understand the effect on the variables already present in the regression. As was expected, the overall trend showed that as more predicting variables were added to the regression the coefficients would decrease for the ones already present from one block to the next; this is of particular importance when studying the variables that showed significant levels of predicting for the dependent variable.

When the Food-related Personality Traits variable was added to the regression, from block three (3) to block four (4) there was a visible decrease for the Culture variable, where it went from being significant to marginally significant, possibly indicative of the importance that Food-related Personality Traits plays in the block, and in the explanation for local food consumption. In the fifth block, Culture again becomes a significant predictor after adding to the regression the socio-demographic variables. Lastly, Culture becomes non-significant as predictor after adding to the regression the moderation effect of Involvement.

The Moderating Effect of Involvement

The moderating variable consisted of fourteen items with a mean score of 3.37 and a coefficient alpha of 0.904. The last of six blocks of the hierarchical regression examined in the dissertation contained the variable's construct. The R^2 change from the previous block of the hierarchical regression where the effect of the moderation is not present, to the one where the effect is present, is a minimal change. As provided in the previous chapter, the R^2 change was of 0.037, from 0.386 for Block 5, to 0.423 for Block 6. This provides evidence that Involvement, when added as a moderator to the factors in the study, does not moderate the relationship of the factors with the propensity to consume local foods. The factor was not found to be a significant predictor (see Appendix E), as an individual within other controlling variables, for local food consumption. Appendix C summarizes the summative mean, standard deviation, and reliability coefficient of the variable for the study, while presenting the items in the scale related to this variable.

Proposed by past research to be a significant factor in the travelers' decision process, involvement is well established within the theory of consumer behavior (Juhl & Poulsen, 2000) and it has been used in the literature (Havitz & Dimanche, 1999). According to Antonides and van Raaij (1998), involvement can be explained as the level of a person's personal relationship with a product or service including perceived importance, value, and risk. Of interest to the present study is the dual categorization of food service, including both a product and a service of such product. Involvement is an important concept in travel as the decision-making process for such activities requires increased involvement (Swarbrooke & Horner, 2007). Havitz and Dimanche (1999) found in previous research that product score low on involvement and leisure activities, food included, have a certain level of involvement. This study explored the presence of significance, if such existed, of such concept, in the consumption of local foods at a destination.

The study found this variable to be a non-significant predictor of local food consumption, and as previously stated, such significance was not found, when looked at individually.

The third objective of this dissertation was to analyze the effect of an interaction or moderation by involvement on the main factors in the study. It was the result of the hypothesis testing where the moderation effect by Involvement was present, seventeen (17) total, that two (2) resulted in levels of significance. These two were the moderating effect on the Culture variable, and the moderating effect on the Food-related Personality Traits variable, and where already consistently significant before the moderation effect. The moderating effect of Involvement on the Education level variable showed to be marginally significant. The rest of the variables moderated by involvement did not show levels of significance. It is then, a conclusion in this study, that the moderation effect by Involvement does not, in general, achieve a significant influence over a traveler's choice for local food consumption.

Implications of the Study

The findings of the dissertation offered important contributions to the existing theory introduced by Mak et al. (2012b), for a variety of reasons. The findings, primarily, identified and explained the main factors involved in the travelers' decision to consume local foods at a destination. Second, the study tested the proposed theoretical model to explain travelers' food-related behaviors at the destination, furthermore supplementing it with a moderating element for testing. Third, the results of the study can be used to theoretically compare to travelers' consumption of other local products or services. In conclusion, the findings of the study have theoretical implications in terms of developing a framework for identifying the factors involved in travelers' decisions related to local consumption.

Through the testing of the hypothesis in the study, there is empirical evidence of the Exposure Effect / Past Experience variable as not a being significant predictor of the travelers' consumption of local foods. Further studies may include the revision of the scale, or the exclusion of the variable after further analysis of the concepts involved. In terms of the model and the scales, another consideration is the division of the Cultural and Religion variable. The two areas showed to be distinct in the factor analysis even though in the model they are grouped as one variable, they can coexist one without the other. Further research is recommended into the two areas in the variable, as they relate with each other and how the two work independently.

The practical implications of the study include a better understanding of the travelers' influencing factors in local food consumption. For producers and service providers this is of assistance; in their marketing efforts, to improve their products, and to increase the interest from potential consumers for their products. Thus providing items of increased interest, perceived value, overall satisfaction and positive consumer behavioral consequences for the local businesses. Destination shareholders and operators would benefit from an increase in consumption of their local foods, products and services. With actual information regarding travelers' interests in local foods, businesses can partner and educate government, tourism-related organizations, and their employees in order to maximize the exchange of their products.

Limitations and Delimitations of the Study

There are limitations to this study that may plausibly affect the findings. Several were unavoidably inherent with an online instrument in a study. The first limitation is only an English language questionnaire used as the survey instrument for the study. Even though from the demographic section of the survey, it is assumed that the majority of the respondents read and understand English, some respondents may have not clearly understood the questions due to

English not being their native language. The second limitation is self-reported bias. It is important to consider that the analyses conducted in this study were primarily based on self-reported data. Under or over reporting, favorable or unfavorable experiences due to lack of or poor memory recall may introduce bias. Additionally, the collected responses may not represent the characteristics and perceptions of those who did not participate in the survey.

Food consumption behavior is impacted by a wide range of interacting factors (Köster, 2009), the framework utilized in this study, a necessary step in the right direction, does not incorporate all possible factors affecting travelers' food consumption. Additionally, several marketing studies have demonstrated that the travelers' market is not homogeneous. Interestingly, analysis of segment-based satisfaction has attracted only limited attention from researchers Yüksel and Yüksel (2003) creating an opportunity for future research on the area.

The delimitation that impacted the study relates to the fact that data collection was limited to travelers from the United States, thus limiting the generalizability of the findings to travelers from other countries. The study was limited by time constraints, therefore restraining the ability to obtain responses from individuals from different geographic regions outside the United States.

Future Research Recommendations

There are several recommendations for future study in this area since the topic of factors influencing travelers' food consumption has limited empirical research at present time. A recommended area for future research is the impact of price on the food purchase decisions while traveling away from home. A focus of interest in particular for local foods, since price has been studied at length in more general aspects. Price has been considered a significant component in explaining consumer behaviors (Ryu & Han, 2010).

Keaveney (1995) studied the topic of customers switching behaviors in the service industry and found that pricing was one of the most significant categories among eight general categories (i.e., inconvenience, core service/service encounter failure, and competition) in the model of customer switching behavior. In the study, about 9% of respondents mentioned price as the only reason to switch to another service provider, while 21% described price as one of two or more reasons for switching. Price is an essential element in predicting and understanding customer behaviors (Ryu & Han, 2010).

A related topic for further research is the measurement of perceived value including price perception, present in marketing literature. The moderating effect of price perception on the local food consumption has no empirical research support. Studying, customers' perception price may intervene as a moderator variable in the choice for local cuisines. A recommended research question is to ask: is there a relationship between travelers' local food consumption and the price of food items, considering the previous factors in the study? Hypothesizing that price of food items predict a person's food consumption behavior while traveling away from home. A related topic would be to test perceived value and satisfaction as having a mediating or moderating role between the main factors in the present study and local food purchase intention.

Another recommendation based on the results of this dissertation is to delve deeper into the division of the culture and religion variable, since results of the study show a disparity within the two factors of the variable. Culture showed an inverse reaction to the addition of Food-related Personality Traits from one block of the hierarchical regression to the next, as expressed in the previous sections of the study, requiring further study, not viable in the present one.

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APPENDICES

Appendix A

IRB Study Approval

Oklahoma State University Institutional Review Board

Date:	Tuesday, June 30, 2015
IRB Application No	HE1539
Proposal Title:	Food in tourism: Exploring inherent influential factors in food decision processes of travelers
Reviewed and Processed as:	Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 6/29/2018

Principal Investigator(s):

Angel Gonzalez
210 HSW
Stillwater, OK 74078

Catherine Curtis
210 HES
Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1.Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval. Protocol modifications requiring approval may include changes to the title, PI advisor, funding status or sponsor, subject population composition or size, recruitment, inclusion/exclusion criteria, research site, research procedures and consent/assent process or forms
2.Submit a request for continuation if the study extends beyond the approval period. This continuation must receive IRB review and approval before the research can continue.
3.Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of the research; and
4.Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Dawnett Watkins 219 Scott Hall (phone: 405-744-5700, dawnett.watkins@okstate.edu).

Sincerely,

Hugh Crethar, Chair
Institutional Review Board

IRB Approved Email Communication to Potential Pilot Study Participants

Dear Participant,

If you have traveled to a destination with different food and beverage offerings than your place of residence, I am asking for your participation in this survey. If you have already responded to this survey, I thank you for your help.

I am a graduate student in the School of Hotel and Restaurant Administration at Oklahoma State University. I am conducting an academic survey that is designed to investigate the food-related decisions of travelers. This survey will help researchers better understand the factors that impact travelers in their food purchases while away from home.

This survey will take 10 to 15 minutes of your time. Your answers will be completely confidential and your participation is strictly voluntary. In addition, we will also collect personal demographic information about you. No names will be collected or used in any way. The information you submit can only be accessed by our research team and will remain private. All data collected in this study will remain strictly confidential and only group results will be reported. The risks associated with participating in this study are minimal.

This instrument has been approved by the Institutional Review Board at Oklahoma State University (irb@okstate.edu) and has met all the University's human subjects and ethical requirements. If you have any questions or concerns about the study, please contact me at (405) 744-6713 or via email at angelfg@okstate.edu.

The link to the survey is:

(I WILL PASTE THE QUALTRICS SURVEY LINK HERE)

Thank you in advance for your time and participation in this study.

Angel F. González
Graduate Student
School of Hotel and Restaurant Administration
Oklahoma State University

Institutional Review Board Approval of Questionnaire

Influential Factors in Food Decisions of Travelers

Dear participant, I am a graduate student in the School of Hotel and Restaurant Administration, at Oklahoma State University performing a research project on the food-related decisions of travelers. This survey will help researchers better understand the factors that impact travelers in their food purchases while away from home. Thank you for your voluntary participation in filling out the following survey. If you decide not to participate you may withdraw at any time. If you wish to withdraw from the survey before data collection is complete, your data will be destroyed. Return or submission of the completed questionnaire constitutes your consent to participate. All responses will be held in strict confidentiality. Your response is very important to this study. If you have any questions, please feel free to contact the School of Hotel and Restaurant Administration at (405) 744-6713.

Thank you for your time,

Sincerely,

Angel F. Gonzalez
Graduate Student
Oklahoma State University, Stillwater

Okla. State Univ.
IRB
Approved 6.30.15
Expires 6.29.18
IRB # #5.15.39

Appendix B

Questionnaire

Influential Factors in Food Decisions of Travelers

Dear participant, I am a graduate student in the School of Hotel and Restaurant Administration, at Oklahoma State University performing a research project on the food-related decisions of travelers. This survey will help researchers better understand the factors that impact travelers in their food purchases while away from home. Thank you for your voluntary participation in filling out the following survey. If you decide not to participate you may withdraw at any time. If you wish to withdraw from the survey before data collection is complete, your data will be destroyed. Return or submission of the completed questionnaire constitutes your consent to participate. All responses will be held in strict confidentiality. Your response is very important to this study. If you have any questions, please feel free to contact the School of Hotel and Restaurant Administration at (405) 744-6713.
Thank you for your time,

Sincerely,

Angel F. Gonzalez
Graduate Student
Oklahoma State University, Stillwater

Qualifying Question for Travelers

Have you ever traveled to a destination with different food offerings than your place of residence (hometown)?

- ❍ Yes
- ❍ No

How many times have you traveled to another city within your country?

- ❍ 0
- ❍ 1 - 2
- ❍ 3 - 4
- ❍ 5+

How many times have you traveled abroad?

- ❍ 0
- ❍ 1 - 2
- ❍ 3 - 4
- ❍ 5+

On average, how long do you stay at a destination away from home?

- ❍ 0 nights
- ❍ 1 - 3 nights
- ❍ 4 - 6 nights
- ❍ 7 - 9 nights
- ❍ 10+ nights

Please read each of the following statements and indicate your level of agreement by clicking on the appropriate circle.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
All food items are in harmony with my religious views.	❍	❍	❍	❍	❍
All beverage items are in harmony with my religious views.	❍	❍	❍	❍	❍
When traveling, I am less strict with my beliefs regarding food choices.	❍	❍	❍	❍	❍
When traveling, I am less strict with my beliefs regarding beverage choices.	❍	❍	❍	❍	❍
I like to try restaurants that offer food that is different from that in my own culture.	❍	❍	❍	❍	❍
When traveling, I like to immerse myself in the culture of the people I am visiting.	❍	❍	❍	❍	❍
I feel at home in other countries.	❍	❍	❍	❍	❍
I travel to explore the local culture of the place I visit.	❍	❍	❍	❍	❍
I look to have an authentic experience when I travel.	❍	❍	❍	❍	❍
I seek learning opportunities when I travel to a destination.	❍	❍	❍	❍	❍
Health motivates my food choices.	❍	❍	❍	❍	❍
Health motivates my beverage consumption choices.	❍	❍	❍	❍	❍
I prefer foods that are low in calories.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I purchase local foods at local stands.	❍	❍	❍	❍	❍
I purchase local beverages at local stands.	❍	❍	❍	❍	❍
I eat at restaurants that only locals eat.	❍	❍	❍	❍	❍
At the destination, I prepare foods with ingredients unique to the destination I am visiting.	❍	❍	❍	❍	❍
I dine at restaurants serving distinctive cuisines.	❍	❍	❍	❍	❍
I drink at establishments serving distinctive beverages.	❍	❍	❍	❍	❍
I dine at establishments serving regional specialties.	❍	❍	❍	❍	❍
I sample local foods.	❍	❍	❍	❍	❍
Visiting foreign countries is one of my favorite things.	❍	❍	❍	❍	❍
I often think about going to different countries and doing some traveling.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I prefer food that can be cooked very simply.	❍	❍	❍	❍	❍
I prefer foods that are familiar to me.	❍	❍	❍	❍	❍
I prefer the foods I ate when I was a child.	❍	❍	❍	❍	❍
I purchase local food products to take back home.	❍	❍	❍	❍	❍
I purchase cookbooks with local recipes to take back home.	❍	❍	❍	❍	❍
I purchase local kitchen equipment to take back home.	❍	❍	❍	❍	❍
While vacationing, I would prefer to stay in my home country, rather than visit another country.	❍	❍	❍	❍	❍
I prefer spending my vacations outside of the country that I live in.	❍	❍	❍	❍	❍
When traveling abroad, I appreciate being able to find Western products and restaurants.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I prefer to dine at high-quality restaurants.	❍	❍	❍	❍	❍
I prefer foods that look nice.	❍	❍	❍	❍	❍
I prefer beverages that look nice.	❍	❍	❍	❍	❍
I prefer foods with pleasant aromas.	❍	❍	❍	❍	❍
I prefer foods that have a pleasant texture.	❍	❍	❍	❍	❍
I like dining with friends and family.	❍	❍	❍	❍	❍
Restaurants provide me with a setting for special occasions.	❍	❍	❍	❍	❍
I remember experiences I have had in restaurants.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am constantly sampling new and different foods.	❍	❍	❍	❍	❍
I am constantly sampling new and different drinks.	❍	❍	❍	❍	❍
I don't trust new foods.	❍	❍	❍	❍	❍
I don't trust new beverages.	❍	❍	❍	❍	❍
If I don't know what a food is, I won't try it.	❍	❍	❍	❍	❍
If I don't know what a beverages is, I won't try it.	❍	❍	❍	❍	❍
I like foods from different cultures.	❍	❍	❍	❍	❍
I like beverages from different cultures.	❍	❍	❍	❍	❍
Ethnic food looks weird to eat.	❍	❍	❍	❍	❍
I am afraid to eat things I have never had before.	❍	❍	❍	❍	❍
I am afraid to drink things I have never had before.	❍	❍	❍	❍	❍
I am very particular about the foods I eat.	❍	❍	❍	❍	❍
I am very particular about the beverages I drink.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I will eat almost anything.	❍	❍	❍	❍	❍
I will drink almost anything.	❍	❍	❍	❍	❍
I like to try ethnic restaurants.	❍	❍	❍	❍	❍
When I eat out, I like to try the most unusual items, even if I am not sure I would like them.	❍	❍	❍	❍	❍
I think it is fun to try out food items one is not familiar with.	❍	❍	❍	❍	❍
I think is fun to try out beverage items one is not familiar with.	❍	❍	❍	❍	❍
I am eager to know what kind of foods people from other countries eat.	❍	❍	❍	❍	❍
I am eager to know what kind of beverages people from other countries drink.	❍	❍	❍	❍	❍
I like to eat exotic (such as insects and organ meats) foods.	❍	❍	❍	❍	❍
I am curious about food products that I am not familiar with.	❍	❍	❍	❍	❍
I am curious about beverages that I am not familiar with.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
In my city, there are many billboards, and advertising signs for foreign and global products.	❍	❍	❍	❍	❍
It is quite common for me to see ads for foreign or global products in local media (newspaper, magazines, Internet).	❍	❍	❍	❍	❍
I often watch TV programming with advertisements from outside my country	❍	❍	❍	❍	❍
When shopping, I am often exposed to foreign or global brands	❍	❍	❍	❍	❍
Ads for foreign or global products are everywhere.	❍	❍	❍	❍	❍
I make an advanced reservation to dine at a specific restaurant.	❍	❍	❍	❍	❍
I go to a restaurant to taste the dishes of a particular chef.	❍	❍	❍	❍	❍

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Eating local foods at a destination is one of the most enjoyable things I do.	❍	❍	❍	❍	❍
Drinking local beverages at a destination is one of the most enjoyable things I do.	❍	❍	❍	❍	❍
Food-related activities occupy a central role in my life.	❍	❍	❍	❍	❍
Drinking-related activities occupy a central role in my life.	❍	❍	❍	❍	❍
I enjoy discussing food related activities with my friends.	❍	❍	❍	❍	❍
I enjoy discussing drinking related activities with my friends.	❍	❍	❍	❍	❍
I identify with the people and image associated with food related activities.	❍	❍	❍	❍	❍
I identify with the people and image associated with drinking related activities.	❍	❍	❍	❍	❍
You can tell a lot about a person by seeing them interact with food.	❍	❍	❍	❍	❍
Participating in food related activities says a lot about whom I am.	❍	❍	❍	❍	❍
Participating in drinking related activities says a lot about whom I am.	❍	❍	❍	❍	❍
Talking about what I ate or am going to eat is something I like to do.	❍	❍	❍	❍	❍
I visit a food producers at a destination.	❍	❍	❍	❍	❍
I visit wineries and/or breweries at a destination.	❍	❍	❍	❍	❍

This last section asks some general questions about you, it will be kept in the strictest confidence. This information will be used for statistical purposes only.

Gender

❍ Male
❍ Female

Are you a citizen of the United States of America?

- ❍ Yes, I was born in the U.S. or U.S. territory
- ❍ Yes, a U.S. citizen by naturalization
- ❍ No, not a citizen

What is your ethnicity?

- ❍ White/Caucasian
- ❍ African American
- ❍ Hispanic
- ❍ Asian
- ❍ Native American
- ❍ Pacific Islander
- ❍ Other

What year were you born?

What is your current marital status?

- ❍ Single
- ❍ Living with partner
- ❍ Married
- ❍ Separated
- ❍ Divorced
- ❍ Widowed

How many children (under the age of 18) are currently living in your house?

- ❍ 0
- ❍ 1
- ❍ 2
- ❍ 3+

Which occupational category best describes your current employment? (U.S. Census, 40 Categories)

- Management: professional or related occupations
- Management: business or financial operations occupations
- Management occupations, except farmers and farm managers
- Farmers and farm managers
- Business and financial operations
- Business operations specialists
- Financial specialists
- Computer or mathematical
- Architects, surveyors, cartographers, or engineers
- Drafters, engineering, or mapping technicians
- Life, physical, or social science
- Community and social services
- Legal
- Education, training, or library
- Arts, design, entertainment, sports, or media
- Health diagnosing or treating practitioners & technical occupations
- Health technologists or technicians
- Health care support
- Fire fighting, prevention or law enforcement workers, (including supervisors)
- Other protective service workers (including supervisors)
- Food preparation or serving-related
- Building, grounds cleaning or maintenance
- Personal care or service
- Sales or related occupations
- Office or administrative support
- Farming, fishing, or forestry
- Supervisors, construction or extraction
- Construction trades workers
- Extraction workers
- Installation, maintenance, or repair occupations
- Production
- Supervisors, transportation or material moving
- Aircraft or traffic control
- Motor vehicle operators
- Rail, water or other transportation
- Material moving
- Student
- Retired

What is the highest level of education you have completed?

- ❍ Less than High School
- ❍ High School / GED
- ❍ Some College
- ❍ 2-year College Degree
- ❍ 4-year College Degree
- ❍ Masters Degree
- ❍ Doctoral Degree
- ❍ Professional Degree (JD, MD)

Please indicate your approximate yearly household income before taxes. (Include total income of all adults living in your household.)

- ❍ Under $25,000
- ❍ $25,001 - $49,999
- ❍ $50,000 - $74,999
- ❍ $75,000 - $99,999
- ❍ $100,000 - $149,999
- ❍ $150,000 - $199,999
- ❍ $200,000 - $249,999
- ❍ $250,000 and over

Comments

Please write any comments or additional information in the space provided below:

Appendix C

Factor Name, summative mean, standard deviation and reliability coefficient

Factor Name	Mean	SD	Reliability Coefficient
Local Food Consumption	3.82	0.88	0.665
Culture and Religion	3.74	1	0.641
Food Choice Motivational Factors	3.63	0.93	0.782
Food Related Personality Traits	3.67	0.98	0.942
Exposure Effect / Past Experience	2.79	1.14	0.831
Involvement	3.37	1.02	0.904

Scale Reliability

Local Food Consumption

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.665	0.667	3

Item Statistics

	Mean	Std. Deviation	N
I purchase local foods at local stands.	3.82	0.860	330
I purchase local beverages at local stands.	3.57	1.056	330
I dine at restaurants serving distinctive cuisines.	4.06	0.710	330

Scale Reliability

Culture and Religion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.641	0.646	7

Item Statistics

	Mean	Std. Deviation	N
All food items are in harmony with my religious views.	3.78	1.117	330
All beverage items are in harmony with my religious views.	3.77	1.142	330
When traveling, I am less strict with my beliefs regarding food choices.	3.42	1.125	330
When traveling, I am less strict with my beliefs regarding beverage choices.	3.40	1.123	330
I like to try restaurants that offer food that is different from that in my own culture.	4.28	0.757	330
When traveling, I like to immerse myself in the culture of the people I am visiting.	4.19	0.789	330
I feel at home in other countries.	3.32	0.979	330

Scale Reliability

Motivational Factors

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.782	0.804	30

Item Statistics

	Mean	Std. Deviation	N
I travel to explore the local culture of the place I visit.	4.12	0.787	330
I look to have an authentic experience when I travel.	4.26	0.701	330
I seek learning opportunities when I travel to a destination.	4.17	0.741	330
Health motivates my food choices.	3.38	1.127	330
Health motivates my beverage consumption choices.	3.28	1.171	330
I prefer foods that are low in calories.	2.91	1.069	330
I eat at restaurants that only locals eat.	3.41	1.031	330
At the destination, I prepare foods with ingredients unique to the destination I am visiting.	3.29	1.040	330
I drink at establishments serving distinctive beverages.	3.73	0.951	330
I dine at establishments serving regional specialties.	4.09	0.726	330
I sample local foods.	4.32	0.662	330
Visiting foreign countries is one of my favorite things.	3.83	1.050	330
I often think about going to different countries and doing some traveling.	4.10	0.978	330

I prefer food that can be cooked very simply.	3.60	0.846	330
I prefer foods that are familiar to me.	3.19	0.919	330
I prefer the foods I ate when I was a child.	2.95	1.008	330
I purchase local food products to take back home.	3.45	1.069	330
I purchase cookbooks with local recipes to take back home.	2.85	1.217	330
I purchase local kitchen equipment to take back home.	2.41	1.094	330
While vacationing, I would prefer to stay in my home country, rather than visit another country.	2.69	1.183	330
I prefer spending my vacations outside of the country that I live in.	3.41	1.049	330
When traveling abroad, I appreciate being able to find Western products and restaurants.	3.23	0.921	330
I prefer to dine at high-quality restaurants.	3.35	0.999	330
I prefer foods that look nice.	3.87	0.876	330
I prefer beverages that look nice.	3.75	0.922	330
I prefer foods with pleasant aromas.	4.30	0.678	330
I prefer foods that have a pleasant texture.	4.24	0.702	330
I like dining with friends and family.	4.30	0.798	330
Restaurants provide me with a setting for special occasions.	4.08	0.783	330
I remember experiences I have had in restaurants.	4.25	0.656	330

Scale Reliability

Food-related Personality Traits

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.942	0.946	24

Item Statistics

	Mean	Std. Deviation	N
I am constantly sampling new and different foods.	3.72	0.956	330
I am constantly sampling new and different drinks.	3.57	1.079	330
I don’t trust new foods. (R)	3.92	0.885	330
I don’t trust new beverages. (R)	3.97	0.828	330
If I don’t know what a food is, I won’t try it. (R)	3.59	1.175	330
If I don’t know what a beverages is, I won’t try it. (R)	3.58	1.131	330
I like foods from different cultures.	4.19	0.695	330
I like beverages from different cultures.	4.03	0.749	330
Ethnic food looks weird to eat. (R)	3.61	1.035	330
I am afraid to eat things I have never had before. (R)	3.78	0.984	330
I am afraid to drink things I have never had before. (R)	3.74	0.992	330
I am very particular about the foods I eat. (R)	3.30	1.112	330
I am very particular about the beverages I drink. (R)	3.28	1.113	330
I will eat almost anything.	3.25	1.199	330

I will drink almost anything.	3.29	1.190	330
I like to try ethnic restaurants.	4.15	0.750	330
When I eat out, I like to try the most unusual items, even if I am not sure I would like them.	3.17	1.127	330
I think it is fun to try out food items one is not familiar with.	3.95	0.886	330
I think is fun to try out beverage items one is not familiar with.	3.82	0.923	330
I am eager to know what kind of foods people from other countries eat.	4.01	0.772	330
I am eager to know what kind of beverages people from other countries drink.	3.85	0.864	330
I like to eat exotic (such as insects and organ meats) foods.	2.56	1.332	330
I am curious about food products that I am not familiar with.	3.91	0.862	330
I am curious about beverages that I am not familiar with.	3.86	0.898	330

Scale Reliability

Exposure Effect / Past Experience

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.831	0.831	7

Item Statistics

	Mean	Std. Deviation	N
In my city, there are many billboards, and advertising signs for foreign and global products.	2.48	1.128	330
It is quite common for me to see ads for foreign or global products in local media (newspaper, magazines, Internet).	2.73	1.173	330
I often watch TV programming with advertisements from outside my country	2.66	1.228	330
When shopping, I am often exposed to foreign or global brands	3.16	1.134	330
Ads for foreign or global products are everywhere.	2.56	1.091	330
I make an advanced reservation to dine at a specific restaurant.	3.13	1.127	330
I go to a restaurant to taste the dishes of a particular chef.	2.81	1.123	330

Scale Reliability

Involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.904	0.906	14

Item Statistics

	Mean	Std. Deviation	N
Eating local foods at a destination is one of the most enjoyable things I do.	3.86	0.807	330
Drinking local beverages at a destination is one of the most enjoyable things I do.	3.62	0.948	330
Food-related activities occupy a central role in my life.	3.25	1.077	330
Drinking-related activities occupy a central role in my life.	2.99	1.137	330
I enjoy discussing food related activities with my friends.	3.74	0.849	330
I enjoy discussing drinking related activities with my friends.	3.48	1.029	330
I identify with the people and image associated with food related activities.	3.48	0.981	330
I identify with the people and image associated with drinking related activities.	3.24	1.043	330
You can tell a lot about a person by seeing them interact with food.	3.44	1.024	330
Participating in food related activities says a lot about whom I am.	3.20	1.023	330
Participating in drinking related activities says a lot about whom I am.	3.06	1.066	330
Talking about what I ate or am going to eat is something I like to do.	3.53	0.955	330
I visit a food producers at a destination.	2.98	1.138	330
I visit wineries and/or breweries at a destination.	3.31	1.239	330

Appendix D

Correlations and Reliability

Variables	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1 Local Food Consumption	3.9	0.673	(0.665)																				
2 Religion	3.59	0.796	.150**	(0.641)																			
3 Culture	3.93	0.644	.426**	.177**	(0.641)																		
4 Motivational Factors	3.62	0.349	.403**	.193**	.411**	(0.782)																	
5 Food-Related Personality Traits	3.67	0.651	.523**	.194**	.559**	.284**	(0.942)																
6 Exposure Effect/ Past Experience	2.79	0.806	.228**	0.057	.193**	.381**	.165**	(0.831)															
7 Involvement	3.37	0.686	.433**	.249**	.417**	.476**	.531**	.455**	(0.904)														
8 Gender	0.47	0.5	-0.001	0.088	0.1	.127*	-0.069	-0.018	0.058														
9 Age	2.72	1.247	-.160**	-0.077	-0.083	-0.098	-.212**	-.157**	-.151**	.140*													
10 White/Caucasian	0.73	0.444	-.110*	0.048	-0.014	-0.005	0.007	-.182**	-0.084	-0.018	.152**												
11 African American	0.07	0.25	0.044	-.161**	-0.015	0.079	-0.096	0.056	-0.003	0.038	-0.107	-.440**											
12 Hispanic	0.11	0.308	0.025	0.032	-0.008	-0.002	-0.088	.138*	0.077	0.058	0.056	-.567**	-0.092										
13 Asian	0.09	0.292	0.103	0.035	0.052	-0.058	.170**	0.085	0.051	-0.077	-.188**	-.530**	-0.086	-.111*									
14 Other Ethnicity	0	0.055	0.008	-0.024	-0.051	0.002	-0.025	-0.015	-0.007	0.058	-0.032	-0.091	-0.015	-0.019	-0.018								
15 Single	0.45	0.498	0.013	-.145**	-0.066	-.162**	-0.004	0.088	-0.059	-.236**	-.345**	-.170**	.200**	-0.051	.150**	-0.049							
16 Live with Partner	0.15	0.356	0.081	0.094	0.024	0.044	0.036	-0.031	0.091	0.081	-0.107	0.081	-0.077	-0.005	-0.047	-0.023	.374**						
17 Married	0.32	0.466	-0.061	0.041	0.041	.168**	0.007	-0.036	0.024	0.094	.282**	0.107	-.156**	0.082	-.108*	-0.038	-.612**	-.285**					
18 Separated	0.02	0.122	-0.019	0.025	0.014	-0.047	-0.042	0.015	-0.052	0.081	0.068	0.019	-0.033	0.038	-0.04	-0.007	-.111*	-0.052	-0.085				
19 Divorced	0.06	0.233	-0.061	0.041	-0.034	-0.069	-0.069	-0.074	-0.06	0.104	.244**	0.033	-0.014	-0.043	-0.035	.223**	-.222**	-0.103	-.169**	-0.031			
20 Widowed	0.01	0.11	0.071	0.022	0.055	0.071	0.028	0.053	0.038	.117*	.159**	0.005	0.081	-0.038	-0.036	-0.006	-0.099	-0.046	-0.076	-0.014	-0.027		
21 Level of education	3.39	1.425	-0.04	0.07	.116*	0.106	0.019	0.055	0.022	-0.015	.116*	-.209**	-0.091	.237**	.151**	-0.015	-.139*	-0.091	.237**	0.106	-0.085	-0.03	
22 Household income	1.74	1.437	0.044	.137*	.148**	.184**	.132*	.130*	.138*	-0.06	0.053	-.163**	-.163**	.200**	.160**	0.087	-.283**	-0.031	.382**	0.005	-0.064	-.115*	.430**

Scale reliabilities in parentheses on diagonal.

*. $p < 0.05$ level (2-tailed).

**. $p < 0.01$ level (2-tailed).

Appendix E

Results of Hierarchical Regression

Coefficients					
	Unstandardized Coefficients		Standard Coeff.	t	Sig.
Regression Block	**B**	**Std. Error**	**Beta**		
Block 1					
Constant	3.903	.034		114.995	.000
Religion	.053	.034	.079	1.550	.122
Culture	.279	.035	.412	8.085	.000
Block 2					
Constant	3.903	.033		119.201	.000
Religion	.030	.033	.045	.898	.370
Culture	.207	.036	.305	5.689	.000
Motivational Factors	.181	.036	.270	5.008	.000
Block 3					
Constant	3.902	.030		128.064	.000
Religion	.005	.031	.008	.174	.862
Culture	.069	.039	.102	1.767	.078
Motivational Factors	.168	.034	.249	4.965	.000
Food-Related Personality Traits	.264	.037	.391	7.121	.000
Block 4					
Constant	3.902	.030		128.177	.000
Religion	.006	.031	.010	.207	.836
Culture	.068	.039	.100	1.748	.081
Motivational Factors	.153	.036	.227	4.280	.000
Food-Related Personality Traits	.261	.037	.387	7.041	.000
Exposure Effect / Past Experience	.041	.033	.061	1.252	.212
Block 5					
Constant	4.051	.110		36.959	.000
Religion	.017	.032	.025	.519	.604
Culture	.079	.039	.116	1.992	.047
Motivational Factors	.174	.037	.259	4.649	.000
Food-Related Personality Traits	.256	.039	.380	6.615	.000
Exposure Effect / Past Experience	.021	.034	.031	.615	.539
Socio-Demographic Factors					
Gender	-.045	.065	-.033	-.690	.491
Ethnicity					
African American	.167	.129	.062	1.290	.198
Hispanic	.217	.110	.094	1.970	.050
Asian	.178	.116	.076	1.532	.127
Other Ethnicity	.461	.573	.038	.806	.421
Marital Status					
Live with Partner	.078	.095	.042	.829	.408
Married	-.076	.087	-.052	-.873	.383
Separated	.098	.255	.018	.383	.702

Divorced	-.073	.151	-.025	-.483	.629
Widowed	.160	.290	.026	.552	.581
Age	.009	.029	.017	.320	.749
Education Level	-.047	.025	-.097	-1.860	.064
Household Income	-.020	.026	-.042	-.742	.458
Block 6					
Constant	3.972	.117		34.009	.000
Religion	.009	.034	.014	.276	.783
Culture	.053	.041	.079	1.287	.199
Motivational Factors	.157	.040	.233	3.918	.000
Food-Related Personality Traits	.250	.045	.371	5.525	.000
Exposure Effect / Past Experience	.009	.038	.013	.227	.820
Socio-Demographic Factors					
Gender	-.044	.066	-.032	-.660	.510
Ethnicity					
African American	.208	.131	.077	1.581	.115
Hispanic	.248	.114	.108	2.181	.030
Asian	.206	.119	.088	1.738	.083
Other Ethnicity	.499	.574	.041	.869	.386
Marital Status					
Live with Partner	.119	.100	.063	1.198	.232
Married	-.035	.089	-.024	-.396	.693
Separated	.267	.270	.049	.989	.323
Divorced	-.103	.160	-.035	-.641	.522
Widowed	.145	.311	.024	.465	.642
Age	.025	.031	.047	.823	.411
Education Level	-.044	.026	-.091	-1.707	.089
Household Income	-.025	.028	-.054	-.921	.358
Involvement	-.052	.101	-.077	-.517	.606
Moderation of Involvement on Religion	-.007	.031	-.011	-.225	.822
Moderation of Involvement on Culture	-.093	.043	-.150	-2.193	.029
Moderation of Involvement on Motivational Factors	-.001	.040	-.001	-.019	.985
Moderation of Involvement on Food-Related Pers. Traits	.086	.038	.148	2.271	.024
Moderation of Involvement on Exposure Effect / Past Exp.	.026	.032	.044	.803	.423
Moderation of Involvement on Gender	-.044	.073	-.042	-.601	.548
Moderation of Involvement on African American	.101	.155	.033	.652	.515
Moderation of Involvement on Hispanic	-.036	.113	-.017	-.315	.753
Moderation of Involvement on Asian	.033	.136	.012	.238	.812
Moderation of Involvement on Live with Partner	.010	.104	.006	.096	.924
Moderation of Involvement on Married	.043	.096	.034	.449	.653
Moderation of Involvement on Separated	.133	.195	.037	.680	.497

Moderation of Involvement on Divorced	-.162	.162	-.055	-.997	.320
Moderation of Involvement on Widowed	-.134	.331	-.021	-.406	.685
Moderation of Involvement on Age	.046	.032	.202	1.417	.158
Moderation of Involvement on Education Level	.067	.038	.103	1.761	.079
Moderation of Involvement on Household Income	-.015	.038	-.024	-.393	.695

VITA

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