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## **Preface**

Hereby, I proudly present you my master thesis 'Tourists Local Food Consumption: motivations and predictors', a study into the motivations behind the consumption of local food products by foreign tourists in Amsterdam and several factors that could help predict these motivations. It was an intensive process with a lot of hurdles, which were very challenging but also educational and empowering.

I would like to take this opportunity to thank a number of people who have helped and assisted during my time of writing. I would like to express my gratitude to my thesis supervisor Maarten Jacobs, and thank him for the feedback and guidance during the whole process of this research. In particular, I would like to thank my parents, Inger Minnesma and Willem Schrammeijer for all their advice, help and endless support during my many breakdowns (personal and computer related). Special thanks to Lotte Schaffer, Jelle van der Meer & Inger Minnesma for helping me collect the surveys during the coldest week of 2019. I owe you big time.

## Abstract

**Purpose:** The overall purpose of this research is to examine the motivations behind the consumption of local food products, by analyzing consumption motivations, and several factors that could help predict the motivations of foreign tourists in Amsterdam.

**Design/methodology/approach:** This research proposed a model of local food consumption motivations with two main components, which could possibly help predict these motivations, divided by factors concerning the tourist, such as socio-demographic characteristics, food-related personality traits and factors concerning the interaction with the destination, such as travel behavior and knowledge of local food products. Hundred-and-ninety-eight tourists, at different locations through Amsterdam, completed a survey. On the survey the respondents were asked how much they agreed or disagreed with the fifty-eight survey items regarding food consumption in Amsterdam.

**Findings:** Based on a factor analysis, the study found six motivational dimensions; cultural experience, interpersonal relationships, interest, sensory appeal, health concern and excitement. One-way ANOVA and linear regression analyses were used to find factors that could help predict the motivational dimensions. Significant relationships were found between the food-related personality trait, variety-seeking and cultural experience, interest and health concern. The socio-demographic age could help predict the motivational dimensions sensory appeal and excitement. The length of stay had a significant relationship with the motivational dimension interest and the knowledge about local food products can significantly predict the motivational dimensions interpersonal relationships and interest.

**Practical implications:** This research attempts to provide insights into the different aspect of tourists' consumption motivations of local food products for promotional activities related to local food for Amsterdam, as a means of sustainable long-term tourism planning and destination branding.

**Originality/value:** Although it is clear that tourists consume local food during their holiday, their motivation to consume local food products is not examined in depth. The motivation behind the consumption of local food products deserves scientific attention, as many questions related to its consumption by foreign tourists remain unanswered. This research therefore contributes by studying a rather uncharted topic.

**Keywords:** food tourism, local food, motivation, consumption, food-related personality traits, food neophobia, variety seeking, travel behavior, Knowledge, Amsterdam

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## 1. Introduction

*“Tourism is not only pleasurable, but also helps an individual tourist understand the rich culture and heritage of a region. Among a wide array of attractions at the tourist destination, local food delicacies attract tourists. These localized traditionally prepared foods can provide deeper insights into the tradition and culture of a region as well as being one of the most relished experiences of a tourist. Of late, food tourism has become an integrated part of tourism experience” (Kuang & Bat, 2017, p.451).*

Nowadays, food tourism represents a growing field of tourism, however, in previous research there remains much debate over what this phenomenon exactly is. As a starting point food tourism is defined by Hall & Mitchell (2001, p.308) as ‘a visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel’. Many previous researchers, such as Chang & Yuan (2011), Lopez-Guzman (2012), and Smith & Costello (2009) have adopted this definition. However, as food tourism began to develop over the years the more wholesome and exploratory the discussions of food and culture became (Everett, 2012). Chapter 2 the theoretical framework contains a discussion of different terms for food consumed in the tourism literature. In this discussion it is shown that food can be linked to a certain type of tourism and that eating and drinking is a necessity, as it is one of our physiological needs. Besides that, it can also be a motivating reason to travel for some (Henderson, 2009). Studies designed to analyse tourist gastronomy experiences are fairly new and limited, because food in tourism has been accepted as a secondary activity rather than an attraction on its own (Godfrey & Clarke, 2000). However, in past years, the amount of research related to the impact of tourist food consumption has increased. For example, Meler & Cerovic (2003) report that eating and drinking expenditures amount to one-third of overall tourist expenditures of the global tourism turnover, which reflects the importance of food consumption in tourism. These numbers show that food is a key part of tourism products of host destinations next to accommodation, attractions and transport.

### 1.1 Amsterdam

We are living in a rapidly changing world thanks to increased global mobility, the disappearance of international travelers’ borders and barriers and with the tremendous expansion of the leisure economy. Amsterdam has become a popular tourist destination (Gemeente Amsterdam, 2017) and with the increased number of tourists, there has also been an increase in studies into the downside of this popularity. Many inhabitants are complaining about the number of tourists visiting Amsterdam, and besides that, the quality of life of the locals has decreased, and the mass tourist also has influence on the tourist experience of Amsterdam.



One-sided economic growth, without considering the quality of life, can result in an imbalance between residents, tourists and businesses, which also takes place in other cities such as Berlin, Barcelona and Venice. Signs of imbalance are; one-sided-businesses, which focus more and more on tourism, congestion and dangerous traffic situations, the extensive media attention and the overcrowding of public space, especially in the city center. These downsides start to dominate as soon as the number of tourists gets out of control. As Colau (2014) pointed out in the newspaper The Guardian *“It’s paradoxical, but uncontrolled mass tourism ends up destroying the very things that made a city attractive to visitors in the first place: the unique atmosphere of the local culture. Mass tourism can kill a city.”*

Thus, with the information stated above it seems important for a city like Amsterdam to steer away from mass tourism and to attract a more suitable form of tourism. Long-term tourism planning is one of the implications of sustainable tourism development (Hall, 2006; Simpson, 2001), and an important part of long-term tourism planning in Amsterdam, is to understand the behavior and motivations of tourists.

By understanding foreign tourists’ food motivations, it would be possible to create a destination image of Amsterdam, via local food, which is considered an important factor of a national cultural identity and destination promotion. In this research local food products will be understood as products that are processed in the Netherlands and regionally branded, have a Dutch identity, and are linked to the culture of Amsterdam or the Netherlands.

The overall purpose of this research is to examine the motivations behind local food consumption by analyzing consumption motivations and several factors that could help predict consumption motivations of foreign tourists in Amsterdam. This raises the following question; What are the motivational dimensions of tourist food consumption, and what factors can help predict the motivations of tourists for local food consumption in Amsterdam? Answering this question will be achieved by developing and empirically testing a conceptual framework for the tourists’ consumption motivation regarding local food products in Amsterdam.

## **1.2 Research relevance and objectives**

As stated by Meler & Cerovic (2003), tourists’ spending on food products can constitute up to one third of the total tourist expenditure (Meler & Cerovic, 2003), and with that it has the possibility to improve the economic, cultural, and environmental sustainability of a tourism destination (Boniface, 2003; Torres, 2002). Firstly, considering that the local food products are produced locally, the consumption of local food products by tourists will generate a direct effect on the local economy (Torres, 2002), and therefore backward economic linkages tend to be high (Telfer & Wall, 1996). The economic linkages are relevant for stimulating local production, distribution of tourism benefits, and retaining tourism earnings in the region (Torres, 2002). Furthermore, tourists can taste and learn about new products while visiting, and when they return to their home country, they can act as promoters of the Dutch products abroad (Brau & Pinna, 2013), which in turn could promote the export of local food products to foreign countries.

Secondly, experiences of local food consumption can be viewed as an opportunity to learn about local culture. When local food products are highlighted from the viewpoint of local culture of travel destinations, it also provides opportunities to promote not only different countries, but also various regions and destinations within those countries via differentiation (Madaleno, Eusebio & Varum, 2017). All tourist destinations are competing with each other to attract tourists; each destination should design specific initiatives, which are linked to local products of that region, in order to differentiate between their offer and that of competitors and satisfy tourists' desire for authenticity within the tourist experience (Bessiere, 1998; Sims, 2009; Madaleno et al. 2017).

Lastly, local food products also have the power to enhance the environmental sustainability of tourism destinations by promoting sustainable agricultural practices, protecting traditional farming landscapes, and reducing the carbon footprint of the tourism industry (Boniface, 2003; Mitchell & Hall, 2003).

All three arguments reveal that the consumption of local food products by tourists, during a holiday, can be an important factor for simultaneously influencing the tourism experience and the sustainable development of a tourism destination like Amsterdam.

The importance of investigating the tourists' consumption motivations of local food is twofold. On the one hand, consuming or buying local food products, tourists spur demand, therefore contributing to local development (Bessiere, 1998). On the other hand, local food can play a relevant role in tourists' destination choice, which provides a valuable opportunity for advertising the identity of a destination (Cohen & Avieli, 2004). Therefore, an important objective is to identify which motivations are associated with the consumption of local food products, in order to positively influence the consumption of local products by tourists during their stay in Amsterdam.

The consumption of local food products during a holiday occurs with different grades of intensity. Certain tourists travel specifically for gastronomic reasons (Hjalager & Richards, 2002; Quan & Wang, 2004). Other tourists deem local food products as a cultural element of a tourist destination with importance to their tourist experience (Quan & Wang, 2004). Some tourists, however, do not attribute a great deal of importance to the consumption of local food products. Accordingly, another objective is to increase the knowledge regarding tourists' motivation to consume local food products in Amsterdam.

This research is one of the firsts in Amsterdam and will provide the municipality of Amsterdam, researchers and business owners with insight into foreign tourists' consumption motivations and behavior while visiting Amsterdam and their motives in regards to local food consumption. With this information they can respond accordingly by accommodating to the motivations of the tourists and thus possibly enhance the tourist experience and increase the sustainable development of Amsterdam. The increase in information this research provides addresses the research gap in scientific literature regarding foreign tourists' consumption motivation, and an important part of long-term tourism planning, is understanding the behavior and motivations of tourists.

### **1.3 Thesis outline**

The next chapter (Chapter 2) includes the theoretical framework, which examines existing scientific literature surrounding different factors that could possibly predict tourists' food consumption motivations. This theoretical framework culminates into a conceptual model, which will serve as a guideline for further research. In Chapter 3, the chosen research methods for this study are justified and explained. The findings of the research are provided in Chapter 4 and Chapter 5 discusses the results of the research, compares it to previous research and gives directions for further research. Chapter 6 answers the main question and gives recommendations including the limitations of the present study.

## 2. Theoretical Framework

In the introduction of this research it is argued that tourists consume local food when on holiday. However, it is uncertain what is associated with their motivation to buy and eat these products. This chapter shows a more in-depth investigation into several concepts, which could be related to the tourist, their interaction with the destination, and their local food consumption. It presents the way to the development of the conceptual framework that will be the theoretical backbone for this research. However, before diving into tourists and their possible motivations, it is important to discuss the terms food tourism and local food.

### 2.1 Food tourism

The terms that are used most often, within tourism literature that discusses food, are 'culinary tourism', 'food tourism' or 'gastronomic tourism'. Some authors argue that the three terms are very similar and can be used interchangeably in some cases (Hornig & Tsai, 2012). However, when reviewing the literature, it can be found that these terms are used in slightly different contexts and the meaning of each term serves different perspectives within tourism. Other terms like tasting tourism, wine tourism, gourmet tourism and restaurant tourism are left out of this research, because they are more used in niche tourism research and not represented enough in the more substantial food tourism studies.

Culinary tourism is the most adopted term to describe a form of tourism that significantly emphasizes a relationship between the local and the tourist via food as culture. Hornig & Tsai (2010) view food in culinary tourism as a medium of cultural experiences. They claim that culinary tourism is the experience of the 'other' through food related activities, whereby cultural learning and knowledge transfer of the destination and its people are facilitated. The second most used term is food tourism, and one of the most often used definitions that shows the use of the term 'food tourism' is that of Hall & Mitchell (2001). Whereas 'culinary tourism' refers to food related activities in terms of cultural consumption, 'food tourism' refers to those as physical experiences, motivated by desire to engage with local foods (Cohen & Avieli, 2004). Ellis, Park, Kim & Yeoman (2017) state, "The importance of 'food tourism' lies in the physical embodied and sensual experience itself, whereas the meaning of 'culinary tourism' centers on the cultural information gained through this physical experience" (p. 253). The third term 'gastronomic tourism' also centers on culture, like 'culinary tourism', however it presents a more host-driven focus. 'Gastronomic tourism' concerns the place of food in the culture of the host, while 'culinary tourism' refers to the cultural experience had by the tourists.

What can be understood is that there is a preference for terms with a consumer focus, like culinary tourism and food tourism, which encompasses ideas of culture and food itself. Furthermore, just as there are numerous different terms for food tourism, there are also various perspectives defining what food in tourism means. The definitions of food tourism can be placed into three different perspectives. Firstly, activity-based perspective defines food

tourism based on the involvement of the tourist in food-related experiences, whether they are supporting or main experiences and if they refer specifically to sensory and cultural experiences. This perspective for defining food tourism has become very popular in food tourism research and indicates a trend where the definition is based on the physical activities the tourist engages with (Ellis et al., 2017). However, it should be acknowledged that this perspective is very broad and therefore, suggests that any food encounter, in any destination could be classified as food tourism. Therefore, it is important to realize that a generic definition focusing on food activities can lead to a false representation of food tourism. As a result, food tourism may appear more significant, in terms of tourist involvement and numbers suggested by the industry, which may not represent the actual food tourism's significance.

Secondly, with the motivation-based perspective, the desire to experience food related experiences, is an important motive for destination choice (Hall & Sharples, 2008). Bertella (2011, p.355) suggests that food tourism is "a form of tourism in which food is one of the motivating factors", although Su (2013, p.574) implies that tourists can be partly motivated by the food experience, showing that food is 'one' motivating factor, but is not necessarily always the main motivating factor. In comparison with an activity-based perspective, motivation-based perspective is more internally focused (Ellis et al., 2017). It implies that food experiences that tourists may have as a necessary part on a trip motivated by other factors may not be classified as food tourism, regardless of the engagement with food.

In comparison with the motivation-based perspective, the activity-based perspective is very broad in nature, and thus has the potential to suggest that any food experience in a destination can be classified as food tourism. For this reason, it is possible to criticize that a generic perspective focusing on food activities can lead to unrealistic representations of food tourism. Additionally, the motivation-based perspective is more internally focused. This perception of food tourism is not based on the physical activity they engage in, but is based on the internal desires of the tourists. Thus, it implies that experiences of food that tourists may have on a trip motivated by other factors cannot be classified as food tourism, regardless of the engagement with food (Ellis et al., 2017).

The present research will combine the previous categories into a mixed perspective, and therefore, the associated issues that influence the significance of each perspective can be minimized. For example, Hall's (2006) definition of food tourism is based on both motivation and activity. He defined food tourism as "tourist and visitor activity that is primarily motivated by an interest in food" (p. 303). Hall (2006) sees food consumption not only as a tourist and visitor activity, but it is the activity that is motivated by an interest in food. This mixed perspective presents a viable frame for the continuation of this research.

## **2.2 Local food**

Food is deeply rooted in the cultural and social history of regions and countries and therefore each specific geographical area can create their own local gastronomy. When consumed, local food products can involve a transfer of knowledge and information to the tourists about the culture, the traditions, and the identity of a specific region or country.

There are multiple ways to define local food; at its minimum local food can be defined as food products and beverages with small distance between the production and consumption. Local food also may refer to products that are locally processed and regionally branded, have a local or regional identity (Kim, Eves, & Scarles, 2009), and are linked to the culture of a particular local community (Bessiere, 1998). Local food is unique to the destination, and accordingly it can be an important factor of attraction for tourists, which has the power to enhance the tourist experience. The desire of tourists to try national and local dishes can be seen as a call for new unique experiences and authenticity on holiday (Sims, 2009). Tourists look for other experiences than the almost inevitable McDonald's, which can usually be found in tourist destinations (Brulotte, 2016; Scarpato & Daniele, 2003).

Tourism food consumption is not determined only by the simple biological need to eat, but also by the desire to try interesting products within an appropriate environment. Although it is clear that tourists consume local food during their holiday, their motivation to consume local food products, specifically, is not examined in depth. This research will investigate which factors can predict foreign tourists' motivations to consume local food products in Amsterdam.

### **2.3 Motivational dimensions**

With the recent rise of utilizing food and gastronomy as a differentiator in all sorts of destinations, there is an increasing interest in exploring the motivations for food consumption in tourism (Mak, Lumbers, Eves & Chang, 2017). When looking at motivation in the context of tourism it refers to set of internal psychological needs that cause a person to act a certain way or stimulate their interest in travel and participation in a tourist activity (Fodness, 1994). Fodness (1994) created a self-report scale of tourist motivation, which made it more precise for researchers to measure tourist motivation. He concluded that tourists tend to choose the destination or type of holiday that can satisfy their desires or needs, which was empirically supported by multiple researchers (Crompton & McKay, 1997; McIntosh, Goeldner, & Ritchie, 1995). McIntosh et al. (1995) stressed that tourist motivation is essential in order to gain understanding of tourist behavior. They also stated that by improving tourist motivation theory both travel behavior and travel choice research would benefit. By examining the tourism literature, an extensive review of tourism motivation can be found, however, tourism motivation has not yet been linked to the consumption of local food at a tourist destination.

Since previous researchers have found that tourist motivation has a significant influence on tourist choice and behavior, it can affect tourist food consumption as well (Crompton & McKay, 1997; McIntosh et al., 1995; Fodness, 1994). Besides food being a key differentiator for a destination, the analysis of motivation is also useful to understand food tourism considering when traveling, the majority of tourists go to places to eat, in order to satisfy their basic physiological needs from Maslow's hierarchy of needs. This means that all tourists consume food out of necessity, however their interests and motivations for food may differ greatly (Hjalager, 2004).

Thus, it can be stated that motivation is an element in the design and creation of food tourism, from physical to physiological, from security to cultural and social needs. A

motivation of belonging and personal need, the needs for prestige, status or self-actualization are also included. Hence, motivation represents a multiplicity of desire and wants (Ellis et al., 2017).

When looking at the existing literature, research into motivations to try local food is at an early stage. The theoretical work of Fields (2002) describes a typology of tourist motivators to clarify the interplay between food consumption and tourism. Fields (2002) theorizes that food can be a physical motivator, because the act of eating is predominantly physical in nature and involves sensory perceptions. He claims that food can also be seen as a cultural motivator considering that when tourists are experiencing new local food products, they are experiencing a new culture. Fields (2002) also found food to be an interpersonal motivator (interest), as it can have a social function, and a prestige motivator, as it can build someone's knowledge of the local cuisine or experience something special. Due to the conceptuality of Fields' (2002) research it seems limited and also does not provide any empirical evidence on its own. However, it is valuable in creating a theoretical relationship between tourist motivation and tourist food consumption.

Kim et al. (2009) recognized the importance of motivations in understanding tourist local food consumption behavior. Their study was a first attempt to build a model, with the grounded theory approach, to provide insight into motivations of local food consumption in a tourist destination. However, their focus during their research area was restricted to food events and the number of participants was limited. Such a narrow focus may result in failure to capture the complexity and heterogeneity of food consumption in tourism, thereby leaving a gap in the understanding of the motivations underpinning tourist food consumption.

Kim, Eves & Scarles (2013) empirically examined the theoretical argument of Fields (2002) and the conceptual model proposed by Kim et al., (2009) and developed a measurement scale that can be used to understand tourists' consumption of local food and beverages. Kim et al., (2013) suggest that the concept of motivation can be recognized as a multi-dimensional construct, which has a significant influence on tourist food consumption behavior. Via factor analysis the researchers were able to generate five different dimensions instead of the nine dimensions Kim et al. (2009) proposed. The five dimensions of food tourism for tourists (Figure 1) are about 'cultural experience' (cultural learning and the authenticity of the experience), 'sensory appeal' (pleasure through the five senses; taste, smell, touch etc.), 'interpersonal relations' (social interaction through experience), 'excitement' (escapism), and 'health concern' (increasing well-being) (Kim & Eves, 2012). The results showed Cronbach's alpha reliability scores ranging from .86 to .95., and the Kaiser-Meyer-Olkin was valued at .81, which exceeds the minimum of .7 and the Barlett's test of Sphericity was found to be significant ( $p < .00$ ). Therefore, it can be assumed that the measurement scale created by Kim & Eves (2012) is reliable and can be reproduced for this research.



Figure 1. The five dimensions of motivation created by Kim & Eves (2012)

All these different dimensions encompass food tourism; in essence, the relevant studies on tourist motivation generally agree that tourists' consumption of local food products is a result of their psychological, social, cultural or physiological motivations.

Besides the concept of motivation, the concept of interest has received considerable attention in motivational research for the past decades (Hidi, Renninger & Krapp, 2004; Renninger, 1992). Hidi et al. (2004) suggested that the interest in a certain topic, subject or domain promotes a variety of desirable outcomes. Thus, assuming that a person is interested in a certain topic, like food consumption, one is more motivated to consume food products. Hall (2006) argued that food consumption cannot only be seen as an activity of tourists, but the activity is motivated by an interest in food. As stated in the introduction and in Halls' definition (2006), this research uses a mixed perspective approach and therefore it is believed that the activity of food consumption is motivated by an interest in food. Accordingly, the present research will also take a sixth dimension, interest into consideration when examining the motivations influencing tourists' consumption of local food products.

#### **2.4 Factors associated with the motivation to consume local food products**

Food consumption behavior differs among tourists, but when reviewing the literature, limited studies can be found that systematically investigate the different factors affecting the motivations of tourists' consumption of local food. The consumption of food is seen as complex behavior, with cultural, social, psychological, and sensory factors all playing a role in the decision-making process (Koster, 2009).

Prior research is mostly concerned with understanding the factors of various food-related behaviors, instead of investigating what predicts these factors, and these studies predominately include the following terms: choice, preference, linking and intake (Mak et al.,



2011; Herne, 1995). Herne (1995, p.13) referred to food choice as a set of conscious and unconscious decisions made by a person at the point of purchase, at the point of consumption or any point in between. It also plays a role in the economic, symbolic, and social aspects of life, as it is a way to express preferences, identities, and cultural meaning. Food intake is specified by the amount of food consumed by an individual. Food liking refers to 'the palatability or pleasure obtained from tasting a given food' (Giesen, Havermans, Douven, Tekelenburg & Jansen, 2010, p.966) whereas food preference is defined by Rozin & Vollmecke (1986, p.434) as 'assuming the availability of at least two different items, and refers to the choice of one rather than the other'.

After reviewing the different concepts: liking, preference, choice and intake, some can seem similar, such as liking and preference. However, they are not equivalent concepts concerning consumption behavior and are all subjected to intervening factors. In previous research Gains (1994); Meiselman, Mastroianni, Buller & Edwards (1991); Sheperd & Raats (1996) generally agreed that the intervening factors can be classified into three broad categories: the individual, the food and the environment. Firstly, the individual influences direct or indirect effects on food consumption behavior due to their socio-cultural, psychological and physiological factors. The food itself contributes sensory aspects such as flavor, aroma, texture, and appearance, whereas the environment presents cultural, social, economic and physical influences.

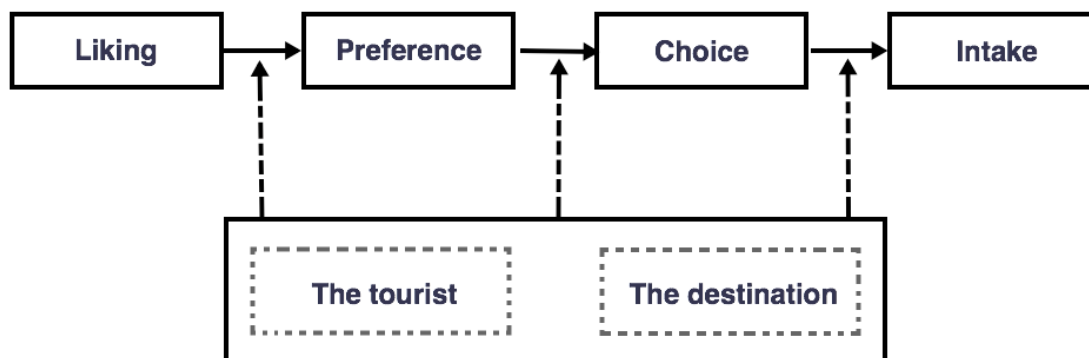


Figure 2. Relationship intervening factors (Mak et al., 2012, p. 930)

In order to make this model (figure 2) suitable for this particular research, it places the model of Mak et al. (2012) into the context of tourism research and proposes that the potential factors that predict local food consumption of foreign tourists can be categorized into two main categories: factors related to the tourist and factors created by the interaction with the destination (Figure 2). The factors related to the tourist depend on the persons' taste as well as on the socio-psychological aspects of the tourists, among which stand out the socio-cultural elements, the social-demographic differences, and the differences in destination characteristics are created by the interaction of the tourist with the destination (Tse & Crofts, 2005). As follows, two different groups of factors can be identified, whereby the first group uses factors, which are related to tourists themselves, whereas the second group concerns

tourist interactions with a destination and local food products during a holiday. The classification is based on the following theoretical underpinnings.

## 2.5 Tourist-related factors

The tourist-related factors, which could predict tourist motivations to consume local food, are divided into food-related personality traits and socio-demographic characteristics.

### 2.5.1 Food-related personality traits

The desires and wants that compose motivation, differ per person based on their personality. Previous studies have argued that food-related personality traits (FRPTs), may play a significant role in affecting tourist' food consumption behavior and motivation (Cohen & Avieli, 2004). FRPTs can be explained as individual characteristics that have influence on a broad range of food choice and consumption behaviors. According to previous research (Cohen & Avieli, 2004; Mak et al., 2017), two of the most influence exerting FRPTs that can affect tourist local food consumption, are food neophobia and variety seeking.

In the relevant literature, prior studies have adopted the food neophobia concept to explain the differences in tourists' food consumption behavior. Considering the sociology of food, the dimensions of strangeness and familiarity essentially underlies Fischler's (1988) distinction between the 'neophobic' and 'neophylic' tendencies in taste. Fischler (1988) proposed that individuals encompass both tendencies; they tend to seek out novel and strange food or they dislike and suspect new, and consequently unfamiliar foods and dishes.

Neophobia is a tendency for some individuals to avoid new food types, and is one reason why people have different attitudes toward food (Hsu, 2014). A neophylic tourist is not afraid of food and is interested in trying new and unknown ingredients or dishes while on holiday (Gyimothy & Mykletun, 2009). These tourists will also specifically look for unknown or strange dishes and foods from a desire to taste new food. A neophobic tourist is the opposite of this; these tourists are afraid of food that is unknown; they will not try new dishes quickly. This may be due to fear of poor hygiene during cooking; strange tastes or poor information, where it is not clearly communicated what ingredients are exactly in the dish. Tourists with this FRPT are afraid of everything that deviates from the food they consume and know from their daily lives at home (Cohen & Avieli, 2004; Gyimothy & Mykletun, 2009).

In order to measure individual differences in food neophobia, Pliner & Hobden (1992), characterized food-related personality traits as individual differences in terms of avoiding a range of edibles and created a 10-item instrument called the Food Neophobia Scale. Empirical evidence derived from this instrument show that individuals who are more neophobic tend to expect various new food products to taste worse than the less neophobic, and thus they are generally less eager to choose or taste new food products (Pliner & Hobden, 1992; Tuorila, Andersson, Martinkanen, & Salovaara, 1998). For example, food neophobia plays an important role in predicting USA consumers' willingness to try novel foods (Hwang & Lin, 2010), Finnish respondents with high scores of food neophobia were less likely to have tasted novel ethnic foods (Tuorila, Lahteenmaki, Pohjalainen & Lotti, 2001). Besides

psychological drives from individuals, Pilner & Salvy (2006) found that there are also important external factors that affect the extent to which neophobic behavior occurs. They found that with repeated exposure individuals learn that food is 'safe'. This external factor is described in more detail in paragraph 2.6.2 Knowledge of local food products.

Besides food neophobia, variety seeking is a FRPT that could affect tourists' motivations of local food consumption. It refers to inclination of 'individuals to seek diversity in their choices of services and goods' (Kahn, 1995, p.139). Van Trijp & Steenkamp (1992) have developed an instrument to measure the variety seeking tendency in individuals, and they suggest that persons with a higher variety seeking tendency are more inclined to seek different kind of foods across various situations. Moreover, research by Ratner, Kahn & Kahneman (1999) suggest that variety-seeking behavior frequently occurs in the case of hedonic consumption. Tourism and gastronomy are often considered hedonic in nature, which are products considered for which fun, pleasure, or enjoyment is the primary benefit, and they tend to generate strong emotional responses (Carroll & Ahuvia, 2006).

Both neophobic and variety seeking tendencies can be found among tourists, and there are significant differences between cultures to the extent to which they encourage neophobic or variety seeking tendencies. Since actual bodily involvement is necessary when eating, the neophobic tendency of tourists, arguably, can become more prominent (Chang, Kivela & Mak, 2010). Eating food in unfamiliar surroundings can be daunting. Food can be a carrier of dangerous bacteria, and traveler's diarrhea can interfere with vacation plans.

Nevertheless, it is a possibility that tourists on a holiday are willing to take more risks and are more eager for new experiences, than in their ordinary lives at home. It is possible that the holiday may stimulate hedonic behavior and their variety-seeking tendency, motivating them to try strange and new food products. Hence, these traits can predict the motivation to consume food in tourism, as tourism is a form of change from the daily routine.

Mak et al. (2017) found in their exploratory study that food neophobia and variety seeking traits are important constructs in explaining the variation in tourist local food consumption motivations. They identified seven motivational dimensions: novelty and variety, authentic experience and prestige, interpersonal and culture, price/value and assurance, health and concern, familiarity and eating habit, and sensory and contextual pleasure. Both traits were found to have significant effects on various motivational dimensions, which implies that these FRPTs can be useful predictors of various tourists' food consumption motivations.

### *2.5.2 Socio-demographic*

Other factors besides personality traits also may affect tourist food consumption, and when reviewing the tourism literature, it is suggested that several socio-demographic factors can predict tourists' local food consumption. For example, age, gender, education, income and cultural background determine what is consumed and how time is spent on a holiday (Cohen & Avieli, 2004; McKercher, Wong & Lau, 2006). Kim et al. (2009) used the grounded theory method to obtain insight into the local food experience of tourists visiting the UK through in-depth interviews. They found that older tourists tend to be more concerned with

health and that older tourists have a stronger desire to understand and experience foreign cultures through local food consumption. Kastenholz, Eusebio & Carneiro (2016) confirmed this during research into rural tourists in Portugal, and found that older tourists also had a higher possibility of buying local products. Additionally, high income and higher educational levels among tourists can be essential influencers in food choice (Kim et al., 2009), due to their cultural interest in learning new knowledge and as they don't only consume food for satisfying a physiological need.

Furthermore, Rozin (2006) found gender to be a determinant factor affecting local food consumption when it comes to weight concerns, meat avoidance and preference of low-calorie foods among respondents in the USA. Subsequently, Kivela & Crofts (2006) found similar results during their research in Hong Kong. They suggested that males were more interested and involved in local food consumption compared to the females and their respondents mostly had a Western cultural background. Conversely, when looking at gender, the study of Kim et al., (2009) found that women are more interested in consuming local food and excited about local food when traveling than their counterparts. The respondents of Kim et al., (2009) were visiting a Western country (UK) and mostly had an Eastern cultural background. It is possible that the differences in attitude towards food consumption or the cultural background between women and men can explain these outcomes.

The cultural background of a person has long been recognized as a major determinant affecting food consumption. Goodenough (1971) defined culture as a shared set of characteristics, attitudes, behaviors and values that help groups of people decide what to do and how to go about it. Cultural factors such as norms and values can determine what a tourist finds suitable for consumption and what is not. Three general food factors from a country are basic ingredients, preparation techniques and flavors / herbs, and these three together determine the character of the kitchen that the tourist is familiar with. Food that strongly rejects this familiarity, will be consumed less by the majority of tourists (Chang et al., 2010). The influences of culture on tourist food consumption have been recognized by a number of food tourism research papers. For example, the study of Sheldon & Fox (1988) concerning the role of food service in vacation choice, found that Japanese tourists were found to be less willing to try new cuisines as compared with Canadian and American tourists visiting Hawaii. Chang et al., (2010) proposed that Chinese tourists, when faced with diversity in food choices, mostly choose food which was consistent with their food culture at home, particularly food preferences and habits. In another research based on international tourists in Hong Kong, Tse & Crofts (2005) found a positively related link between tourist national culture and their culinary choice. Their findings indicated that respondents from low 'uncertainty avoidance index' countries (where people are generally less risk averse) (according to Hofstede, 2001) had tried a greater amount and diversity of culinary offerings in Hong Kong, in comparison with tourists from high 'uncertainty avoidance index' countries. These findings represent a compelling proposition that national culture, the risk-aversion domain, may exert significant influence on tourist food consumption motivations. This would

propose that for example, tourists from Eastern cultures would be less motivated to consume local food during their stay in Amsterdam, than tourists with a Western culture background.

However, consumption patterns may change on the tourist's return as a consequence of exposure to previously unknown foods and methods of preparation (Henderson, 2009). Thus, tourists, even tourists from high 'uncertainty avoidance index' countries, can change their consumption patterns when returning to a certain holiday destination, and become more neophylic and variety-seeking, as vacations are generally seen as an opportunity to indulge and experiment (WTO, 2003).

## **2.6 Interaction with the destination and local food products**

Prior studies, listed in table 1 have looked at factors, which are related to interaction with the destination and food products, with the ability to influence food consumption motivation in the context of tourism.

### *2.6.1 Travel behavior*

Previous researchers have made minimal attempts to investigate consumer behavior within the realm of food tourism. The studies that have investigated the consumption behavior of tourists are predominantly focused on all tourists and several aspects can be found related to tourists travel behavior such as, the number of previous visits, length of stay and number of people included in the travel group, which are suggested to influence the motivation to consume local food products (Madaleno et al. 2017).

The effect of length of stay is debated in the literature, Tse & Crofts (2005) and Frisvoll, Forbord & Blekesaune (2016) found a clear tendency of an increased length of stay to increase opportunities in which tourists will come into contact with and buy or consume local products. Whereas, Kastenholz et al. (2016) observed a negative impact of length of stay on the purchase decision, which can be explained by the fact that some tourists with short stays, will try to extend their experience by purchasing local products to take home. This conflicting result emphasizes the need to further investigate the predicting ability of the length of stay on the consumption of local food products.

Besides the number of previous visits and the length of stay another factor that may predict the consumption of local food products is the tourists' travel group size. Frisvoll et al., (2016) found empirical evidence, during their research into rural food tourism in Norway, that tourists who travel with family, friends or children are more motivated to buy local food products than tourists who travel alone.

### *2.6.2 Knowledge of local food products*

The tourists' knowledge about local food products of the holiday destination may also be identified as a determinant. The local food consumption that tourists face while on holiday is subjected to many influences from other countries and cultures through globalization (Hashimoto & Telfer, 2006). Globalization is defined as: 'the intensification of worldwide social relations, which links distant localities in such a way that events are organized by events and many others' (Mak, Lumbers & Eves, 2012a). Authentic local food products become

increasingly difficult to find due to globalization-related phenomena such as homogenization (Hjalager & Richards, 2003), criticism and concern grows about the role of tourism in the McDonaldization of food and culture (Hall, Sharples, Mitchell, Macionis & Cambourne, 2004). This form of globalization deprives tourists and locals of a 'sense of place' (Hjalager & Richards, 2003). A 'sense of place' is the feeling for or the perception of people, which they have for their immediate environment, the experiences and memories that give a place its identity (Massey, 2010). Globalization brings with it a new, general dominant culture, so that the local identity of an environment is 'swallowed up' as it were.

As a counter reaction people rebel against globalization and start promoting their own culture so that the local character of areas is not forgotten (Hannam, 2002). This is also cited in the research of (Osman, Johns & Lugosi, 2014, p.244) 'When I travel, I like knowing I am NOT in the U.S. McDonald's and the like, are such blatant reminders or what I want to get away from. I like the fantasy that some things remain "pure" or un-touched by mass-production. It is suggested that there might be a combination of the local and the global, when, for example, cultural differences between countries by large chains are taken into account. McDonald's has introduced localized products such as the McKroket in the Netherlands, McKebab in India, Teriyaki Burger in Japan and the McRice Burger in Hong Kong (Cohen & Avieli, 2004, Mak et al., 2012a, Philips, 2006). 'Local products' from, for example, colonies can also be adopted, like the popular Indonesian rice table, which is a remnant of the time that Indonesia was a colony of the Netherlands (Hjalager & Richards, 2003).

A combination of the local and the global becomes clear in the rise of the post-tourist, who is aware that the authenticity of a society cannot survive without tourists driven by globalization (Scarpato & Daniele, 2003). Mak et al. (2012a p.14) describe this as: 'global culture' and 'local culture' can co-exist, while the global is transformed. Or, overarching as stated by Henderson (2009, p.318): 'Food is both an outcome of and a vehicle for globalization'. Due to this, tourists have been exposed to foreign food products, even before they begin traveling, which means that they have already had the opportunity to become more familiar with a great diversity of foreign foods (Cohen & Avieli, 2004; Mak, Lumbers, & Eves, 2012a). Jang & Kim (2015) also talk about this exposure in their research into the intention of US consumers to eat ethnic food. They found that consumers, who are familiar with the culture, where a particular cuisine comes from, will be more likely to have favorable behavioral intentions toward the local food and perceive it as less risky.

Moreover, Tse & Crotts (2005) found that repeat tourists positively correlated with both the variety and the number of food experiences, in contrast with first-time tourists, who negatively correlated. An explanation for this behavior can be the fact that past experiences may increase the level of familiarity with local food, assuring that tourists who have been to a destination before may likely be more adventurous and prefer a greater varieties of food experiences and choices (Madaleno et al. 2017). This is also referred to as the mere exposure effect: a 'positive repetition-effect relationship that results from exposure alone'

(Obermiller, 1985, p.18). The exposure to certain foods tends to increase preference for those foods, as familiarity increases with repeated exposure.

Frisvoll et al., (2016) found that knowledge of food was highly significant, supporting the theoretical claim of Mak et al., (2012b) and the findings of Tse & Crofts (2005) that exposure and past experiences affect tourists' consumption of local food products. However, the empirical evidence found by Madaleno et al. (2017) counters this as they found a negative correlation during their research into tourists' purchase behavior of local agro food products in Portugal. They suggest that this can be explained by the fact that the tourists already know about these agro food products, and therefore had no interest in purchasing them.

A review of the research of Madaleno et al. (2017) and Frisvoll et al. (2016) shows that they used a simplistic segmentation based on country of residence and didn't look at the cultural background of their respondents. However, as mentioned before, previous research argues that culture has influence on the motivation to consume local food. Thus, this provides opportunity for the present study to further examine the predictive power of knowledge of food on the motivations to consume local food products.

Table 1 shows the different concepts explained in this chapter that could help predict the consumption of local food products of foreign tourists visiting Amsterdam.

Table 1. Possible factors related to the motivation to consume local food products

Factors		Literature
<b>Tourist-related factors</b>	<i>Food-related personality traits</i>	Neophobia and variety-seeking Cohen & Avieli, 2004; Mak et al., 2017; Fischler, 1988; Gyimothy & Mykletun, 2009; Pliner & Hobden, 1992; van Trijp & Steenkamp, 1992; Chang et al., 2011
	<i>Socio-demographic characteristics</i>	Age, gender, education, income and cultural background Cohen & Avieli, 2004; Kim et al., 2009; Goodenough, 1971; Tse & Crofts, 2005; Hofstede, 2001
<b>Interaction with the destination and local food products</b>	<i>Travel behavior</i>	Number of previous visits, length of stay and travel group size Madaleno et al., 2017; Tse & Crofts, 2005; Frisvoll et al., 2016; Kastenholz et al., 2016
	<i>Knowledge of local food products</i>	Familiarity, past experience and globalization Mak et al., 2012a; Hjalager & Richards, 2003; Cohen & Avieli, 2004; Tse & Crofts, 2005; Madaleno et al., 2016; Frisvoll et al., 2016

## 2.7 Conceptual model

The conceptual model illustrates the different concepts and the relationships between them, which are explored in this research. Four factors that may predict tourists' motivations to consume local food products emerged from the literature and the conceptual model, Figure 3 shows that these factors can be divided into two categories. One contains factors, which

are associated with the tourist, and the other contains factors created by the interaction of the tourists and the destination.

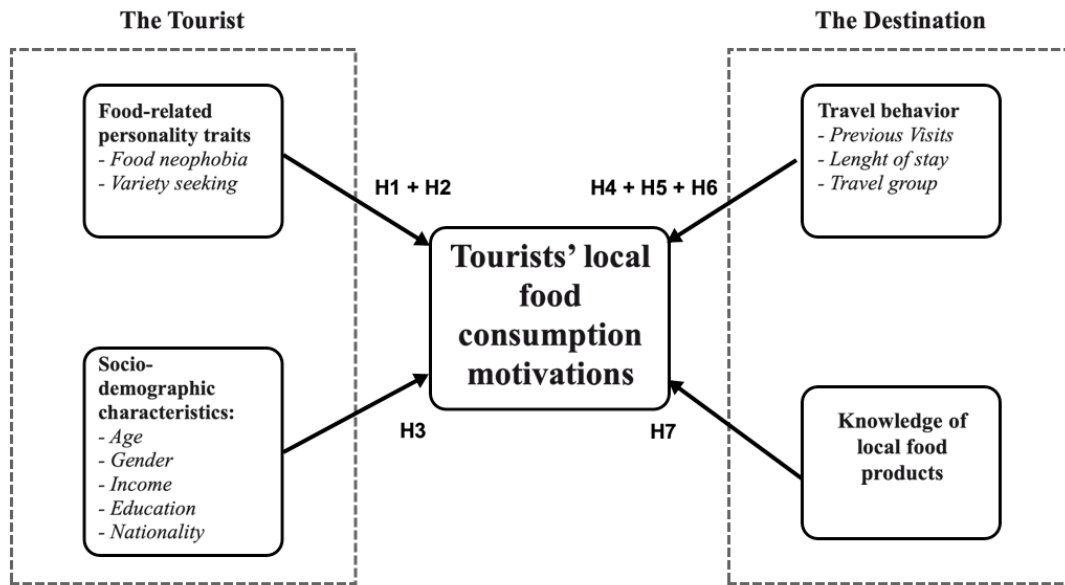


Figure 3. Conceptual model

The theoretical framework identified grounds for developing several hypotheses that need to be tested before answering the main question; What are the motivational dimensions of tourist food consumption, and what factors can help predict the motivations of tourists for local food consumption in Amsterdam?

The hypotheses are represented by the arrows in the conceptual model.

- H1. Food neophobia can predict tourist food consumption motivations*
- H2. Variety seeking can predict food consumption motivations*
- H3. Socio-demographic characteristics can predict tourist food consumption motivations*
- H4. The number of previous visits can predict tourist food consumption motivations*
- H5. The length of stay can predict tourist food consumption motivations*
- H6. The travel group can predict tourist food consumption motivations*
- H7. Knowledge about local food product can predict tourist food consumption motivations*



### 3. Methodology

In this chapter the research design, study setting, sampling methods and data collection procedure are presented. This research takes place in Amsterdam, the capital of the Netherlands, and it uses a quantitative approach to collect the data.

#### 3.1 Research design

The overall purpose of this research is to examine the motivations behind the consumption of local food products, by analyzing consumption motivations, and several factors that could predict the consumption motivations of foreign tourists in Amsterdam. This will be done by developing and empirically testing a conceptual framework on tourists' consumption motivations regarding local food products. The results of this research can be used by, for example, policy makers, business owners and researchers in order to accommodate to the tourists' consumption behavior of local food products and thus possibly enhance the tourist experience in Amsterdam. It is therefore important that the data can be generalized to all tourists in Amsterdam to give a representative picture of the entire population. Quantitative research has been found to be more suitable for generalization than qualitative research because the data consists of numbers and statistical results. Qualitative research is more used to explore the meaning behind peoples' behavior, and the data of, for example, interviews, make it more difficult to generalize results. In addition, it is possible with quantitative research to include a larger group of respondents, and calculations can be made, taking into account differences, such as social-demographic or travel characteristics.

Moreover, several groups of factors have to be taken into account, such as, tourist related factors and factors regarding destination and local food products, in order to find the underlying links between these factors, to test them and to answer the hypotheses, quantitative research is also better suited (Boeije, Hart, & Hox, 2009). In quantitative research, statistical models are the basis of the research; the models give an indication of the extent to which certain factors determine the result (Everaert & van Peet, 2006).

This research uses a cross-sectional research design by means of a quantitative data collection method: a survey. A survey is a way of conducting research in which people use questionnaires that are presented to a group of participants to describe, predict and explain social phenomena (Boeije et al., 2009). With surveys, data can be collected and processed in a relatively short period, and in addition, a large number of tourists can be reached, which ensures good accessibility. At the same time, taking surveys is relatively quick and guarantees the anonymity of the respondents, who may want to participate more quickly, due to anonymity.

##### 3.1.1 Research units

The respondents / research units of this study are foreign tourists in Amsterdam, aged 18 or older, who stay in Amsterdam for at least one night or longer and have sufficient knowledge of the English language to complete the survey. The selection of respondents will be made using the convenience sampling method. This is a non-probability sampling

technique that selects the respondents because of their easy accessibility, proximity to the researcher, and their willingness to take part in the research (Boeije et al., 2009). In addition, convenience sampling is considered one of the most cost-effective and time-effective sampling methods available.

### 3.1.2 Research area

This research takes place in Amsterdam, the largest tourist city in the Netherlands with a total of 14 million tourists in 2016, and 11.8 million of them were international tourists (Gemeente Amsterdam, 2016). According to the tourism report of the Amsterdam Metropolitan Region 2015-2016 (Gemeente Amsterdam, 2016), the number of tourists in Amsterdam grows every year; this is due to good accessibility and the diversity of activities for all types of tourists according to the Municipality of Amsterdam. This can be seen, for example, in the growth in the number of jobs in the hospitality industry in Amsterdam (Figure 4). The number of catering facilities from 2015 to 2016 has also increased by 400 (CBS Statline, 2017).

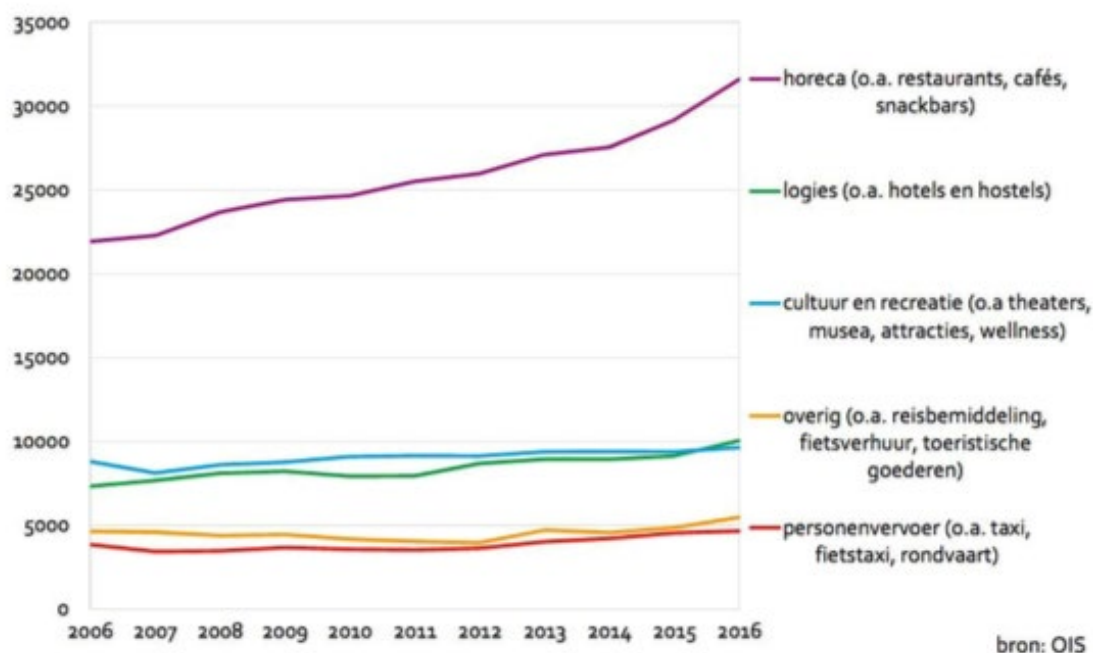


Figure 4. Jobs in the tourism branch, Amsterdam January 1<sup>st</sup> 2006-2016 (Gemeente Amsterdam, 2016).

### 3.2 Operationalization and questionnaire design

The way in which certain factors or characteristics are made measurable in a study is called the operationalization. The different factors of this research are divided into two sections; they are explained in more detail below and how they are measured in the survey.

The survey is developed based on the literature review regarding the possible factors that can predict the consumption of local food products (Pilner & Hobden, 1992; van Trijp & Steenkamp, 1992; Kim, Eves & Scarles, 2013). Following this, the first section contains

tourist-oriented items and the second section is destination oriented. The survey can be found in Appendix 1.

### 3.2.1 The tourist

The first section is divided into two separate parts and contains tourists-related factors that may predict the motivation to consume local food. The theoretical framework shows, that tourist-related factors comprise food-related personality traits and socio-demographic characteristics. The beginning of the survey focuses on socio-demographic characteristics, such as age, gender, education, income and cultural background. The items concerning food-related personality traits follow.

#### 3.2.1.1 Food neophobia scale

In order to measure the food neophobia trait, the scale created by Pilner & Hobden (1992) is used for this research. Their food neophobia scale is a one-dimensional psychometric scale, which contains ten items (Table 2). The internal consistency of the food neophobia scale has been verified in several empirical studies using responses of diverse groups of people from different countries, with reliability ranging from 0.8 to 0.9 (Hurtsi & Sjoden, 1997; Pilner & Hobden, 1992). Ritchey, Frank, Hurtso & Tuorila (2003) used confirmatory factor analysis in conjunction with data analysis to review the measurement model underlying the food neophobia scale using respondents from the US, Finland and Sweden. They suggested using just eight of the original ten items on the FNS to increase the validity of the scale. The items that are removed included item five 'Ethnic food look too weird to eat'. Ritchey et al (2003) found that this item didn't directly refer to willingness to try a food product, but focused more on the appearance of certain food products. Item nine 'I will eat almost anything' also was removed because it was found to be too general. For example, when a respondent is vegan or follows another special diet, he or she may be willing to try new food products, but only if they don't contain any animal products. In order to increase the validity of this research the two items mentioned above will be removed from the survey.

The items are measured on a 5-point continuous-scale, which is explained in sub paragraph 3.2.4. Some of the items in the FNS are negatively worded (r), in order to reduce the potential effects or response bias, and are recoded before analysis.

Table 2. Items in the Food Neophobia Scale (Pilner & Hobden, 1992, p.109)

- |   |
|---|
| <ol style="list-style-type: none"> <li>1. I am constantly sampling new and different foods (r)</li> <li>2. I do not trust new foods</li> <li>3. If I do not know what is in a food, I would not try it</li> <li>4. I like food from different countries (r)</li> <li>5. At dinner parties, I will try a new food (r)</li> <li>6. I am afraid to eat things I have never had before</li> <li>7. I am very particular about the foods I will eat</li> </ol> |
|---|

8. I like to try new ethnic restaurants (r)

3.2.1.2 *Variety-seeking tendency scale*

Van Trijp & Steenkamp (1992) developed the VARSEEK scale, which measures the trait variety seeking. It contains eight items (Table 3), with a reported reliability coefficient of 0.9. This research follows the original scale and the items are measured on a 5-point continuous-scale. The VARSEEK scale has one negatively worded item (r), which is recoded before analysis.

Table 3. Items in the VARSEEK Scale (van Trijp & Steenkamp, 1992, p.192)

1. When I eat out, I like to try the most unusual items, even if I am not sure I would like them
2. While preparing foods or snacks, I like to try out new recipes
3. I think it is fun to try out food items I am not familiar with
4. I am eager to know what kind of foods people from other countries eat
5. I like to eat exotic foods
6. Items on the menu that I am unfamiliar with make me curious
7. I prefer to eat food products I am used to (r)
8. I am curious about food products I am not familiar with

3.2.2 *Motivational dimensions*

Thirdly, the survey includes items to measure the different motivational dimensions of the tourists', which are based on the research of Kim et al. (2013) and item interest created by the researcher. The tourist motivations are divided in six categories; cultural experience, sensory appeal, interpersonal relations, excitement, health concern and interest. Each dimension contains three or more items and will be constructed according to a 5-point continuous-scale, see Table 4.

3.2.3 *The destination*

The second section comprises of interactions with the destination and local food products. This section can be divided by travel behavior and knowledge of local food products. The participants need to provide information about the number of previous visits, length of stay (in nights), number of people in their group, in order to determine their travel behavior. After that, their knowledge of Dutch food products will be assessed with four items on a 5-point continuous-scale. The items can be found in Appendix 1 Survey.

#### 3.2.4 Continuous scale

As mentioned above, all previously specified factors are measured with the help of the continuous scale. After completing the survey, the score of the items can be used to determine the intensity of the respondent's response towards the different factors (Barau, 2013). For example, a respondent can have a high or low score and the average of these scores then shows the opinion of the respondent:

- Strongly agree 5
- Agree 4
- Neither agree nor disagree 3
- Disagree 2
- Strongly disagree 1

The use of the continuous scale has several advantages. First, it can be easily assembled and adjusted if necessary. In addition, the continuous scale offers the most accurate and precise level of measurement for an outcome variable, because it has a “true zero”, which means that it can provide a measure of both distance and magnitude.

A disadvantage is biases in answering questions. The respondent may want to give an answer that is not possible, although it must be said that offering more than five answer options can cause confusion for the respondent (Joubert, Inceoglu, Bartram, Dowsedwell, & Lin & Mao, 2015) or respondents choose to not give extreme answers on the continuous scale.

### 3.3 Data analysis

The analysis will be conducted with SPSS version 23, in order to find which factors may predict motivations of the tourists' consumption of local food products. An exploratory factor analysis can be done to explore the dimensions of the motivational items. The EFA will be conducted with six proposed constructs, each containing three or more items with a total of 30 items, see Table 4.

The food neophobia and the variety seeking tendency scores can be summed separately and the reliability coefficient; Cronbach's alpha, needs to be checked in order to have a good level of internal consistency of the items in both scales.

Relationships between socio-demographic characteristics, travel behavior, knowledge of local food products and motivations can be investigated by using independent samples t-test, one-way ANOVA and linear regression. The standard multiple regression analysis can be used to test the relationship among the food-related personality traits and the motivational dimensions. This analysis can be used to assess the relationship between one dependent variable and multiple independent variables by entering all the independent variables into the model at the same time (Pallant, 2007). It also allows a calculation of how much unique variance in the dependent variable each of the independent variables explain (Mak et al., 2017).

Table 4. Exploratory factor analysis

Constructs	Items							
<b>1. Cultural experience</b>	To learn what this local food tastes like	Offers a unique opportunity to understand local cultures	Discover something new	See the things that I don't normally see	See how other people live	A special experience	To increase my knowledge about different cultures	An authentic experience
<b>2. Excitement</b>	Experience of local food in its original place makes me excited	Helps me to relax	Feel exhilarated	Have an expectation that it is exciting	Holiday makes me not worry about routine	Takes me away from the crowds and noise	Is different from what I normally eat	
<b>3. Interpersonal relationship</b>	Talk to everybody about my local food experiences	Having local food increases friendship or kinship	Give advice about local food experiences to people who want to travel	Enables me to have an enjoyable time with friends and/or family				
<b>4. Sensory appeal</b>	Smells nice	Tastes good	Looks nice	Is different to the taste of same food in own my country				
<b>5. Health Concern</b>	Is nutritious	Contains a lot of fresh ingredients produced in a local area	Keeps me healthy					
<b>6. Interest</b>	While in Amsterdam, I will eat Dutch food products	I like learning more about Dutch food products	Trying the local cuisine is an important reason to visit Amsterdam	I collected information about Dutch food products before I came here				

### 3.4. Data collection and sample size

There are multiple recommendations concerning the recommended number of respondents for quantitative research. Yong & Pearce (2013) recommend as a rule of thumb, a minimum of 300 respondents, Hoetler (1983) recommends a minimum of 200 respondents, whereas Hinkin (1998) suggests an item-to-response ratio as high as 1:10 as realistic, however 1:20 is desirable and Hensley (1999) argues that for factor analysis for scale development a minimum of 150 participants is required. The survey created for this research contains 53 items, which would mean, when using the rule of thumb of Hinkin (1998) at least 530 participants should be questioned. However, due to the time limit and scale of the present research 530 respondents is not realistic, thus the minimum number of respondents follows recommended levels of the sample size 200 at minimum (Hoetler, 1983).

It can be difficult to achieve adequate sample size and diversity of respondents; therefore, the survey will be conducted on multiple types of locations through the city in order

to reach a larger number of various tourists. The locations are general tourist places, such as on the Museum Square and the Visitors Center Amsterdam at the central station where many tourists are. Previous research in Amsterdam shows that the surveying of tourists in a queue for certain attractions is a suitable method, because tourists in a queue sooner agree to participate in a survey (Terhorst & Erkus-Ozturk, 2015).

In addition, surveys will be held at local food locations, such as cheese shops or fish stalls. These can also be found near tourist spots, such as in the center near the shopping streets. This is to find tourists whom have tried local food products or would like to do that and would otherwise be interested in it.

The last category contains locations for other types of food, such as (fast food) chain restaurants such as McDonalds or one of the many other types of restaurants. By using the different types of locations, there is a greater chance to encounter various tourists and all tourists are given an equal chance to participate in the survey. See Figure 5 for a map of the research locations.

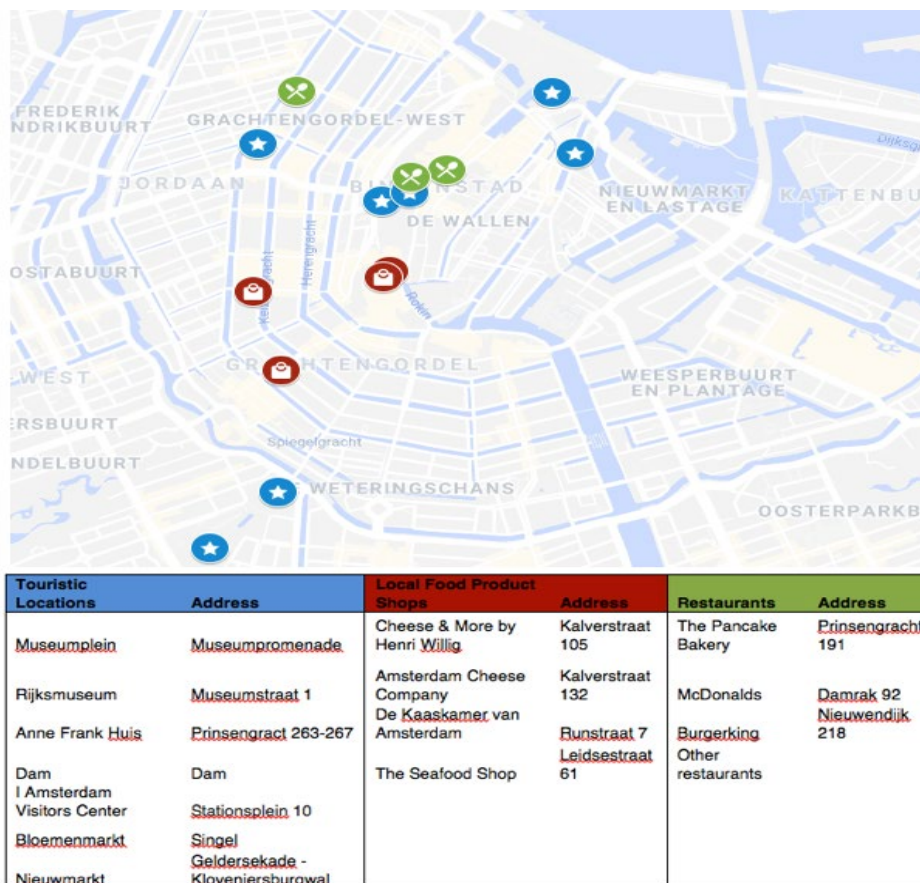


Figure 5. Research Area's in Amsterdam

### 3.5 Validity and reliability

In order to ensure the quality of this research it is necessary to look at the validity and reliability of the research. Validity concerns the ability of research instruments to measure what was intended to measure (Bryman & Cramer, 2008). Several measurements were taken to increase the validity of this study before and after data collection.

Most of the items in the survey are worded positively, but some of the items are worded negatively, in order to reduce the potential effects of response pattern bias. Furthermore, the first draft of this questionnaire will be reviewed and pretested before the final survey will be used for the respondents. A pre-test will be conducted with 5 respondents with various backgrounds and nationalities to ensure content validity and clarity of the survey. The pre-test respondents will be asked to complete the whole survey, and also to give any feedback and suggestions regarding the overall design, content, wording and the response options of the survey.

After data collection it is possible to further test the validity of the obtained data. Convergent validity can be demonstrated when each of the items associated with one construct has a factor loading above 0.40 and discriminant validity can be examined with the Pearson correlation analysis (Field, 2009).

Subsequently, it is important to test the reliability of the research. Reliability is referred to as the consistency of measures. Essentially it means, that when the same phenomenon is measured repeatedly, using the same research instruments, it should lead to the same results, assuming that the phenomenon itself stayed the same (Boeije et al., 2009). The reliability is critical for reproduction of the test results to prevent other researchers from proving it wrong. When the reliability of a research is low and the hypotheses cannot be tested, in such a way that may disprove it, it will likely not be considered scientific or valuable. A way to ensure the reliability of this research is to evaluate Cronbach's alpha, which reflects the level of mean inter-item correlations weighted by variance (Field, 2005). A high alpha value reflects a good level of internal scale consistency in all factors (Hair, Anderson, Tatham, & Black, 2002).



## 4. Results

In this chapter the results from the survey, distributed amongst foreign tourists in Amsterdam, will be explained in detail. First, the response and non-response will be described followed by the socio-demographic profile of the respondents. Second, the result of the exploratory factor analysis performed on the motivational dimensions is shown. Third, the food neophobia and variety-seeking scale are analyzed and last, a multiple regression analysis is done. The complete results of the statistical analyses can be found in appendix 2.

### 4.1 (Non)- Response

In the week of 14<sup>th</sup> of January around 350 tourists were approached to fill in the survey, and a total of 203 responses were obtained. Even though, there was a high response rate there were several reasons some tourists didn't want to participate or could not participate, because of the lack of understanding English and some tourists were Dutch. The strategy, which is explained in sub-paragraph 3.4 Data collection, was to survey tourists standing in line for museums, other touristic attractions and food shops. However, these tourists were not willing to fill in a survey, thus, halfway the strategy was revised and tourists that were sitting on a bench were approached and this method was more successful.

While entering the survey data in SPSS it was found that a total of five surveys were incomplete, only about one third of the survey was filled in, and therefore these surveys were deleted, leaving a total of 198 surveys for the analyses in SPSS. Other surveys had some missing items, but were kept in.

### 4.2 Profile of the respondents

In Table 5 a summary of the socio-demographic characteristics of the respondents can be found. The youngest respondent was 18 and the oldest was 65 years old. The largest age group was 18-24 (45,4%), whereas, more than half of the respondents were female (59,5%) and 77,3% of the respondents had a college degree or some higher education degree. Most of the respondents came from a household with an annual income of €25.000 or less (35,8%).

Table 5. Socio-demographic profile of the survey respondents

<i>Socio-demographic characteristics</i>	<i>Missing (n)</i>	<i>Total Frequency (n=198)</i>	<i>Percentage %</i>
<i>Gender</i>	3		
Female		116	59,5
Male		79	40,5
<i>Age</i>	13		
18-24		84	45,4
25-34		68	36,8
35-44		19	10,3
45-54		9	4,9
55-64		4	2,2

65 or above	1	0,5
<i>Education Level</i>	<b>3</b>	
High school or lower	29	14,9
Technical school	15	7,7
College degree	35	17,9
University degree	81	41,5
Master's or post-graduate degree	35	17,9
<i>Total annual household income</i>	<b>8</b>	
€25.00 or less	68	35,8
€25.001 - €40.00	36	18,9
€40.001 - €55.000	31	16,3
€55.001 – 75.000	23	12,1
€75.001 – 100.000	18	9,5
€100.001 and above	14	7,4

When looking at the country of origin of the respondents (Table 6) it is found that most of the respondents came from Europe, America or Asia.

Table 6. Country of origin (missing n=4)

<i>Country of origin</i>	<i>Frequency = n</i>	<i>Percentage %</i>
<b>Europe</b>	<b>n= 142</b>	<b>72,9%</b>
Austria	1	0,5
Belgium	6	3,1
England	34	17,5
Estonia	1	0,5
France	14	7,2
Germany	9	4,6
Greece	2	1
Ireland	9	4,6
Italy	25	12,9
Poland	4	2,1
Portugal	3	1,5
Scotland	8	4,1
Slovenia	2	1
Spain	22	11,3
Sweden	2	1
<b>Africa</b>	<b>n= 3</b>	<b>1,5%</b>
South Africa	1	0,5
Tunisia	2	1
<b>America (North, Middle &amp; South)</b>	<b>n= 22</b>	<b>11,3%</b>
Argentina	2	1
Brazil	5	2,6
Canada	2	1
Mexico	3	1,5

United States	10	5,2
<b>Middle East</b>	<b>n= 5</b>	<b>2,5%</b>
Iran	2	1
Israel	2	1
United Arabic Emirates	1	0,5
<b>Asia</b>	<b>n= 18</b>	<b>9,2%</b>
China	4	2,1
Hong Kong	3	1,5
India	1	0,5
Russia	3	1,5
Turkey	6	3,1
Vietnam	1	0,5
<b>Oceania</b>	<b>n= 3</b>	<b>1,5%</b>
Australia	2	1
New Zealand	1	0,5
	<b>n= 193</b>	<b>99,5% = 100%</b>

#### 4.2.1 Travel behavior profile

Besides items concerning socio-demographic characteristics also questions concerning travel behavior, such as travel group, number of previous visits and length of stay in nights were asked, were incorporated, to find out if travel behavior can help predict tourists' motivations to consume local food. Table 7 shows that most tourists stayed for two or three nights and the two most popular travel groups were couples (43,6%) and group of friends (42,6%). More than half of the respondents visited Amsterdam for the first time (55,9%), and the average stay of the respondents was 2.64 nights.

Table 7. Travel behavior of the survey respondents

<i>Travel behavior</i>	<i>Missing (n)</i>	<i>Total Frequency (n=198)</i>	<i>Percentage %</i>
<b>Travel group</b>	3		
By yourself		14	7,2
Couple		85	43,6
Family		7	3,6
Group of friends		83	42,6
Organized tour		4	2,1
Other		2	1
<b>Number of previous visits</b>	3		
First time		109	55,9
Second time		47	24,1
Third time		13	6,7
Fourth time		10	5,1
Fifth time or more		16	8,3

#### 4.2.2 Knowledge of local food products

The knowledge of local food products was measured in the survey and analyzed with descriptive statistics. In order to measure previous knowledge of Dutch food for this sample

item know1 was created 'I have knowledge about Dutch food products. From the respondents 34% replied with strongly disagree or disagree and 31,8% agreed or strongly agreed with the statement. Item know2 was created in order to measure familiarity with the Dutch culture 'I feel familiar with Dutch culture'.

Table 8. Know2: I feel familiar with the Dutch Culture

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>Europe (n=142)</i>	7.7%	24.6%	29.6%	35.2%	2.8%
<i>Africa (n=3)</i>	0%	66.7%	33.3%	0%	0%
<i>America (n=22)</i>	13.6%	50%	9.1%	13.6%	13.6%
<i>Middle east (n=5)</i>	20%	40%	20%	20%	0%
<i>Asia (n=18)</i>	11.1%	38.9%	5.6%	33.3%	11.1%
<i>Oceania (n=3)</i>	0%	0%	33.3%	66.7%	0%

The method of crosstabs in SPSS was used in order to analyze the response between country of origin and item know2, see Table 8. Of the European respondents 38% felt familiar with Dutch culture and 27.2% of the American respondents also felt a level of familiarity with Dutch culture. No respondent from an African country felt familiar with Dutch culture. It is important to note that the groups are not divided equally and the groups Africa and Oceania only had three respondents each.

The next item was developed to measure past experience; 'I have eaten Dutch food before', see Table 9. Half of the respondents answered that they had eaten Dutch food before (50%), and 37,9% had never eaten Dutch food before. However, every origin group had respondents that had eaten Dutch food before. When comparing the number of previous visits of the respondents with their past experience of Dutch food, it was found that 56,9% of the first-time visitors had not eaten Dutch food before against just 14% of the tourists that had visited Amsterdam twice or more.

Table 9. Know3: I have eaten Dutch food before

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>Europe (n=142)</i>	13.4%	19.7%	13.4%	38%	15.5%
<i>Africa (n=3)</i>	0%	66.7%	0%	33.3%	0%
<i>America (n=22)</i>	22.7%	45.5%	4.5%	22.7%	4.5%
<i>Middle east (n=5)</i>	0%	20%	20%	40%	20%
<i>Asia (n=18)</i>	27.8%	22.2%	11.1%	27.8%	11.1%
<i>Oceania (n=3)</i>	0%	0%	0%	100%	0%

The last item for knowledge was developed because, other than past experiences and feeling familiar with the culture, tourists may have increased knowledge of Dutch food

products due to globalization. Therefore, item know4 'In my country you can buy Dutch food products' was created. From the respondents 40.9% said that it was possible to buy Dutch food products in their country, and 32.8% said this was not possible. When looking at the different regions and the availability of Dutch food products there, the following percentages shown in Table 10 were obtained. The larger part of respondents from Europe, America, the Middle East and Oceania all thought that Dutch food products were available in their countries. Only in African and Asia the negative response was greater than the positive response.

Table 10. Know4: In my country you can buy Dutch food products

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>Europe (n=142)</i>	15.5%	15.5%	28.1%	31%	9.9%
<i>Africa (n=3)</i>	0%	66.7%	0%	33.3%	0%
<i>America (n=22)</i>	18.2%	22.7%	18.2%	31.8%	9.1%
<i>Middle east (n=5)</i>	40%	0%	20%	40%	0%
<i>Asia (n=18)</i>	16.7%	22.2%	33.3%	16.7%	11.1%
<i>Oceania (n=3)</i>	0%	0%	0%	100%	0%

#### 4.3 Tourists' motivational dimensions

In order to gain insight into tourists' motivations to consume local food, a factor analysis is done, as the concept of motivation can be seen as a multi-dimensional construct. In exploratory factor analysis (EFA) data reduction is achieved by searching for variables that correlate highly with a group of other variables, but do not correlate with variables outside that group (Field, 2009). In order to test the motivations of tourists' consumption of local food products we need to do an exploratory factor analysis (EFA). As a start, analysis was conducted on the 30 items (26 items derived from the research of Kim & Eves (2012) and 4 items created for this research) with orthogonal rotation (varimax). The Kaiser-Meyer-Olkin measure was 0.858, and Kaiser (1974) recommends a bare minimum of 0.5 and any values between 0.8 and 0.9 are great. First, tests were run with the Eigenvalues over 1 option, and eight factors were loaded with an Eigenvalue over 1 according to Kaiser's criterion, which together explained 67.4% of the variance). Given these overall indicators, factor analysis was deemed to be suitable with 30 items. Figure 6 shows the scree plot, which displays a point of inflexion at component nine, which has a lower than 1 Eigenvalue, therefore only the factors to the left of component nine should be retained. However, the sample used for this analysis is below 200, thus the scree plot alone is not reliable for factor selection.

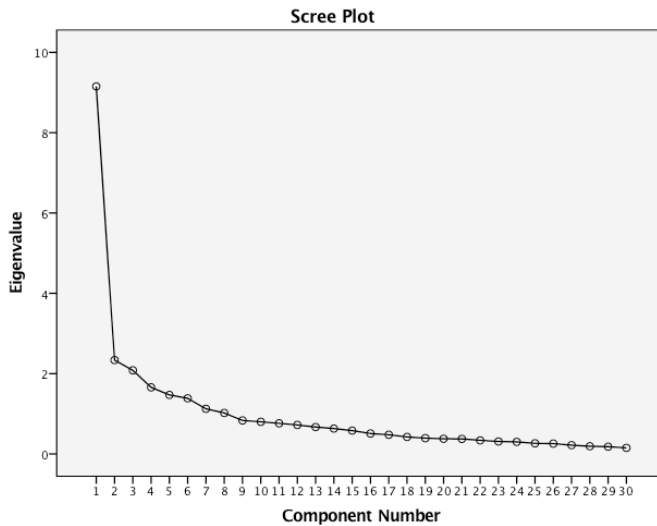


Figure 6. Scree plot with all components

The next step for checking the reliability is testing the individual Cronbach's alphas of each factor, factors 7 ( $\alpha = .57$ ) and 8 ( $\alpha = -.058$ ) were found to be too low to be reliable. Therefore, item motiv13, motiv14, motiv15, motiv23 and motiv30 were excluded from analysis. For the final stage, EFA of the remaining 25 items, using oblimin and varimax rotations, was conducted. The varimax rotation provided the best-defined factor structure. After running the EFA without the above-mentioned items the KMO became 0.867. Therefore, the sample size of this research is adequate for factor analysis. The scree plot in Figure 7 shows a point of inflexion at component seven, thus only the factors one to six will be retained.

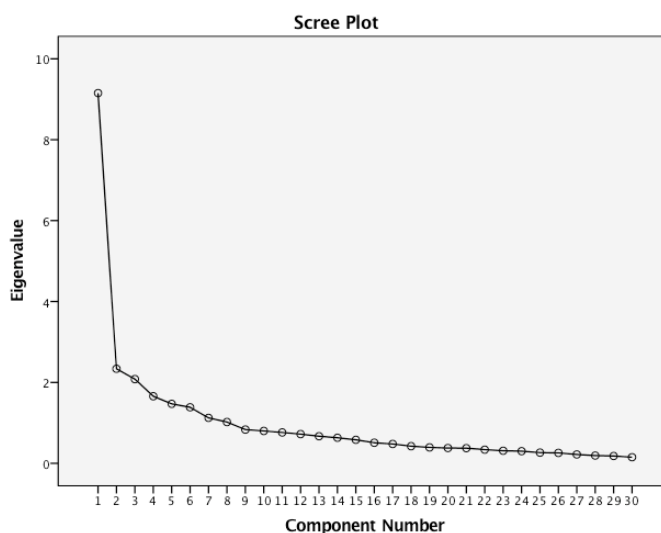


Figure 7. Scree plot with all components

The Bartlett's test of sphericity is highly significant, because  $\chi^2(300) = 2253.59$ , ( $p < .001$ ) suggesting that there are at least two variables that correlate. A cut-off point for factor loadings was set at 0.40 in the interpretation of the final rotated factor pattern, because every

loading under 0.4 does not represent substantive values (Mak et al, 2017). The anti-image correlation matrix was examined and the lowest diagonal was 0.691, thus well above the bare minimum of 0.5 (Field, 2009). The exploratory factor analysis generated six factors: (1) Cultural Experience, (2) Interpersonal relationships, (3) Interest, (4) Sensory Appeal, (5) Health concern, and (6) Excitement. The six factors altogether accounted for 66% of the cumulative variance (Table 11). The five dimensions generated by Kim et al. (2013) were confirmed by this group of respondents and the sixth dimension, interest had the third largest variance explained (8.22%).

Table 11. Results of the Exploratory factor analysis

Factors and items	Factor loading	Mean	SD	Grand Mean	Eigen-Value	Cronbach's $\alpha$	Variance explained
<b>Factor 1 – Cultural experience</b>				4.062	8.332	.909	33,11%
Offers a unique opportunity to understand local cultures	.675	3.94	.845				
To discover something new	.753	4.08	.797				
To see things that I don't normally see	.773	4.06	.921				
To see how other people live	.802	4.03	.942				
To have a special experience	.759	4.06	.909				
To increase my knowledge about different cultures	.788	4.14	.875				
For an authentic experience	.752	4.13	.831				
<b>Factor 2 – Interpersonal relationships</b>				3.522	2.165	.777	9,02%
I want to talk to everybody about my local food experiences	.773	3.26	1.051				
Having local food increases friendship or kinship	.752	3.36	.979				
I give advice about local food experiences to people who want to travel	.666	3.73	1.014				
Local food enables me to have an enjoyable time with friends and/or family	.681	3.76	1.013				
<b>Factor 3 - Interest</b>				3.761	1.973	.743	8,22%
1. To learn what this local food tastes like	.630	3.88	.904				
27. While in Amsterdam, I will eat Dutch food products	.740	4.05	.859				
28. I like learning more about Dutch food products	.696	3.91	.957				
29. Trying the local cuisine is an important reason to visit Amsterdam	.600	3.22	1.165				
<b>Factor 4 – Sensory appeal</b>				3.972	1.597	.845	6,64%
20. Smells nice	.861	3.91	.846				
21. Tastes good	.857	4.06	.795				
22. Looks nice	.748	3.92	.838				
<b>Factor 5 – Health concern</b>				3.280	1.326	.748	5,47%
24. The local food is nutritious	.723	3.34	.959				
25. The local food contains a lot of fresh ingredients produced in the local area	.765	3.46	.923				
26. The local food keeps me healthy	.840	3.04	.894				
<b>Factor 6 – Excitement</b>				3.357	1.117	.723	4,64%
10. It helps me to relax	.850	3.18	1.046				
11. I feel exhilarated when consuming local food products	.601	3.31	.927				
12. To have an expectation that it is exciting	.562	3.56	.864				

#### 4.3.1 Reliability and validity

The reliability of the scale was evaluated by Cronbach's alpha (Table 11), which reflects the level of mean inter-item correlations weighted by variance (Field, 2009). The Cronbach's alpha values of each factor are all above .7, thus suggesting a good level of internal scale consistency in all factors (Hair, Anderson, Tatham & Black, 2002). The next step is to look at the validity of the six factors. Convergent validity is demonstrated when each item related with one construct has a factor loading greater than .50 (Fornell & Larcker, 1981). All items had a factor loading greater than .5 except item Motiv9, which loaded on factor 1 Cultural experience. In order to establish convergent validity this item was excluded from factor 1 and the Cronbach's alpha for factor 1 became .909, with seven items instead of .907 with eight items.

#### 4.4 Food neophobia

In order to find out if food neophobia can help predict the variation in tourist' motivation to consume local food the following analyses were done. In the survey respondents had to answer to 8 items concerning the food neophobia scale (Pilner & Hobden, 1992). The total sample contained 198 cases; however, six cases were excluded, due to missing items. Therefore, the FNS score was calculated for a total of 192 cases. Their FNS score was obtained by summing the scores of the 8 items into a new variable called FNSCORE. The mean score of the sample was 26.29, ranging from 15 to 36, with a SD of 2.97, see Table 12. The reliability coefficient, Cronbach's alpha was .815, which suggests a good level of internal consistency of the items in the FNS (Field, 2009).

Table 12. Items used in final version FNS scale

Food Neophobia Scale	Mean	SD	Highest correlation (item)
1. I am constantly sampling new and different foods (r)	2.18	.928	.513 (5)
2. I do not trust new foods	2.17	1.02	.425 (4)
3. If I do not know what is in a food, I would not try it	2.85	1.201	.403 (7)
4. I like food from different countries (r)	1.56	.848	.605 (5)
5. At dinner parties, I will try a new food (r)	1.92	.999	.605 (4)
6. I am afraid to eat things I have never had before	2.20	1.066	.425 (8)
7. I am very particular about the food I will eat	2.74	1.168	.403 (3)
8. I like to try new ethnic restaurants (r)	2.02	.962	.560 (4)

The overall scores, calculated from the 8 items, ranged from 15 to 36. In order to create three groups, the 33<sup>rd</sup> and 66<sup>th</sup> percentile can be utilized. Thus, respondents can be classified into groups representing low food neophobia between 15 and 25, medium food neophobia between 26 and 27, and high food neophobia 28 and 36, see Table 13. By



categorizing the respondents into these groups, it is possible to analyze their differences on predictor variables, such as country of origin or age. This makes it possible, for example, to see if the respondents from an older age group are more neophobic, than the respondents from a younger age group.

Table 13. FNS scale categories

<i>FNS scale</i>	<i>Total (n= 192)</i>	<i>Percentage %</i>
Low FNS. (score 15-25)	78	40,6%
Medium FNS (score 26-27)	51	26,6%
High FNS. (score 28-36)	63	32,8%

#### 4.5 Variety-seeking

The following analyzes were performed to find out if variety-seeking can help predict the variation in tourist' motivation to consume local food. In order to calculate the Variety-seeking score of the respondents, all the scores were summed of the items creating a new variable called VARSEEK. In the sample there were three cases that were excluded due to missing items, thus n= 195. The mean of the VARSEEK is 29.51, ranging from 12 to 40, with a standard deviation of 4.364, see Table 14. The reliability coefficient (Cronbach's alpha) is 0.853, which shows a good level of internal consistency of the items in the variety seeking scale (Field, 2009).

Table 14. Items used in final version VARSEEK scale

<b>Variety-seeking Scale</b>	<b>Mean</b>	<b>SD</b>	<b>Highest correlation (item)</b>
1. When I eat out, I like to try the most unusual items, even if I am not sure I would like them	2.98	1.110	.450 (8)
2. While preparing foods or snacks, I like to try out new recipes	3.76	.966	.497 (5)
3. I think it is fun to try out food items I am not familiar with	4.05	.866	.627 (5)
4. I am eager to know what kind of foods people from other countries eat	4.13	.898	.535 (3)
5. I like to eat exotic foods	3.91	.996	.627 (3)
6. Items on the menu that I am unfamiliar with make me curious	3.65	.975	.585 (8)
7. I prefer to eat food products I am used to (r)	2.75	1.065	.450 (5)
8. I am curious about food products I am not familiar with	3.79	.826	.585 (6)

Similar to the FNS score, the VARSEEK scores can be classified into groups using the 33<sup>rd</sup> and 66<sup>th</sup> percentile as cut-off points, as described by van Trijp & Steenkamp (1992), in order to compare their differences on the predictor variable country of origin, see Table 15.

The 33<sup>rd</sup> and 66<sup>th</sup> percentile score were 28 and 31, accordingly, respondents who scored between 12 and 28 were classified as low variety seeking, respondents between 29 and 31 as medium variety-seeking between and those between 32 and 40 were classified as high variety seeking.

Table 15. VARSEEK scale categories

<i>VARSEEK scale</i>	<i>Total (n= 195)</i>	<i>Percentage %</i>
Low VS. (score 12-28)	73	37,4%
Medium VS (score 29-31)	64	32,8%
High VS. (score 32-40)	58	29,7%

#### 4.6 Socio-demographic profiles and motivational dimensions

The literature review suggested that socio-demographic factors also can predict tourist' motivation to consume local food products. Therefore, several analyses with one-way ANOVA and independent t-tests were done to see if any of the socio-demographic factors, age, gender, annual household income, education level and nationality, could help predict the variation in tourist' consumption motivation.

A one-way ANOVA is conducted to examine whether age can help predict the different motivational dimensions. A significant effect of age was found on two motivational dimensions; sensory appeal and excitement at the level  $p < .05$  for the three conditions; sensory appeal  $F(4,168) = 2.62$ ,  $p = .037$ , excitement  $F(4,168) = 3.49$ ,  $p = .009$ .

For post hoc comparisons the Games - Howell test is used because this sample contains unequal sample sizes. Post hoc comparisons for excitement, as motivation, showed that the mean score for the age category of 18 – 24 ( $M = -.254$ ,  $SD = 1.026$ ) was significantly ( $p = .022$ ) different than the age category of 35 – 44 ( $M = .405$ ,  $SD = .815$ ). These results suggest that tourists between 35 and 44 years old are positively motivated by excitement and tourists between 18 and 24 years old, are negatively motivated by excitement. The Games – Howell post hoc comparison for sensory appeal test, indicated that the mean score for the age category of 18 – 24 ( $M = .228$ ,  $SD = .882$ ) was significantly ( $p = .015$ ) different than the age category of 25 – 34 ( $M = -.309$ ,  $SD = 1.151$ ). However, the rest of the age categories did not significantly differ. Taken together, these results suggest that the two youngest age categories, 18 -24 and 25 – 34 can predict variation in the motivational dimension of sensory appeal. Therefore, it can be argued that only younger (24 or below) tourists are more motivated by sensory appeal than the 25-34 tourists, because there is a negative effect. However, both groups are barely motivated by sensory appeal, therefore this outcome is not that compelling.

None of the other socio-demographic factors showed significance with the other motivational dimensions, therefore, it can be stated that for this sample, the socio-demographic factor age, can be used to help predict tourist' food consumption motivations, sensory appeal and excitement.

#### **4.7 Travel behavior and motivational dimensions**

This paragraph shows the results of several one-way ANOVA analyses in order to find out if travel behavior can predict any of the motivational dimensions found with the exploratory factor analysis. In this research travel behavior comprises of three different variables; the number of previous visits, the travel group size and how many nights the respondents are staying in Amsterdam.

The results of the analysis for the number of previous visits to Amsterdam showed no significance, and therefore, it can be stated that for this sample of foreign tourists the number of previous visits cannot predict the motivational dimensions. Similar results were found, when analyzing the different travel group sizes of tourists visiting Amsterdam. The results of the ANOVA show no level of significance of travel group size on any of the motivational dimensions. Accordingly, it can be stated that for this sample of foreign tourists visiting Amsterdam the travel group size could not predict any of the motivational dimensions.

The last variable of travel behavior was also analyzed with a one-way ANOVA to examine if the length of stay could predict one of the motivational dimensions. This variable first had to be transformed into a categorical variable. It was divided into three categories, ranging from short stay (1 or 2 nights), medium stay (3 or 4 nights) and long stay (5 nights or more). Variances were found to be equal for four of the motivational dimensions  $p > .05$ . However, the results of the ANOVA show no level of significance of length of stay on five of the six motivational dimensions, but only for interest ( $p = .000$ ). For the dimension interest, the Levene's test was significant ( $p = .017$ ), thus the robust tests of equality of means should be looked at. The Welch test for interest was significant  $F(2, 181) = 10.451, p = .000$ . The overall effect size was calculated with an intermediate deviation of the distribution of means,  $f = .264$ , indicating a medium effect of length of stay on interest. Post hoc comparisons using the Tukey HSD test, which used the harmonic mean sample size ( $= 31.343$ ), because the group sizes are unequal, indicated that the mean score for short stay ( $M = -.293, SD = 1.079$ ) was significantly different than the medium stay ( $M = .352, SD = .807$ ) and the long stay ( $M = .356, SD = .599$ ). However, the medium stay and the long stay did not significantly differ. Therefore, it can be stated that for this sample of foreign tourists the length of stay can help predict the motivational dimension interest. This means that the short stay respondents were less motivated by interest than the respondents who remained in Amsterdam for a longer period of time.

#### **4.8 Knowledge of local food products**

In the conceptual model of this research, knowledge of local food products is hypothesized to be related to tourists' consumption of local food products. In the survey four items concerning knowledge of local food products were obtained, such as "I have knowledge about Dutch food products and "I feel familiar with Dutch culture". These are called predictor variables and will be analyzed with a standard multiple regression method. This method is used to assess the relationship between one dependent variable and multiple independent variables by entering all the independent variables into the model at the same time (Pallant,

2007), and this also allows a calculation of how much unique variance in the dependent variable each of the independent variables explain (Mak et al., 2017). There are several assumptions for regression which should be met; (1) the relationship between the independent and dependent variable is linear, (2) residuals should be approximately normally distributed, (3) homoscedasticity, there should be no pattern in the scatter, and (4) independent observations, the Durbin Watson statistic should be between 1.5 – 2.5 (Field, 2002).

Firstly, an analysis was conducted to examine if the knowledge of local food products could help predict any of the motivational dimension, and no level of significance was found (Table 16). So, it can be said that for this sample, having knowledge of Dutch food products cannot predict any of the tourist consumption motivations.

Secondly, a multiple linear regression was carried out to investigate the relationship between the four items of knowledge of local food products and the motivational dimension of interpersonal relation. There was a significant relationship between Know 2; I feel familiar with Dutch culture ( $p = .001$ ), and Know 3; I have eaten Dutch food before ( $p = .002$ ). For feeling familiar with Dutch culture there was a  $\beta = 0.314$  increase in the interpersonal relationship motivation. Thus, these results show that tourists that feel familiar with Dutch culture are more motivated by interpersonal relationships when consuming local food products than tourists that feel less or not familiar with Dutch culture. For having eaten Dutch food before there was a decrease ( $\beta = -0.192$ ) in being motivated by interpersonal relations. This means that tourists that have eaten Dutch local food products before are less motivated by having social interaction through the consumption of the local food products. The  $R^2$  value was 0.103, so, 10.3% of the variation in the interpersonal motivation can be explained by the model containing the four knowledge about local food products, which is a very small percentage, thus predictions from the regression equation are not reliable, because 89.7% of the variation is still unexplained. The assumptions for regression; homogeneity of variance and linearity were not violated and the residuals were approximately normally distributed.

Thirdly, the relationship between knowledge of local food products and the motivational dimension of interest was investigated, and a significant relationship was found with item know4, in my country you can buy Dutch food products ( $p = .023$ ). The  $\beta = .146$ , meaning that tourists that could buy Dutch food products in their home country were more motivated by interest than tourists which could not or did not know if they could buy Dutch food products at home. The overall model fit was  $R^2 = .055$ , thus explain 5.5% of the variation in the model. Therefore, the predictive power of this model is very low. The assumptions for regression; homogeneity of variance and linearity were not violated and the residuals were approximately normally distributed.

Lastly, the relationship between knowledge of local food products and the motivational dimension of sensory appeal was examined and no level of significance was found. The same outcome was obtained when investigating the predicting value of knowledge of local food products on health concern and excitement as motivation. Therefore, it can be

said there is no relationship for this sample between knowledge of Dutch food products and the motivational dimensions sensory appeal, health concern and excitement.

To summarize, only for two motivational dimensions; interpersonal relationships and Interest, relations were found with some of the four items concerning knowledge of local food products. However, the variance of both models was so small, that it cannot be used for predictions or to generalize to a larger group.

Table 16 Summary of multiple regression analysis results with Knowledge as predictors

Predictor variables	Motivational dimensions	Unstandardized regression coefficient (B)	Standard error	Standardized regression coefficient	t	Sig.
Know1 <i>"I have knowledge about Dutch food products"</i>	Cultural Experience	-.011	.090	-.011	-.118	.907
	Interpersonal relationships	-.047	.085	-.050	-.549	.584
	Interest	.105	.085	.111	1.193	.235
	Sensory Appeal	.094	.089	.100	1.051	.295
	Health Concern	.034	.088	.037	.392	
Know2 <i>"I feel familiar with the Dutch culture"</i>	Excitement	.035	.088	.038	.402	.688
	Cultural Experience	-.010	.094	-.010	-.103	.918
	Interpersonal relationships	.314	.090	.329	3.507	<b>.001</b>
	Interest	-.105	.092	-.005	-.053	.958
	Sensory Appeal	-.136	.094	-.143	-1.452	.148
Know3 <i>"I have eaten Dutch food before"</i>	Health Concern	.174	.092	.183	1.896	.696
	Excitement	.166	.092	.174	1.802	.207
	Cultural Experience	.017	.064	.023	.269	.788
	Interpersonal relationships	-.192	.061	-.254	-3.157	<b>.002</b>
	Interest	.024	.063	.031	.376	.707
Know4 <i>"In my country you can buy Dutch food products"</i>	Sensory Appeal	-.008	.064	-.011	-.130	.987
	Health Concern	-.066	.063	-.086	-1.048	.296
	Excitement	.039	.063	.051	.614	.112
	Cultural Experience	-.100	.065	-.122	-1.537	.126
	Interpersonal relationships	-.035	.062	-.043	-.572	.568
	Interest	.146	.064	.178	2.293	<b>.023</b>
	Sensory Appeal	.073	.064	.089	1.121	.264
	Health Concern	.102	.064	.124	1.597	.112
	Excitement	-.038	.064	-.046	-.594	.553

#### 4.9 Food-related personality traits and motivational dimensions

Similar to the examination of the predictive value of knowledge of local food products on the motivational dimensions, the standard multiple regression analysis is used to test if the food-related personality traits; food neophobia and variety seeking, could help predict the motivational dimensions that were found during the exploratory factor analysis.

Based on the results shown in Table 17 it can be stated that the food-related personality trait, food neophobia cannot be used to predict any of the motivational dimensions for this sample. No level of significance was found. For the trait variety-seeking four significant relations were found. In Table 17 it can be seen that there is a significant relation between variety-seeking and the motivational dimension of cultural experience. One assumption was violated during the analysis; the residuals were not normally distributed because two outliers were found. After analysis of Cook's distance, it was decided that two cases, 87 and 77 were excluded from the analysis because they had a large influence on the regression coefficients. With this adjustment Beta went from  $\beta = .050$  to  $\beta = .090$ , the

significance went from  $p = .006$  to  $p = .000$  and the  $R^2$  rose from  $R^2 = .058$  to  $R^2 = .167$ . This significant relationship means that the respondents who are more variety-seeking, were more motivated by cultural experience, than the respondents that were less variety-seeking. The overall model fit almost tripled and now explains 16.7% of the variation in the model, which is still considered quite low, and therefore the predictive power of food neophobia and variety seeking on cultural experience is not strong.

Variety-seeking also was found to significantly help predict the motivational dimension interest ( $p = .000$ ). The more variety-seeking the respondents were, the more they were motivated by interpersonal relationships to try local food products. The overall model, containing food neophobia and variety-seeking explained 16.2% of the variation in the interest motivation ( $R^2 = .162$ ). The scatterplot showed that the data met the assumptions of linearity, homogeneity of variance and the residuals were approximately normally distributed.

The next significant relationship that was found in this sample concerning variety-seeking, was the motivational dimension of interest ( $p = .000$ ). For variety-seeking there was a 0.104 ( $\beta$ ) increase in interest motivation. So, respondents with higher variety-seeking tendencies were more motivated by interest than respondents which sought less variety. The  $R^2$  value was .242 so 24,2% of the variation in interest motivation can be explained by the model, which contains food neophobia and variety-seeking. All the assumptions were met.

The last significant relationship that was found was between variety-seeking and health concern ( $p = .002$ ). The  $\beta = .055$ , which means a small increase in health concern as motivation for respondents with higher variety-seeking tendencies. The overall model fit is  $R^2 = .054$  and explains 5.4% of the variation in the model, which is a fairly small percentage, and therefore the predictive power of food neophobia and variety seeking on health concern is not strong.

To summarize, the multiple regression analyses showed that the FRPT food neophobia cannot help predict the motivational dimensions of the foreign tourists of the sample. The FRPT variety-seeking had four significant relationships with the following dimensions; cultural experience, interpersonal relationships, interest and health concern. Variety-seeking had the strongest predictive power over interest, however, still considered small, and the smallest predictive power over health concern.

Table 17 Summary of multiple regression analysis results with FRPT as predictors

Predictor variables	Motivational dimensions	Unstandardized regression coefficient (B)	Standard error	Standardized regression coefficient	t	Sig.
FN Score	Cultural Experience	.022	.027	.063	.818	.415
	Interpersonal relationships	.013	.025	.039	.539	.590
	Interest	.042	.024	.122	1.766	.079
	Sensory Appeal	.007	.027	.020	.250	.803
	Health Concern	-.005	.026	-.013	-.172	.864
VS Score	Excitement	.005	.027	.015	.192	.899
	Cultural Experience	.090	.018	.215	2.800	<b>.000</b>
	Interpersonal relationships	.089	.017	.389	5.357	<b>.000</b>
	Interest	.104	.016	.422	6.408	<b>.000</b>
	Sensory Appeal	.030	.019	.126	1.609	.109

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Health Concern	.055	.018	.236	3.064	<b>.003</b>
Excitement	-.002	.018	-.10	-.127	.899

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## 5. Discussion

This chapter's primary goal is to compare the results of the statistical analyzes with prior studies and theories as mentioned in the theoretical framework, and to answer the hypotheses that were created. The section will begin with some remarks that need to be kept in mind when the results are discussed.

### 5.1 Remarks

A disadvantage of this research is that there was no suitable data available about foreign tourists in Amsterdam to test the sample for representativeness. The most recent data concerning gender and age of tourists dates from 2007 and is therefore not suitable for a comparison with the current situation (CBS, 2017). In addition, the data on the average length of stay that tourists stay in Amsterdam includes Dutch tourists visiting Amsterdam, thus this number is not useful either. For this reason, and because the sample is not large enough, the results are not a representation of the foreign tourist population of Amsterdam. However, generalizing results to all tourists visiting Amsterdam was not the goal of this research. The goal of this research was to examine the motivations behind the consumption of local food products, and several factors that could help predict the motivations of foreign tourists in Amsterdam. The findings therefore portray the relationship between these variables as found in this particular sample of foreign tourists visiting Amsterdam.

### 5.2 The socio-demographic profile of the respondents

As stated in the paragraph above little can be found about the profile of tourists visiting Amsterdam. The average age of the respondents is 28 and the youngest is 18 and the oldest 65 years. The six different age groups were not represented equally in the sample, and unfortunately, they cannot be compared in order to examine if the percentages found in this research, are in line with foreign tourists visiting Amsterdam, because there is no suitable data available. This is similar for the data of the annual household income of foreign tourists visiting Amsterdam.

In the report of NBTC Holland Marketing (2014) it is found that the average level of education of foreign visitors to the Netherlands is slightly increasing, with more than two-thirds of the tourists (69%) having completed a college or university education. The sample for this research showed that 76% of the respondents had an education level of college or higher. The report of NBTC (2014) also stated that the percentage of tourists with lower levels of education decreased in the past ten years. This could explain the higher percentage of respondents with a higher level of education.

Looking at the respondents' country of origin (Table 7), it is found that 72,9% of the participants came from Europe, and when comparing these numbers with the information from Gemeente Amsterdam (2017) found in Figure 8, it can be said that the population of this survey includes much more European tourists (72,9%) than the percentage (53,2%) provided by Gemeente Amsterdam (2017). The European tourist is thus over-represented in this research, whereas the tourists from Africa and Oceania (3,1%) are somewhat in line with the



African and Oceanic tourists (2,9%) found in Gemeente Amsterdam Report (2017). Just as the percentages of the BRIC-countries (Brazil, Russia, India and China) are similar 6,7% for this study and 5,4% for the report of Gemeente Amsterdam (2017), and the other countries in America (3,6% this study – 3,3% report), and Asia (5,2% this study – 5,9% report) are also fairly similar. However, in comparison with the information from Gemeente Amsterdam (2017), tourists from the United States are underrepresented.

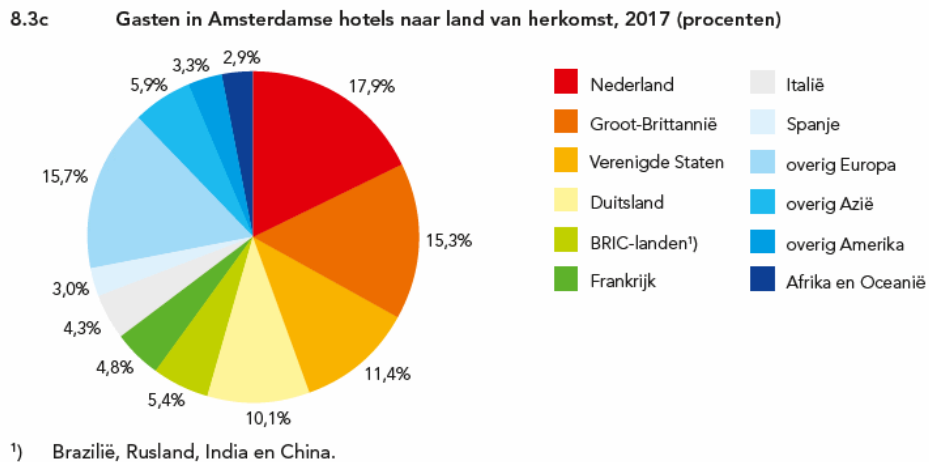


Figure 8. Hotel guests in Amsterdam divided by country of origin (Gemeente Amsterdam, 2017)

### 5.3 Travel behavior

Besides items concerning socio-demographic characteristics also questions concerning travel behavior, such as travel group, number of previous visits and length of stay in nights were asked. In the report of NBTC Holland Marketing (2014) it is stated that generally speaking, the further away the country of origin, the lower the percentage who visited Holland before. Even though they investigated tourism to the Netherlands as a whole, and not just Amsterdam, it is possible to compare the data of this research with their data, as most tourists visit Amsterdam. NBTC Holland Marketing (2014) found that 73% had visited Amsterdam before, against 27% that visited for the first time. In comparison, 56% of the respondents of this research visited Amsterdam for the first time against 44% that visited Amsterdam one time or more. The differences in percentages could be because NTBC Marketing (2014) used a bigger research area instead of Amsterdam alone, but another factor could be that the average age of the respondents was fairly low. Therefore, it could be argued that younger tourists had less time to travel, resulting in more first-time visitors.

In order to see if the statement made by NTBC Marketing (2014) holds up in this research, the different countries of origin, by region, were looked at. From the European sample 52,8% visited Amsterdam for the first time. The percentages of first-time visitors of Africa (66%), America (72,3%) and Asia (61,1%) were higher than the European sample, confirming the statement of NBTC Marketing (2014).

The length of stay was analyzed, and the average stay of the respondents was 2.64 nights, which is higher than the average of 1.92 nights the Gemeente of Amsterdam (2017)

measured in their report. However, in the report of Gemeente Amsterdam (2017), Dutch tourists visiting Amsterdam were also included. It could be argued that for Dutch tourists it is easier and shorter to travel to Amsterdam than for foreign tourists, and thus staying for a shorter period, resulting in a lower average for length of stay.

#### **5.4 Knowledge of Dutch food products**

The knowledge of local food products was measured in the survey with the following four items; 'I have knowledge about Dutch food products', 'I feel familiar with the Dutch culture', 'I have eaten Dutch food before', and 'In my country you can buy Dutch food. These items were created along the lines of the literature review. Previous food consumption research acknowledges that exposure to certain foods can increase preference for those foods, as familiarity increases with repeated exposure (Pilner, 1982; Stein, Nagai, Nakagawa & Beauchamp, 2003). The respondents from this sample were almost equally split, 36,3% felt familiar with Dutch culture and 37,9% did not feel familiar with Dutch culture.

Past experience with Dutch food products can also significantly affect food consumption. This past exposure, acquired through previous visits, can increase the familiarity of the cuisine and thus enhance their preference towards it. The research by Tse & Crotts (2005) indicates that repeat visits did have a positive influence on the consumption of food products, which is in line with the results obtained in this research. Like Tse & Crotts (2005), Ryu & Jang (2006) also found that past experience could be of significant influence on tourists' intention to consume local food while on holiday. The results of this research showed that 56,9% of the first-time visitors did not consume Dutch food before coming, against 13% of more time visitors.

Besides past experiences obtained from previous visits to Amsterdam, tourists also may have increased exposure to Dutch food products due to globalization. As a result of globalization not only tourists become more mobile, also the food we eat becomes more international (Hall & Mitchel, 2001). The availability of different food products and cuisines in restaurants and supermarkets in tourists' countries of origin, provide tourists with the opportunity to become familiar with a variety of food products before they travel to their holiday destination. From the respondents 40.9% said that it was possible to buy Dutch food products in their country, and 32.8% said this was not possible. The reason for the negative response could be that Dutch food products are not available in some countries, or another reason could be that Dutch food is not recognized as Dutch food when consumed.

#### **5.5 Tourists' motivational dimensions**

A growing body of research has demonstrated that motivational factors can significantly affect tourist food consumption (Hall & Mitchel, 2001; Hjalagar & Richards, 2002). Therefore, an exploratory factor analysis was performed to explore the underlying dimensions of the motivational items. Six factors (Figure 9) generated from the exploratory factor analysis were named: (1) Cultural experience, (2) Interpersonal relationships, (3) interest, (4) sensory

appeal, (5) Health concern, and (6) Excitement. The six factors together accounted for 66% of the cumulative variance.



Figure 9. The six dimensions of motivation

Factor 1 Cultural experience had a grand mean of 4.06, which confirms the previous research of Kim & Eves (2012) that cultural experience is a significant motivator for foreign tourists to consume local food products. Subsequently, it also supports the arguments of Hjalager (2004) who argued that during holidays, eating and drinking local products means sharing the local food culture, and Getz & Andersson (2008) whom pointed out that the experience of local food can provide a chance to learn about local culture, how to eat and drink as locals do.

The second factor interpersonal relationships, involves social and emotional interactions between people while consuming food and supports Shim, Gehrt & Siek (2005) research results. They suggested that interpersonal relationships can be realized through travel, and because the nature of tourism, as places where many people with a common interest are gathered, interpersonal relationship is an important motivator in travel. Fodness (1994) stated that interpersonal relationship is a desire to spend time with friends' and/or family, as well as the need to meet new people. The grand mean of this factor was 3.52 therefore, it can be concluded that consuming local food can be seen as an opportunity to meet and communicate with other people.

Factor 3 Interest had the third highest grand mean of 3.76. Past research has shown that interest is an important cognitive and emotional resource (Katz et al., 2006). Katz et al. (2006) argued that interest can be a valuable motivational factor. Unfortunately, there is not much research into interest as a motivational factor in food consumption. It could also be argued that the other five motivational dimensions could be seen as forms of interests. Therefore, it is possible to do a factor analysis without the items concerning interest, to see if the explained variance would become higher or lower for this sample. It would be interesting to see more research into interest as a motivational factor in food consumption concerning tourism.

The fourth factor sensory appeal focuses on the sensory appeal of food products in food consumption experiences in tourism. It had the second highest grand mean 3.97. For the last decade, research into sensory appeal associated with food consumption experiences has increased (Fields, 2002; Kim et al., 2009). The result of this research validates the importance of sensory appeal. Health concern was recognized as the fifth factor and previous studies identified health as a significant motivator in the consumption of food in tourism (Chang, 2014). The factor health concern had a grand mean of 3.28 and with that the results of this research support this by indicating that health concern is a motivator for the consumption of food while on holiday. The last factor that was found contained items concerning excitement. Previous research supported the concept of food consumption as an exciting experience (Kim et al., 2009). Feelings of excitement can evoke expectation of food experience and the eating experience can bring excitement to tourists while on holiday (Rust & Oliver, 2000). Kim et al. (2009) also stated that the opportunity of trying new, exciting and different foods is one of the key reasons for eating out while people are on holiday. The grand mean of the factor excitement was 3.36 and this supports the existing literature on excitement as a motivational factor.

### 5.6 Food-related personality traits

Apart from motivational dimensions and socio-demographic characteristics some psychological factors based on personal traits are also reported to have an effect on local food consumption. Food-related personality traits are recognized as important psychological variables affecting the consumption of food in tourism. These traits refer to individual characteristics that exercise a pervasive influence on a broad range of food-related behaviors (Mak et al., 2012). The two traits that have been examined in the present research are food neophobia and variety seeking. In order to measure the food neophobia and variety seeking scores of the respondents, each trait was examined with a set of items concerning their willingness to try foods.

The Food neophobia score of the respondents was calculated. The mean score of the sample was 26.29, ranging from 15 to 36, with a SD of 2.97. When comparing the mean score of this research, with results of previous research (Figure 10), it suggests a relatively low level of food neophobia among the respondents.

<i>Previous research</i>	<i>Sample</i>	<i>Mean</i>
Hobden & Pilner (1995)	2x separate Canadian students	32.4 & 31.4
Koivisto & Sjoden (1996)	Swedish respondents	29.25
Arvola, Lahteenmaki & Tuorila (1999)	Finnish respondents	25.5
Meiselman, Mastroianni, Buller & Edwards (1999)	UK undergraduate students	29.51
Eertmans, Victoir, Vansant & van den Bergh (2005)	Belgian undergraduate students	32.64
Mak et al. (2017)	British & Taiwanese tourists	37.33

Figure 10. Food neophobia research

The high number of respondents with a western cultural background could explain this low level of food neophobia. Dutch food would be familiar to them and therefore they would be more food neophylic than neophobic.

The variety seeking score of the respondents was measured the same way as the FNS score. The mean of the VARSEEK is 29.51, ranging from 12 to 40, with a standard deviation of 4.364, which suggests a high variety-seeking tendency among the participants in comparison with results of previous research. For example, Mak et al. (2017) (British and Taiwanese sample, mean = 25.59), Meiselman et al. (1999) (United Kingdom undergraduate student sample, mean = 29.45), and Marshall & Bell (2004) (United Kingdom undergraduate student sample, mean = 29.33).

## **5.7 Relationships between variables discussed**

In this section the significant relationships that were found during the analysis stage are discussed.

### *5.7.1 Food related personality traits and tourist food consumption motivations*

The desires and wants that compose motivation, differ per person based on their personality. Previous studies have argued that food-related personality traits, such as food neophobia and variety seeking can play a significant role in affecting tourist' food consumption behavior and motivation (Cohen & Avieli, 2004). In order to find out if the food-related personality traits of this sample could predict on the any of the six motivational dimensions two hypotheses (H1 & H2) were created.

*H1. Food neophobia can predict tourist food consumption motivations*

*H2. Variety seeking can predict food consumption motivations*

Based on the findings, food neophobia didn't explain variance for any of the identified motivational dimensions. Thus, H1 is not supported by the result of this analysis. That aside, the potential effect of this specific food-related personality trait has been accepted by previous tourism research (Chang et al., 2010; Cohen & Avieli, 2004; Mak et al., 2017). However, empirical evidence of the predictive power of food neophobia on motivational dimensions is scarce, and the results are conflicting. In line with the findings of Kim et al. (2013), this research did not find any correlation amongst tourists' consumption motivations and food neophobia, and the findings of this research also indicate that food neophobia cannot predict the identified motivational dimensions of consumption of local food products.

The other food-related-personality trait variety seeking, was found to have significantly explained variance for three factors: cultural experience, interest, and health concern, thus H2 is supported by the findings of this research. The positive influence of variety seeking on the three motivational dimensions could be explained by, that tourists on holiday are often willing to take more risks and are eager for new experiences, than in their ordinary lives at home (Mak et al., 2017). Also, in paragraph 5.6 it was stated, that this

particular sample was found to be more variety-seeking, in comparison with other research (Mak et al., 2017; Meiselman et al., 1999; Marshall & Bell, 2004).

Remarkable is the absence of a significant relation between variety seeking and excitement. The motivation excitement expresses the need to escape from routine and to need for exciting experiences. It would be possible that, because most of the tourists in the sample were just for a relatively short stay in Amsterdam, that the need to escape from routine was less present. Although, Rathner et al. (1999) suggested that variety seeking behavior frequently occurred during hedonic consumption, and tourism and consuming foods are often considered hedonic in nature, which are products considered for fun, pleasure and enjoyment as the primary benefit. Neither food neophobia nor variety seeking had any significant predictive power on the motivational dimension of excitement. The conflicting findings of the present and previous research emphasize the need for further research into the links of food-related personality traits and tourist food consumption motivations.

#### *5.7.2 Socio-demographic profile and tourist food consumption motivations*

Several previous researchers have asserted the importance of socio-demographic factors on consuming local foods (Randall & Sanjur, 1981; Rozin, 2006). In order to examine the relationship between socio-demographic characteristics and food consumption motivations the following hypothesis was created: *H3 Socio-demographic characteristics can predict tourist food consumption motivations.*

The only characteristic that was found to have significant predictive power on the tourist food consumption motivations of this sample, was age, thus, H3 is supported. The dimensions of excitement and sensory appeal were associated with the age category of the respondents.

In contrast to previous researchers' results; Rozin (2006) found gender to be a determinant factor affecting local food consumption motivation, especially when focused on health concern and Kivela & Crofts (2005) stated that males were found to be more interested in local food consumption than females, however, the present research did not find any level of significance. Furthermore, Wadolowska et al. (2008) argued that people with higher income and higher education level are more interested in local food consumption, as they don't only consume food for satisfying a physical need but also consider their sense of taste and relate what they eat with local culture. The results of the present research showed no level of significance of annual household income and education level on any of the motivational dimensions.

#### *5.7.3 Travel behavior and tourist food consumption motivations*

In this research travel behavior comprises of three different variables; the number of previous visits, the travel group size and how many nights the respondents are staying in Amsterdam. In order to examine the effect of different travel behaviors on food consumption motivations several hypotheses were created, which will be analyzed in this paragraph:

*H4. The number of previous visits can predict tourist food consumption motivations*

*H5. The length of stay can predict tourist food consumption motivations*

*H6. The travel group can predict tourist food consumption motivations*

The number of previous visits and the travel group compositions were analyzed and the results showed no level of significance. Therefore, H4 and H6 cannot be supported, and it can be stated that for this sample of foreign tourists the number of previous visits or the travel group cannot predict tourist's food consumption motivations. Not supporting H6 contrast with Frisvoll et al. (2016) findings. They argue that tourists travelling in larger groups, such as families with children, are more inclined to consume local food products than tourists travelling alone. The difference in outcome could be due to the fact that for the present research no families with children were part of the sample group.

A level of significance was found when analyzing the predictive ability of length of stay on the motivational dimension of interest. The effect size was calculated demonstrating a medium effect of length of stay on the motivational dimension interest. Therefore, H5 is supported and length of stay can help predict food consumption motivation interest. Tse & Crofts (2005), Frisvoll et al., (2016) and Madaleno et al. (2017) all found tendency of an increased length of stay to increase the opportunities to consume local food products. The post hoc results of the present research indicated that tourists visiting Amsterdam for a short visit are less motivated by interest than average to consume local food products, than tourists that stay for a medium or longer period in Amsterdam. It could be argued that tourists that stay longer in Amsterdam have more time to spend, and will also eat more food during their stay than short stay tourists.

#### *5.7.4 Knowledge of local food products and tourist's consumption motivations*

In the survey four items concerning the variable knowledge of local food products were obtained: 'I have knowledge about Dutch food products', 'I feel familiar with Dutch culture', 'I have eaten Dutch food before', and 'In my country you can buy Dutch food products'. In order to examine the relationship between knowledge of local food products and food consumption motivations hypothesis 7 was created: *H7. Knowledge about local food product can predict tourist food consumption motivations*

The first item 'I have knowledge about Dutch food products' showed no level of significance with any of the motivational dimensions. The next item measured the familiarity of the tourists with the Dutch culture 'I feel familiar with Dutch culture'. The analysis found a significant relation with the motivational dimension interpersonal relationship. The results showed that tourists that feel less familiar with Dutch culture are less motivated by interpersonal relationships when consuming local food products than tourists that feel more familiar with Dutch culture. It could be argued that tourists that are motivated by interpersonal relationships and feel familiar with Dutch culture consume Dutch food to feel more connected with their friends and family.

The third item past experience with Dutch food was measured, and a level of significance was found with the dimension of interpersonal relationship. These results indicate that tourists that have eaten Dutch food before, are on average more motivated by the social

experience that the consumption of food can be than tourists that neither agreed nor disagreed with the statement 'I have eaten Dutch food before'.

The fourth item 'In my country you can buy Dutch food products' was measured and showed a significant effect of the item on the dimension of interest. This indicates that tourists that can buy Dutch food products in their own country are more motivated by interest when consuming Dutch food products in Amsterdam. Due to the influence of globalization people have been exposed to Dutch food products before they travel to Amsterdam. Hereby, they already had the opportunity to become familiar with the Dutch cuisine (Madaleno, 2017; Mak et al., 2012). It could be argued that because they are more interested in Dutch food products, they know that Dutch food products could be bought in their home country. Three out of the four items on knowledge of local food products showed a significant effect on at least one of the motivational dimensions, thus H7 is supported by the results of this research. Knowledge of local food products can help predict the motivational dimensions of tourists to consume local food products.

Another point of discussion, this research did not suggest any of the predicting factors as more important, which makes it possible that a more in-depth analyses was lost. For example, during the last edits of this study, the analyses of the relationship between socio-demographic characteristics and food neophobia and variety-seeking was removed. Based on the literature review and the results presented in chapter 4, the relationship between socio-demographic characteristics and the food-related personality traits, did not add any necessary information to achieve this research's purpose. The goal was to examine the motivations behind the consumption of local food products, and to analyze several factors which could help predict these consumption motivations of foreign tourists in Amsterdam. Thus, this underlying relationship between two predictors deemed unnecessary and was removed from the research, in order to create a more coherent research. In hind sight, a more specific focus on the motivational dimensions, the food-related personality traits and knowledge about Dutch food products could have ensured a more meaningful research.

## **5.8 Future research**

As well as the marketing of food by tourism businesses, the appeal of food for tourists has been recognized by destination marketers at a national, regional and local level (Okumus et al., 2006). With regards to creating strategies to stimulate the consumption of local food products by foreign tourists during their stay in Amsterdam, the factors that could help predict the consumption motivations should be understood. This research has addressed the gap in the literature by analyzing these predictors on tourist consumption motivations and some suggestions are made for future research.

The consumption of local food products is relevant to the promotion of sustainable development in tourism destination, given that these products are produced locally and generally involve local resources, thus resulting in a higher level of benefits for the local economy. Local food could be used as an instrument for destination and general



development. First, visitor consumption of local food products can generate a direct effect and a multiplier effect, which will benefit the local economy (Torres, 2002). Considering that these products are produced locally with local inputs, the backward economic linkages tend to be high (Telfer & Wall, 1996). These linkages are an important mechanism for stimulating local production, retaining tourism earnings in the region, instead of going to big chain restaurants overseas, and improving the distribution of tourism benefits within the region (Torres, 2002). In order to understand these linkages, the supply chain of local food products should be explored in order to help validate the effects of the food tourism link. Also, the expenditures of foreign tourists on local food products could be assessed and the influence of different factors on these expenditures on local food products.

This research contributed to a better understanding of consumption motivations of the foreign tourist in Amsterdam and the predictive powers of socio-demographic characteristics, travel behavior, food-related personality traits and knowledge of local food products on these motivations, and should enable the development of more informed policy making. However, it would also be interesting to extent this research with a more qualitative research as to get a more in depth understanding of the motivations to consume local food products and what factors help predict these motivations.

## 6. Conclusion

In this chapter the results of the statistical analysis will be interpreted and the main question of this research will be answered. This will be followed for recommendations for practical implementations and limitations of this research. Several quantitative analyses have been used to help answer the main question of this exploratory study; *'What are the motivational dimensions of tourist food consumption, and what factors can help predict the motivations of tourists for local food consumption in Amsterdam?'*

### 6.1 The motivational dimensions of tourist' food consumption

The overall purpose of this research was to examine the motivations behind the consumption of local food products and several factors that could help predict the consumption motivations of foreign tourists in Amsterdam. It was possible to illustrate the complexity of food tourism from a motivational perspective by means of a factor analysis. The motivational dimensions of the tourists established by this research, accounting for 66% of the cumulative variance, are cultural experience, interpersonal relationships, interest, sensory appeal, health concern and excitement. The three motivational dimensions that were most important to the foreign tourists of this sample were: cultural experience, sensory appeal and Interest.

As stated in the theoretical framework, the consumption of local products could be understood as a truly cultural experience, which facilitates contact with authentic aspects and awareness rising of the local culture (Field, 2002). Food is connected to the place where it is produced and located, and can be considered as an expression of the local ways of growing, producing and consuming linked to the destination and to its history. The motivational dimension of cultural experience accounted for the highest explained variance 33.11%, and was regarded as the most important motivational dimension by the sample ( $M = 4.06$ ). This indicates that the consumption of local Dutch food is mostly motivated by the opportunity to learn about Dutch culture and Dutch food allows tourists to access the cultural and historical heritage of Amsterdam and the Netherlands through eating, drinking and experiencing.

The results indicated that 74.2% of the tourists wanted to learn more about Dutch food products. Therefore, marketers may capitalize on this willingness to learn, and this could be seen as an opportunity to provide tourists with more information about what Dutch food and/or cuisine is. Food sellers could offer more information about the products they are selling, and tour operators could start with food tours through the city to promote Dutch food products. Information influences could include sensory education, such as advertisement stimuli, because sensory appeal is an important motivator for tourists visiting Amsterdam. This dimension highlights the importance of the cultural experience for tourists.

After cultural experience, the motivational dimension of sensory appeal was rated highest amount the respondents. The sensory appeal motivation accounted for the second highest mean 3.97, and had an explained variance of 6.64%. This result supports the argument of Furst et al. (1996) that sensory perceptions play a psychological part in

acceptance and rejection of foods. Sensory appeal as a motive involves accepting or rejecting a food because of its sensory characteristic such as the taste, smell and appearance. The importance of this motivational dimension signifies the role of sensory perceptions, such as smell, taste and look associated with Dutch food products and plays a role in the appreciation of food consumption in tourism. In this light, tourism marketers may devote more emphasis on the sensory appeal (e.g. taste and presentation) of the local food consumption experience of tourists. Marketing efforts may be focused on the sharing of food experiences via social media platforms, which have become powerful forces in sharing food experiences and experiences during travel.

The third most important motivational dimension ( $M = 3.76$ , variance explained = 8.22%) was created with items concerning the interest in Dutch food products. During the literature review not much, previous research could be found concerning interest as a motivational dimension, let alone in food tourism. Therefore, it is interesting to see that this sample of tourist's values interest as a motivation to consume Dutch food products.

The consumption of Dutch food products can be motivated by interpersonal relations, namely the desire to spend time with family and friends, which expresses togetherness (Field, 2002). This motivational dimension contains social and emotional interactions between people while consuming and experiencing food. This factor had the fourth highest mean of 3.52 and explained for 9.02% the variance.

The fifth dimension that was established was named Excitement and contained items concerning exciting and different experiences. The grand mean of this dimension was  $M = 3.36$  and the variance explained 4.64% of the total. Health concern as motivational had the lowest grand mean ( $M = 3.28$ ) and the second lowest variance explained 5.47%. Even though healthy food consumption is essential in the human daily food preferences, the dimension of health concern least motivated the sample of this research.

## **6.2 The factors that can predict tourist' food consumption motivations**

This research has shown that cultural factors, social factors, physiological factors and psychological factors are primary domains of the motivations of tourists to consume local food products. Furthermore, those motivations can be predicted by several factors that constitute tourists' personality traits, socio-demographics, travel behaviors, and knowledge about local food products. With that, this study has contributed to a more expansive understanding of the underlying dimensions of tourists' local food consumption motivations and the predictive power of socio-demographic characteristics, food-related personality traits, and other destination related factors on these dimensions

In the conceptual framework of this research food-related personality trait are seen as potential predictors of the tourist consumption motivations. A multiple regression was done to examine the predictive ability of food neophobia and variety seeking on the six motivational dimensions. Only variety-seeking was found to help predict three motivational dimensions: cultural experience, interest, and health concern. Respondents with variety seeking

tendencies were mostly motivated by interest and cultural experience. These results indicate the importance of the trait variety seeking in food tourism research, as it can help predict various different consumption motivations. Especially, interest and cultural experience should be further examined.

Several previous researchers have argued the importance of socio-demographic characteristics on the consumption of local foods (Randall & Sanjur, 1981; Rozin, 2006). However, for this sample only the characteristic of age could help predict two motivational dimensions; excitement and sensory appeal. The age groups 18 – 24 and 25 – 34 were more motivated by sensory appeal as motivation to consume Dutch food products. Therefore, a suggestion could be to focus sensory marketing strategies on those age groups.

Another potential factor that help predict the motivational dimensions that was analyzed was travel behavior. The results of the analyses of travel behavior showed that there was no level of significance between the number of previous visits and any of the motivational dimensions. This suggests that tourists are not more or less motivated by one of the dimensions when they visited for the first time or when they had visited Amsterdam multiple times. Similar were the results for the variable travel group, suggesting that travel groups size in this could not predict the motivation to consume Dutch food products. When length of stay was analyzed a level of significance for the dimension of interest was found and length of stay had a medium effect on interest. The results showed that tourists visiting Amsterdam for a short visit are less motivated by interest than average to consume local food products, than tourists that stay for a medium or longer period in Amsterdam. It could be argued that tourists that stay longer in Amsterdam will eat more food during their stay and they become more interested or find more appreciation in the food they eat, because they have more time to spend than short stay tourists. However, it was expectable that the probability to eat Dutch food increases when tourists stay for a longer period of time, because there are more opportunities to consume these products.

Research on the predictive ability of knowledge about local food products on the motivational dimensions showed that the first item 'I have knowledge about Dutch food products has no significance on any of the motivational dimensions. The second item 'I feel familiar with Dutch culture' had a significant relationship with interpersonal relationships. This showed that tourists that feel less familiar with Dutch culture are less motivated by interpersonal relationships when consuming local food products than tourists that feel more familiar with Dutch culture. It could be argued that tourists that are motivated by interpersonal relationships and feel familiar with Dutch culture, consume Dutch food to feel more connected with their friends and family.

The third item 'I have eaten Dutch food before' also showed a significant relationship with the dimension of interpersonal relationships. These results indicate that tourists that have eaten Dutch food before are on average more motivated by interpersonal relationships than tourists that neither agreed nor disagreed with the statement 'I have eaten Dutch food before'.

The fourth item 'In my country you can buy Dutch food products' measured the effect of globalization on knowledge of local food products. The results showed a significant effect of the item on the dimension of interest. This indicates that tourists that can buy Dutch food products in their own country are more motivated by interest when consuming Dutch food products in Amsterdam.

To conclude the following factors that can help predict the tourists' consumption motivations of local food products of this particular sample, are the socio-demographic age, the variety-seeking personality trait, the length of stay and the knowledge of local food products. Each factor has a different predictive ability and none of the factors can predict all of the motivational dimensions, indicating the complexity of the motivational dimensions of tourists' food consumption. This research has added knowledge for sustainable long-term tourism planning for Amsterdam and by understanding the foreign tourists' food motivations, it is possible to create a better destination image of Amsterdam, via local food, which is considered an important factor of a national cultural identity and destination promotion. Thus, this research suggests to steer away from the mass tourists towards a more quality tourist, which is concerned with food, culture and heritage. Amsterdam should give greater prominence in tourism promotion to their local food products. The findings of the research indicate that tourists are willing to learn more about Dutch food products and cultural experience is the most important motivator to consume food. This is an opportunity for policy makers to change the destination image of Amsterdam.

### **6.3 Limitations**

This research is not free from limitations. First of all, the sample size is comparatively low, and the limited scale of this research makes it difficult to make many indisputable conclusions, but it is hoped that it will encourage further research into the relationships between food tourism and sustainability. Future studies that use larger samples might offer more accurate results, and rather than using a convenience sampling method, future studies should possibly use a stratified sample for comparable results among groups. The sample of this research was not equally divided. For example, the socio-demographic characteristic, cultural background showed two greatly divided groups and the use of a stratified sampling method would prevent unequal group sizes in future research. Secondly, in order to create more generalizability, further research with samples from other populations and in different regions are necessary. Lastly, although this research tried to include all potential factors that could help predict tourists' consumption motivations of local food products, it is recognized that some aspects of relevant behavior have been overlooked (e.g. the food-related personality trait food involvement) Moreover, the actual number of local food products consumed by tourists has not been analyzed and the availability of local food products has not been examined either.

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## Appendix 1: Survey



### Consumption of Dutch food products in Amsterdam

My name is Anna Schrammeijer and I am a student at Wageningen University and Research. I study Leisure, Tourism and Environment and I am doing research into tourists' consumption of local food products in Amsterdam. Dutch food products refer to food products that are locally processed and regionally branded in the Netherlands, and have a local or regional identity..

**How much do you agree or disagree with the following statements. Please respond by checking the box that reflects your opinion the best**

Strongly disagree  
Disagree  
Neither agree nor disagree  
Agree  
Strongly agree

1. I am constantly sampling new and different foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I do not trust new foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. If I do not know what is in a food, I would not try it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I like food from different countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. At dinner parties, I will try a new food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I am afraid to eat things I have never had before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I am very particular about the food I will eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I like to try new ethnic restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. When I eat out, I like to try the most unusual items, even if I am not sure I would like them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. While preparing foods or snacks, I like to try out new recipes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I think it is fun to try out food items I am not familiar with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I am eager to know what kind of foods people from other countries eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I like to eat exotic foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Items on the menu that I am unfamiliar with make me curious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I prefer to eat food products I am used to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. I am curious about food products I am not familiar with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. While in Amsterdam, I will eat Dutch food products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I like learning more about Dutch food products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Trying the local cuisine is an important reason to visit Amsterdam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. I collected information about Dutch food products before I came here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>What motivates you to consume Dutch food products? How much do you agree or disagree with the following statements:</b>					
21. To learn what this local food tastes like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Offers a unique opportunity to understand local cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. To discover something new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. To see things that I don't normally see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. To see how other people live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. To have a special experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. To increase my knowledge about different cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. For an authentic experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. The experience of local food in its original place makes me excited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. It helps me to relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. I feel exhilarated when consuming local food products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. To have an expectation that it is exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Because when I am on holiday it makes me not worry about routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. Consuming local food products takes me away from the crowds and noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. Because it is different from what I normally eat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. I want to talk to everybody about my local food experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Having local food increases friendship or kinship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. I give advice about local food experiences to people who want to travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. Local food enables me to have an enjoyable time with friends and/or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40. Smells nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. Tastes good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. Looks nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. Local food is different to the taste of the same food in my own country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. The local food is nutritious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. The local food contains a lot of fresh ingredients produced in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. The local food keeps me healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47. I have knowledge about Dutch food products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. I feel familiar with the Dutch culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. I have eaten Dutch food before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50. In my country you can buy Dutch food products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Final Questions: please circle the answer that fits best**

51. Travel group	By yourself	Couple (2)	Family	Group of friends	Organized tour	Other
52. Total annual household income	€25.00 or less	€25.001 - €40.00	€40.001 - €55.000	€55.001 - 75.00	€75.001 - 100.000	€100.001 and above
53. Number of visits	First time	Second time	Third time	Fourth time	Fifth time or more	
54. Education level	High school or lower	Technical school	College degree	University degree	Masters' or post-graduate degree	
55. Age						
56. Gender	Female	Male	Other/prefer not to say			
57. Country of origin						
58. Length of stay						

**The End. Your responses are confidential.**

**Thank you very much for your contribution and enjoy your stay in Amsterdam!**

## Appendix 2: SPSS Data

### Exploratory factor analysis

Item	Rotated Factor Loadings					
	Cultural Experience	Interpersonal relationships	Interest	Sensory appeal	Health concern	Excitement
To see things that I don't normally see	<b>.802</b>	.195	.093	-.010	.119	.066
To discover something new	<b>.788</b>	.091	-.062	.093	.164	.165
Offers a unique opportunity to understand local cultures	<b>.773</b>	.169	.166	.119	.070	.116
To see how other people live	<b>.759</b>	.199	-.027	.195	-.035	.151
For an authentic experience	<b>.753</b>	.114	.255	.170	.016	.015
To have a special experience	<b>.752</b>	.048	.124	.130	.137	.127
To learn what this local food tastes like	<b>.675</b>	.164	.326	.028	.118	.047
To increase my knowledge about different cultures	.211	<b>.771</b>	-.005	.005	.271	.121
I feel exhilarated when consuming local food products	.196	<b>.754</b>	.106	.098	.175	.174
Having food increases friendship or kinship	.180	<b>.678</b>	.276	.190	.061	-.040
Local food enables me to have an enjoyable time with friends and/or family	.127	<b>.670</b>	.192	.065	-.045	.210
I want to talk to everybody about my local food experiences	-.057	.192	<b>.750</b>	.172	.090	.135
I like learning more about Dutch food products	.206	.170	<b>.695</b>	.143	.155	.035
Trying the local cuisine is an important reason to visit Amsterdam	.427	.203	<b>.626</b>	.197	-.001	-.082
To have an expectation that it is exciting	.271	.011	<b>.601</b>	.006	.230	.320
I give advice about local food experiences to people who want to travel	.080	.090	.109	<b>.862</b>	.042	.122
The local food is nutritious	.146	.078	.225	<b>.859</b>	.058	-.002
While in Amsterdam, I will eat Dutch food products	.249	.102	.074	<b>.747</b>	-.003	.121
Tastes good	.084	-.033	.079	.085	<b>.842</b>	.015
Smells nice	.164	.117	.120	-.011	<b>.767</b>	.145
Looks nice	.091	.283	.139	.012	<b>.718</b>	.022

The local food keeps me healthy	.150	.085	.018	.175	.189	.857
The local food contains a lot of fresh ingredients produced in the local area	.184	.352	.371	.161	.053	.593
It helps me to relax	.259	.387	.147	-.012	-.054	.559

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Relation between motivational dimensions and socio-demographic characteristics

- Age
- Gender
- Income
- Education level
- Nationality

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Cultural experience	.815	4	168	.517
Interpersonal relationships	.661	4	168	.620
Interest	.957	4	168	.433
Sensory appeal	2.272	4	168	.064
Health concern	.483	4	168	.748
Excitement	.674	4	168	.611

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cultural experience	Between Groups	.915	4	.229	.215	.930
	Within Groups	178.337	168	1.062		
	Total	179.252	172			
Interpersonal relationships	Between Groups	2.967	4	.742	.744	.563
	Within Groups	167.496	168	.997		
	Total	170.463	172			
Interest	Between Groups	2.960	4	.740	.703	.591
	Within Groups	176.870	168	1.053		
	Total	179.829	172			
Sensory appeal	Between Groups	10.474	4	2.618	2.619	.037
	Within Groups	167.981	168	1.000		
	Total	178.455	172			
Health concern	Between Groups	4.425	4	1.106	1.054	.381
	Within Groups	176.307	168	1.049		
	Total	180.732	172			
Excitement	Between Groups	13.586	4	3.396	3.492	.009
	Within Groups	163.420	168	.973		
	Total	177.005	172			

**Robust Tests of Equality of Means**

		Statistic <sup>a</sup>	df1	df2	Sig.
Cultural experience	Welch	.690	4	21.933	.607
	Brown-Forsythe	.294	4	66.344	.881
Interpersonal relationships	Welch	.938	4	20.488	.462
	Brown-Forsythe	.890	4	36.288	.480
Interest	Welch	.775	4	20.873	.554
	Brown-Forsythe	.764	4	56.920	.553
Sensory appeal	Welch	2.423	4	25.703	.074
	Brown-Forsythe	3.759	4	74.391	.008
Health concern	Welch	1.690	4	20.443	.191
	Brown-Forsythe	1.267	4	53.263	.294
Excitement	Welch	3.349	4	19.897	.030
	Brown-Forsythe	3.541	4	37.719	.015

a. Asymptotically F distributed.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Cultural experience	Equal variances assumed	.034	.853	.730	181	.466	.10999732	.15063427	-.18722775	.40722240
	Equal variances not assumed			.738	169.955	.461	.10999732	.14900995	-.18415138	.40414602
Interpersonal relationships	Equal variances assumed	4.039	.046	-.284	181	.777	-.04203856	.14826267	-.33458409	.25050698
	Equal variances not assumed			-.294	179.570	.769	-.04203856	.14297189	-.32415967	.24008256
Interest	Equal variances assumed	.557	.456	1.137	181	.257	.17053594	.15003825	-.12551309	.46658497
	Equal variances not assumed			1.155	172.389	.250	.17053594	.14768930	-.12097624	.46204812
Sensory appeal	Equal variances assumed	.369	.545	.083	181	.934	.01253186	.15093154	-.28527978	.31034349
	Equal variances not assumed			.084	171.761	.933	.01253186	.14876468	-.28111052	.30617424
Health concern	Equal variances assumed	4.310	.039	.042	181	.967	.00632324	.15048702	-.29061128	.30325776
	Equal variances not assumed			.044	180.262	.965	.00632324	.14456997	-.27894388	.29159035
Excitement	Equal variances assumed	1.685	.196	-1.480	181	.141	-.22021738	.14875554	-.51373542	.07330066
	Equal variances not assumed			-1.511	174.416	.133	-.22021738	.14576260	-.50790297	.06746820

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Cultural experience	.481	5	173	.790
Interpersonal relationships	.945	5	173	.453
Interest	1.518	5	173	.187
Sensory appeal	.954	5	173	.448
Health concern	.985	5	173	.429
Excitement	1.150	5	173	.336

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Cultural experience	Between Groups	3.827	5	.765	.749	.588
	Within Groups	176.804	173	1.022		
	Total	180.631	178			
Interpersonal relationships	Between Groups	7.566	5	1.513	1.564	.173
	Within Groups	167.371	173	.967		
	Total	174.937	178			
Interest	Between Groups	4.870	5	.974	.957	.446
	Within Groups	176.006	173	1.017		
	Total	180.876	178			
Sensory appeal	Between Groups	5.178	5	1.036	1.035	.398
	Within Groups	173.024	173	1.000		
	Total	178.201	178			
Health concern	Between Groups	4.415	5	.883	.865	.506
	Within Groups	176.550	173	1.021		
	Total	180.965	178			
Excitement	Between Groups	.977	5	.195	.193	.965
	Within Groups	175.473	173	1.014		
	Total	176.450	178			



**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Cultural experience	.591	4	178	.669
Interpersonal relationships	.829	4	178	.508
Interest	1.582	4	178	.181
Sensory appeal	3.168	4	178	.015
Health concern	2.580	4	178	.039
Excitement	.191	4	178	.943

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Cultural experience	Between Groups	2.163	4	.541	.530	.714
	Within Groups	181.554	178	1.020		
	Total	183.717	182			
Interpersonal relationships	Between Groups	8.630	4	2.158	2.274	.063
	Within Groups	168.904	178	.949		
	Total	177.534	182			
Interest	Between Groups	3.068	4	.767	.759	.554
	Within Groups	179.960	178	1.011		
	Total	183.028	182			
Sensory appeal	Between Groups	5.984	4	1.496	1.497	.205
	Within Groups	177.924	178	1.000		
	Total	183.908	182			
Health concern	Between Groups	5.393	4	1.348	1.353	.252
	Within Groups	177.428	178	.997		
	Total	182.821	182			
Excitement	Between Groups	3.303	4	.826	.828	.509
	Within Groups	177.497	178	.997		
	Total	180.800	182			

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cultural experience	Equal variances assumed	.012	.913	-.779	179	.437	-.17069918	.21913792	-.60312524	.26172687
	Equal variances not assumed			-.809	31.311	.425	-.17069918	.21106238	-.60099052	.25959215
Interpersonal relationships	Equal variances assumed	2.840	.094	1.121	179	.264	.24314509	.21698326	-.18502915	.67131933
	Equal variances not assumed			.916	27.194	.368	.24314509	.26556513	-.30156816	.78785835
Interest	Equal variances assumed	2.250	.135	1.796	179	.074	.39359443	.21917058	-.03889606	.82608492
	Equal variances not assumed			1.521	27.652	.140	.39359443	.25874285	-.13671677	.92390563
Sensory appeal	Equal variances assumed	4.466	.036	2.510	179	.013	.54567547	.21740152	.11667587	.97467507
	Equal variances not assumed			1.919	26.456	.066	.54567547	.28430429	-.03823096	1.12958189
Health concern	Equal variances assumed	.356	.552	.202	179	.840	.04465899	.22094797	-.39133884	.48065681
	Equal variances not assumed			.217	32.179	.829	.04465899	.20559224	-.37402726	.46334523
Excitement	Equal variances assumed	.836	.362	-1.611	179	.109	-.35127768	.21799254	-.78144355	.07888819
	Equal variances not assumed			-1.687	31.510	.102	-.35127768	.20823936	-.77570636	.07315100

**Relation between motivational dimensions and travel behavior**

- Number of previous visits
- Length of stay
- Travel group

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Cultural experience	3.868	4	178	.005
Interpersonal relationships	.448	4	178	.774
Interest	2.163	4	178	.075
Sensory appeal	3.243	4	178	.013
Health concern	.072	4	178	.991
Excitement	.291	4	178	.883

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Cultural experience	Between Groups	8.451	4	2.113	2.146	.077
	Within Groups	175.266	178	.985		
	Total	183.717	182			
Interpersonal relationships	Between Groups	7.194	4	1.799	1.879	.116
	Within Groups	170.340	178	.957		
	Total	177.534	182			
Interest	Between Groups	6.911	4	1.728	1.746	.142
	Within Groups	176.117	178	.989		
	Total	183.028	182			
Sensory appeal	Between Groups	8.552	4	2.138	2.170	.074
	Within Groups	175.356	178	.985		
	Total	183.908	182			
Health concern	Between Groups	3.477	4	.869	.863	.487
	Within Groups	179.344	178	1.008		
	Total	182.821	182			
Excitement	Between Groups	4.057	4	1.014	1.021	.398
	Within Groups	176.742	178	.993		
	Total	180.800	182			

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Cultural experience	.946	2	181	.390
Interpersonal relationships	1.256	2	181	.287
Interest	4.155	2	181	.017
Sensory appeal	.330	2	181	.719
Health concern	.288	2	181	.750
Excitement	3.175	2	181	.044

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Cultural experience	Between Groups	2.621	2	1.310	1.308	.273
	Within Groups	181.323	181	1.002		
	Total	183.944	183			
Interpersonal relationships	Between Groups	.153	2	.076	.075	.928
	Within Groups	183.842	181	1.016		
	Total	183.995	183			
Interest	Between Groups	19.033	2	9.516	10.451	.000
	Within Groups	164.811	181	.911		
	Total	183.844	183			
Sensory appeal	Between Groups	3.987	2	1.994	2.006	.137
	Within Groups	179.873	181	.994		
	Total	183.861	183			
Health concern	Between Groups	.826	2	.413	.410	.664
	Within Groups	182.401	181	1.008		
	Total	183.227	183			
Excitement	Between Groups	2.805	2	1.402	1.433	.241
	Within Groups	177.148	181	.979		
	Total	179.952	183			

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Cultural experience	2.119	5	177	.065
Interpersonal relationships	1.646	5	177	.150
Interest	1.259	5	177	.284
Sensory appeal	.632	5	177	.675
Health concern	1.051	5	177	.390
Excitement	1.027	5	177	.403

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Cultural experience	Between Groups	4.192	5	.838	.827	.532
	Within Groups	179.525	177	1.014		
	Total	183.717	182			
Interpersonal relationships	Between Groups	6.476	5	1.295	1.340	.249
	Within Groups	171.057	177	.966		
	Total	177.534	182			
Interest	Between Groups	5.683	5	1.137	1.134	.344
	Within Groups	177.345	177	1.002		
	Total	183.028	182			
Sensory appeal	Between Groups	3.607	5	.721	.708	.618
	Within Groups	180.301	177	1.019		
	Total	183.908	182			
Health concern	Between Groups	8.046	5	1.609	1.630	.154
	Within Groups	174.776	177	.987		
	Total	182.821	182			
Excitement	Between Groups	4.845	5	.969	.975	.435
	Within Groups	175.955	177	.994		
	Total	180.800	182			

Relationships between knowledge of local food products and motivational dimensions:

Interpersonal relationships

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.321 <sup>a</sup>	.103	.083	.95746168	1.571

a. Predictors: (Constant), In my country you can buy Dutch food products, I have knowledge about Dutch food products, I have eaten Dutch food before, I feel familiar with the Dutch culture

b. Dependent Variable: Interpersonal relationships

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.988	4	4.747	5.178	.001 <sup>b</sup>
	Residual	165.012	180	.917		
	Total	184.000	184			

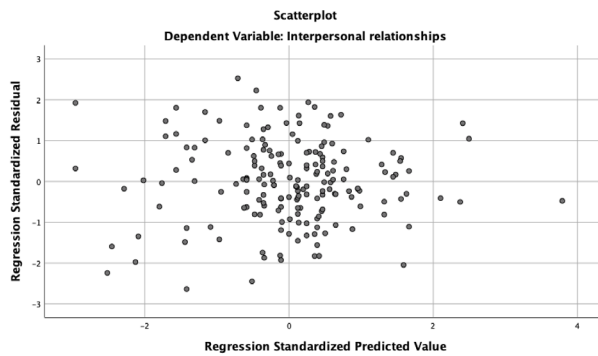
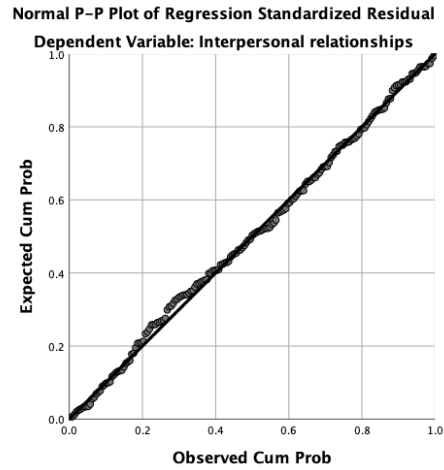
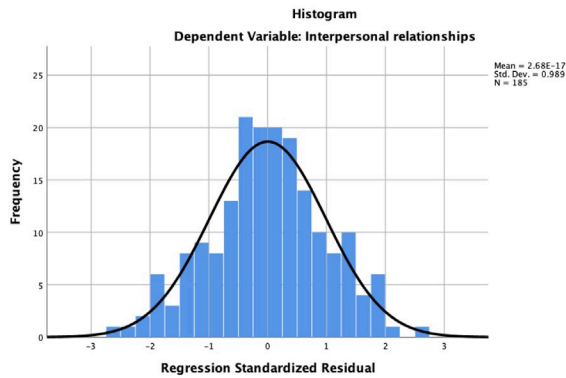
a. Dependent Variable: Interpersonal relationships

b. Predictors: (Constant), In my country you can buy Dutch food products, I have knowledge about Dutch food products, I have eaten Dutch food before, I feel familiar with the Dutch culture

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.079	.271		-.291	.771			
	I have knowledge about Dutch food products	-.047	.085	-.050	-.549	.584	.073	-.041	-.039
	I feel familiar with the Dutch culture	.314	.090	.329	3.507	.001	.193	.253	.248
	I have eaten Dutch food before	-.192	.061	-.254	-3.157	.002	-.159	-.229	-.223
	In my country you can buy Dutch food products	-.035	.062	-.043	-.572	.568	-.069	-.043	-.040

a. Dependent Variable: Interpersonal relationships



## Interest

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.235 <sup>a</sup>	.055	.034	.98281976	1.967

a. Predictors: (Constant), In my country you can buy Dutch food products, I have knowledge about Dutch food products, I have eaten Dutch food before, I feel familiar with the Dutch culture

b. Dependent Variable: Interest

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.132	4	2.533	2.622	.036 <sup>b</sup>
	Residual	173.868	180	.966		
	Total	184.000	184			

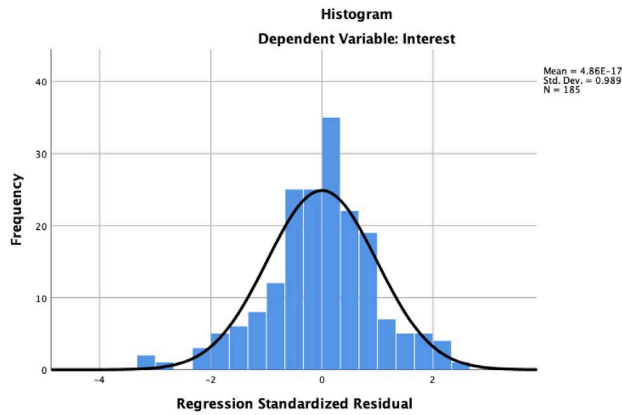
a. Dependent Variable: Interest

b. Predictors: (Constant), In my country you can buy Dutch food products, I have knowledge about Dutch food products, I have eaten Dutch food before, I feel familiar with the Dutch culture

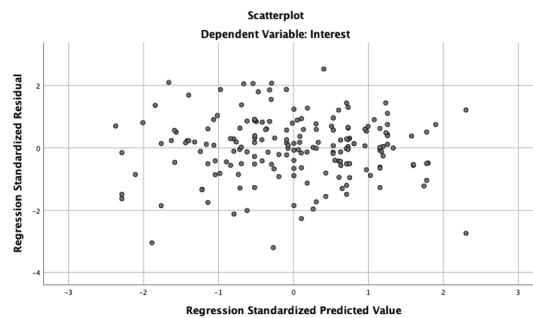
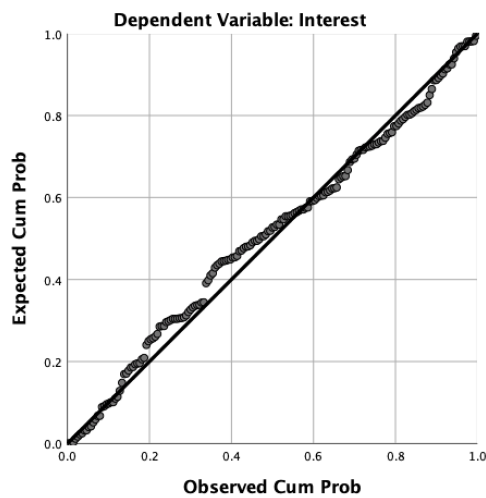
### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Correlations		
		B	Std. Error	Beta				Zero-order	Partial	Part
1	(Constant)	-.806	.279			-2.894	.004			
	I have knowledge about Dutch food products	.105	.088	.111	.1193	1.193	.235	.141	.089	.086
	I feel familiar with the Dutch culture	-.005	.092	-.005	-.053	-.053	.958	.114	-.004	-.004
	I have eaten Dutch food before	.024	.063	.031	.376	.376	.707	.125	.028	.027
	In my country you can buy Dutch food products	.146	.064	.178	2.293	2.293	.023	.203	.168	.166

a. Dependent Variable: Interest



**Normal P-P Plot of Regression Standardized Residual**



### Multiple regression analyses

The four significant relations between variety seeking and the motivational dimensions

Variety-seeking x cultural experience

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.408 <sup>a</sup>	.167	.157	.82925080	1.688

a. Predictors: (Constant), Variety seeking scale, Food neophobia scale

b. Dependent Variable: Cultural experience

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.813	2	11.906	17.314	.000 <sup>b</sup>
	Residual	118.965	173	.688		
	Total	142.777	175			

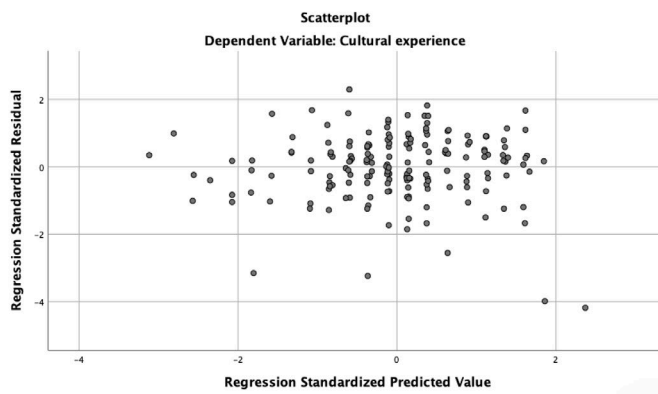
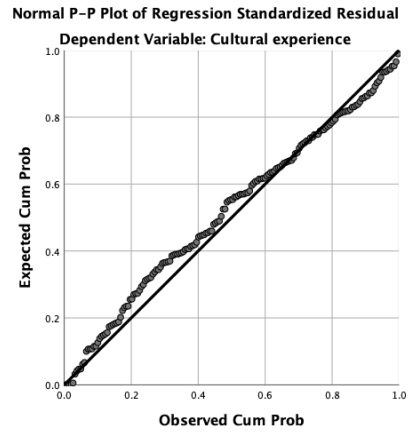
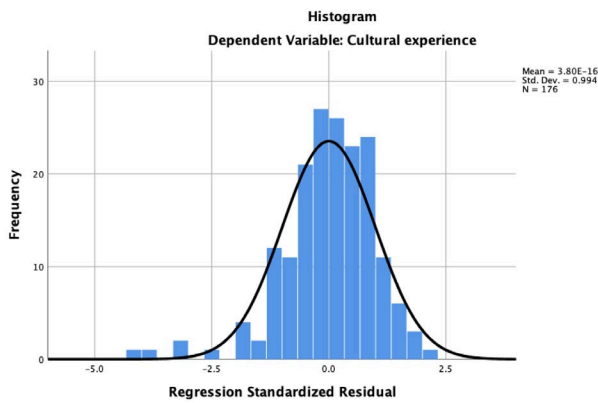
a. Dependent Variable: Cultural experience

b. Predictors: (Constant), Variety seeking scale, Food neophobia scale

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2.727	.646		-4.221	.000
	Food neophobia scale	.002	.023	.008	.104	.917
	Variety seeking scale	.090	.016	.406	5.572	.000

a. Dependent Variable: Cultural experience



### Variety-seeking x interpersonal relationships

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.402 <sup>a</sup>	.162	.152	.90625028	1.769

- a. Predictors: (Constant), Variety seeking scale, Food neophobia scale  
b. Dependent Variable: Interpersonal relationships

#### ANOVA<sup>a</sup>

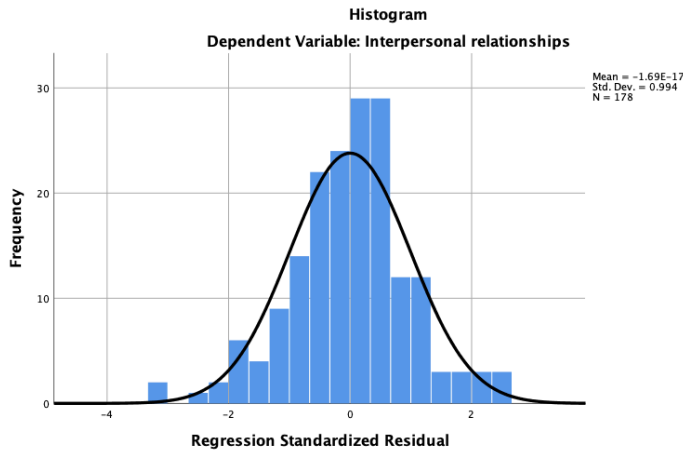
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.698	2	13.849	16.863	.000 <sup>b</sup>
	Residual	143.726	175	.821		
	Total	171.424	177			

- a. Dependent Variable: Interpersonal relationships  
b. Predictors: (Constant), Variety seeking scale, Food neophobia scale

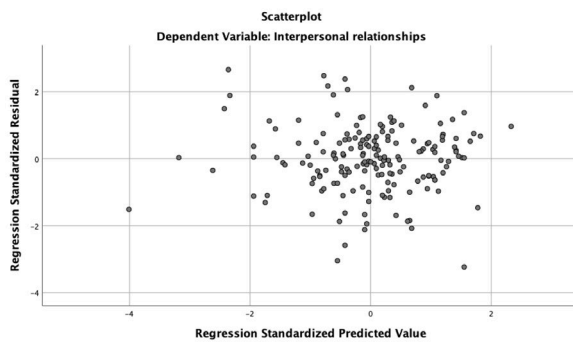
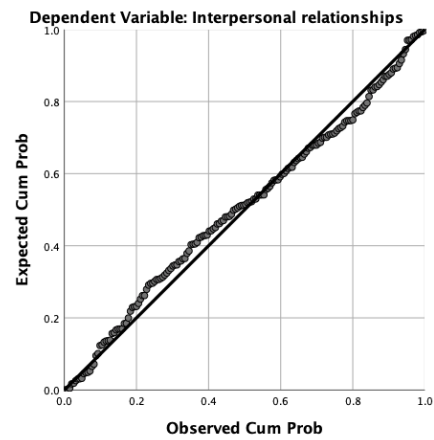
#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-2.979	.692		-4.305	.000			
	Food neophobia scale	.013	.025	.039	.539	.590	.155	.041	.037
	Variety seeking scale	.089	.017	.389	5.357	.000	.400	.375	.371

- a. Dependent Variable: Interpersonal relationships



Normal P-P Plot of Regression Standardized Residual



Variety-seeking x interest

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.492 <sup>a</sup>	.242	.234	.88210306	1.907

a. Predictors: (Constant), Variety seeking scale, Food neophobia scale

b. Dependent Variable: Interest

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.534	2	21.767	27.975	.000 <sup>b</sup>
	Residual	136.169	175	.778		
	Total	179.703	177			

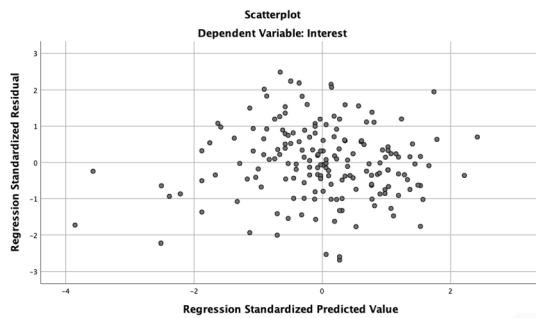
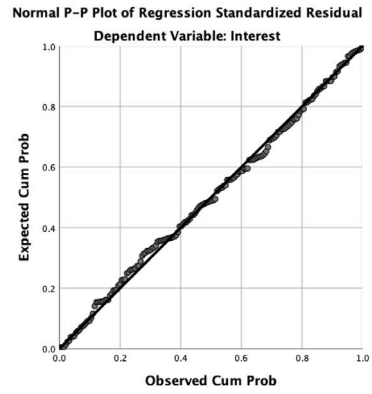
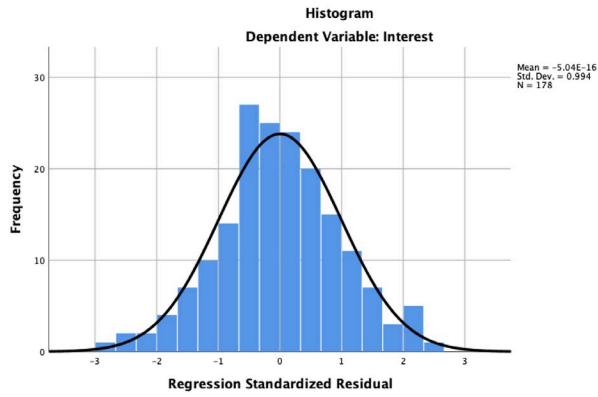
a. Dependent Variable: Interest

b. Predictors: (Constant), Variety seeking scale, Food neophobia scale

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-4.180	.673		-6.207	.000			
	Food neophobia scale	.042	.024	.122	1.766	.079	.254	.132	.116
	Variety seeking scale	.104	.016	.442	6.408	.000	.478	.436	.422

a. Dependent Variable: Interest



### Variety-seeking x Health concern

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.232 <sup>a</sup>	.054	.043	.96852121	1.626

a. Predictors: (Constant), Variety seeking scale, Food neophobia scale

b. Dependent Variable: Health concern

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.379	2	4.690	4.999	.008 <sup>b</sup>
	Residual	164.156	175	.938		
	Total	173.535	177			

a. Dependent Variable: Health concern

b. Predictors: (Constant), Variety seeking scale, Food neophobia scale

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-1.483	.739		-2.006	.046			
	Food neophobia scale	-.005	.026	-.013	-.172	.864	.057	-.013	-.013
	Variety seeking scale	.055	.018	.236	3.064	.003	.232	.226	.225

a. Dependent Variable: Health concern



