A simplified approach to food traveler segmentation

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Challenge

• The best method for segmenting food travelers based on involvement required 20+ items and complex statistical analysis (Levitt et al, 2019)
Method

• Survey of American travelers—balanced by age and gender
• N=489
Survey & analysis

• 3 questions on purchase involvement (adapted from Mittal & Lee, 1989)

• Measured with a 7-point Likert-type scale
  • I would choose where to eat on a trip very carefully.
  • Deciding where to eat on a trip would be an important decision for me.
  • On a trip, where I eat matters to me a lot.

• Scores added together:
  • 18+ high involvement
  • 15-17 medium involvement
  • <15 low involvement
Additional survey questions

• Respondents answered multiple attitudinal and behavioral questions using 5-point Likert-type scales
• Responses from the three segments were compared
Did this analysis yield 3 distinct segments?

YES!
p<.001 for all comparisons
Attitude toward food & drink

I travel to enjoy memorable eating and drinking experiences

- Low
- Medium
- High
The availability of food experiences/restaurants help me to choose between two different destinations.
Social influence on food & drink

I want to be the first of my friends to try new foods

- Low
- Medium
- High
Food & drink activities

People are comfortable spending a significant amount of money on gourmet meals.

- Low: 2.68
- Medium: 3.14
- High: 3.83

- Low: 2.36
- Medium: 3.5
- High: 4.06
Post-travel impact

Food & drink experiences are important to the overall satisfaction of my trip.

- Low: 3.49
- Medium: 4.03
- High: 4.36

- Low: 3.61
- Medium: 4.07
- High: 4.33

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Conclusion

Using a 3-question battery of items yields a clear segmentation of food travelers

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